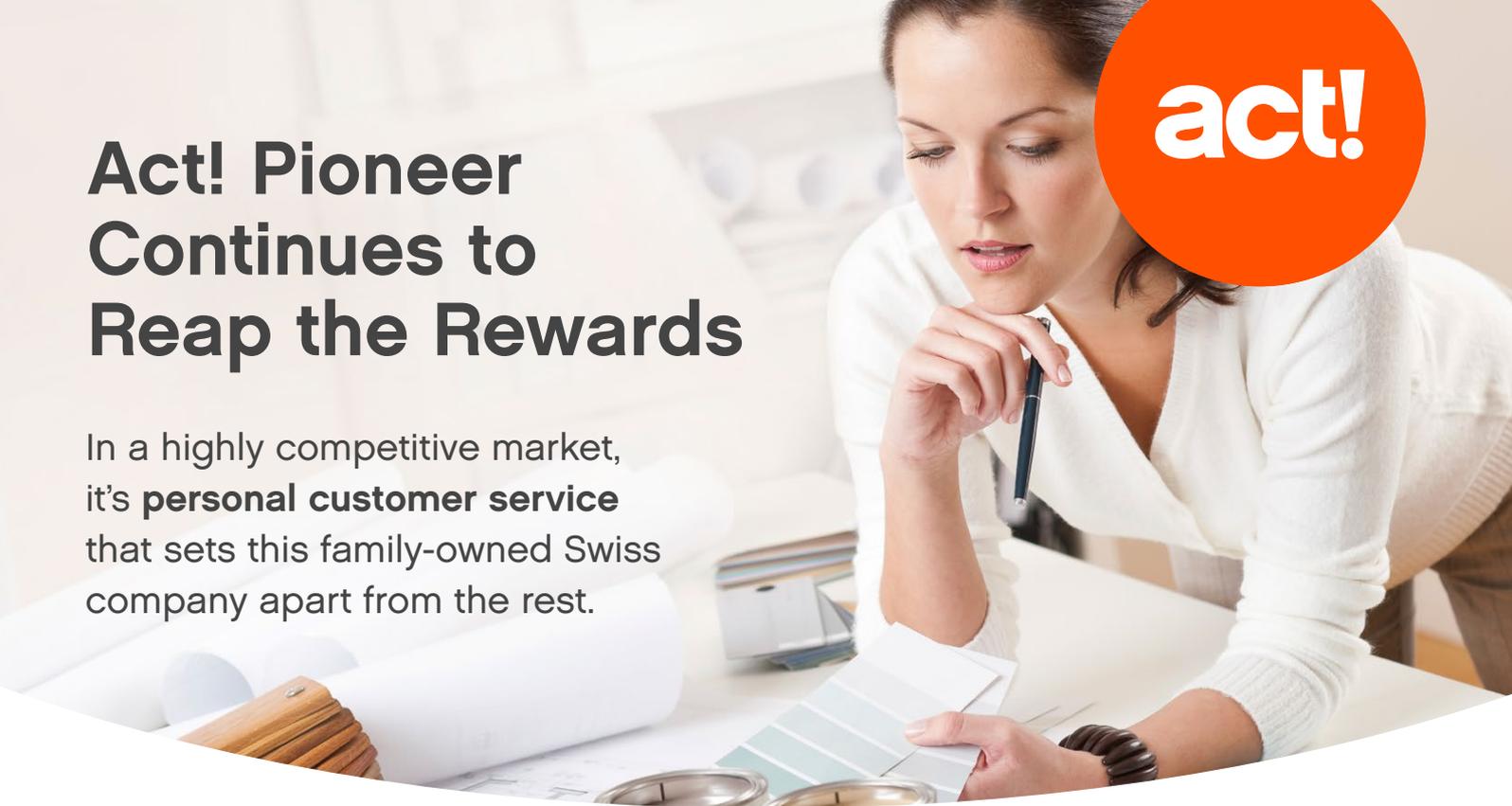


Act! Pioneer Continues to Reap the Rewards

In a highly competitive market, it's **personal customer service** that sets this family-owned Swiss company apart from the rest.



act!

**schoch**
werkhaus. switzerland.

Having a CRM system that's **sufficiently adaptable** to meet their sophisticated communication needs has been of **critical importance from day one**. Some years ago, entrepreneur Jan Schoch faced a challenge. Although his company, Schoch Werkhaus, had a perfectly adequate enterprise resource planning (ERP) system in place, it had no effective customer relationship management (CRM) solution to complement it.

So the business, which creates **innovative workplace environments** and office interiors, couldn't accurately record and store detailed information about either its customer or supplier relationships. And yet: "Personal contact with our customers and strong communication of brand values is precisely what sets us apart from our market rivals," says Jan, "which means we need a **highly flexible customer management system**."

That's why some years ago Jan turned to Act!

In fact, using Act! since the early days, Schoch Werkhaus has been in a unique position to watch the software evolve, increasing in sophistication while still remaining **easy to use**.

"The great strength of Act! is its incredible flexibility when it comes to business processes, which means it can be easily adapted to your individual needs. Once the processes have been configured in Act!, the software supports you throughout the working day."

Jan Schoch

Proprietor of Schoch Werkhaus

Now the company has more than 15,000 contacts in its Act! database, of whom over 1,000 are active customers

But to Schoch Werkhaus, Act! is more than just a repository of client information. **It's also a central hub**, where notes of meetings, details of internal activities and even the company's entire organisational system are all recorded and documented. In other words, **it's become of critical importance** to the day-to-day management of the company.

And thanks to customer-specific logging and user-defined business processes, company employees have a **detailed view of every customer relationship** and are supported in their marketing activities with automated workflows.

"Act! gives us incredible versatility in the way we organise our customer contacts and relationships, as well as providing us with a much clearer overview of our client data, **deadlines and logistics planning**," says Jan. "We even use Act! to publish and distribute our own newsletter to a filtered list of prospective customers, so we can go back later to assess the results of our marketing efforts."

So it's a case of switch on a computer, open Act!, then keep it running

Schoch Werkhaus has always used an Act! Certified Consultant (ACC) to help transfer data and **integrate Act! into the business**, including customising user screens to specific requirements. "We were very pleased with this," says Jan, "because it encouraged rapid acceptance of the software."

The ACC also led a series of training sessions to help staff use the system, **so now everyone feels confident** there will be a smooth transition each time a new version of Act! is released. All of which ensures that Jan and his company will remain loyal advocates of everything that Act! can do.



ROI

- Schoch Werkhaus are now able to fully configure all their internal business processes using Act! exactly as they want them.
- Act! is used by around **50 employees** across the company, who collectively are responsible for **sales in excess of 21 million Swiss Francs**.
- By complementing the company's ERP system, Act!'s customer management functions mean that a company-wide client database is available on which to record contact data, **ensure greater transparency** in client relationships through detailed customer history, and **increase the efficiency** of marketing activities.
- Act! has made it **easy to identify marketing opportunities** and has facilitated the management of existing customer contacts by providing a shared calendar and logistics planning.
- By optimising the way emails are composed and sent to **highly targeted** customer addresses, Act! has made Schoch Werkhaus' emailing marketing **much more effective**.
- Through the automated support of business processes and company communication, Act! enables Schoch Werkhaus to **actively promote** its corporate values to the market.

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