



act!™



Act! more than measures up to instrument company's needs

By switching to Act! Marketing Automation not only has this Canadian company been able to improve its own marketing productivity, but also to deliver even higher levels of service to its many customers across the globe.



“With Act! Marketing Automation, we can reach a larger number of potential customers and prospects and monitor their responses more effectively.”

Sonja Bosshard

Sales and Marketing Manager

In a world where so much must be checked and monitored, Canadian company Cameron Instruments supplies and distributes the testing and calibration equipment organizations need to measure pressure, temperature, humidity, and flow of industrial systems.

With customers across Canada, the company's products are used by high-level institutions, such as national laboratories, through to a myriad of smaller manufacturers and processors in many different sectors. Now, after three decades in business, the firm has acquired a well-earned reputation for both

the quality of the instruments it supplies and the high levels of customer service it delivers.

Customer knowledge in one place

The person responsible for keeping the company's order books full is Sales and Marketing Manager, Sonja Bossard. She's been with Cameron Instruments since 2001 and for her, Act! has become a vital tool for managing and organising every interaction with all customers and suppliers.

“Pretty much everybody in the firm uses Act! to record and track conversations, quotes and notes about customer and supplier histories, whether that's to do with sales or the calibration labs that we run,” says Sonja.

Customer knowledge in one place (continued)

For some time, Cameron Instruments had used Swiftpage's emarketing solution to connect with existing and potential customers. But recently the company upgraded to Act! Growth Suite, which integrates both customer relationship management and marketing automation into one streamlined application. This has given a new dimension to the firm's marketing and has meant that Sonja now not only has a much greater understanding of customer relationships but also a powerful new marketing tool to help expand the business.

Act! Marketing Automation brings new focus

"With Act! Growth Suite, we're now much better able to create more effective marketing campaigns, which tend to be more about email blasts rather than targeting specific sectors," says Sonja. That means we can be sending out 4,000 to 5,000 emails to our customers at any one time as part of a campaign.

"We're also better able to monitor how people react to our emails," says Sonja, "which means we can respond to them in the best way. And though we don't track metrics in any great detail, we can see that after we've run a campaign there is a noticeable spike in the traffic going to the site and an increase in the number of incoming sales calls that we are receiving."

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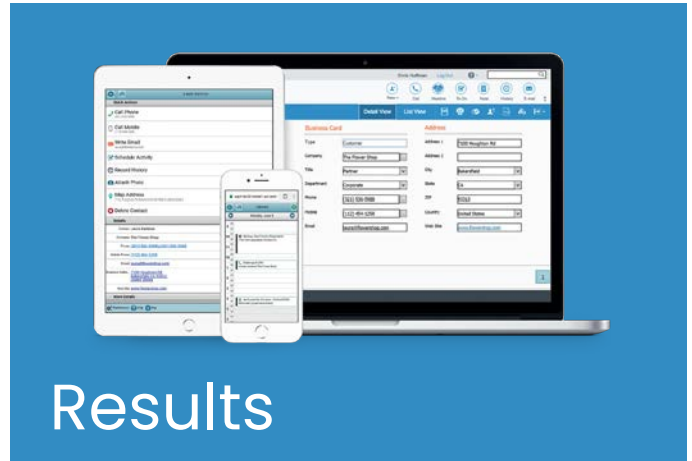


Self-education is easy with Act!

The company brings in Amber Gillie of Act! Channel Partner Effective Contact Management, based in Burlington, Ontario, for new installs and major upgrades.

Otherwise, Sonja is more than happy to customise Act! herself by changing templates or adding new fields to the system as she needs. And whenever she needs to update her knowledge, as she did when she had to learn more about Act! Growth Suite, she simply 'self-educates' by watching the straightforward and easy to follow video tutorials available online.

Just another way in which Act! is the perfect instrument for any ambitious company looking to measurably improve sales in an international marketplace.



Results

- With an ever-growing customer base, Cameron Instruments needed to add more power to its marketing system and upgraded to Act! Growth Suite to help them do that.
- Though only a small company of just 10 employees, Cameron Instruments is able to punch above its weight because of the way it can manage customer information using Act! to ensure it is continually delivering top-end service and support to its customers.
- Sonja can be emailing up to 5,000 customers and prospects in any one marketing campaign, something she can do quickly and effectively thanks to Act!'s smart automated workflows.
- Even though she hadn't used any kind of CRM before joining the company back in 2001, Sonja found Act! "very intuitive" to learn and now uses straightforward and easy to follow video tutorials online to self-educate herself about new Act! features when she needs.

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