



act!™



# Act! keeps customer's costs low and Increases efficiency by 40%

To create personal relationships with potential customers you have to be responsive to their needs, which is why Act! is such an asset to this tree felling firm, especially when the owner is out on the road so much.

**MYTREEMAN**  
*Tree & Stump Removal*



“To me, having Act! is like having two or three low-cost employees working for me, and I’d say it’s increased my efficiency by around 40%.”

**Ken Porter**  
Owner

“I first started using Act! when I was running a construction company,” says Ken Porter, “because I had three or four people working for me then and it was a great way to stay on top of sales.”

So, when Ken set up Mytreeman Tree Service, he immediately started using it again.

Ken works out of Atlanta in a 30 mile or so radius around the city, which means he spends a lot of his day on the road and has to take a lot of customer calls when away from the office.

“When a customer calls me, I can just look up my notes to see exactly what we’ve talked about before. That always surprises them, and they say, ‘you remember all that stuff we talked about?’ And I say, ‘of course I do’. That personal touch can make a big difference and it’s great from a customer service point of view because it’s easy to forget what you quoted someone just a week or ten days ago.”

**Act! keeps Ken a cut above the rest**

“Having Act! means I don’t have to keep stuff in my head or spend a couple of hours going through notebooks like other guys have to, to find what they’ve talked about in the past.”



Being able to store every detail in Act! himself also means Ken isn't "paying someone to sit there putting all that information into the system, because someone's details go straight into my database automatically. So, to me, Act!'s like having two or three low-cost employees working for me, and I'd say it's increased my efficiency by around 40 per cent."

## Act! creates customer awareness

"When customers call me and I'm travelling, I just send them a link where they can enter their details, which then go automatically into Act!." Ken can then follow up these calls later, creating what Ken calls 'top of the mind' awareness.

"If you're not talking to your customers you start losing them," Ken says. "When people call you and you don't get back to them, they start thinking you don't want their business. So, I particularly like having the recurring reminders that just pop up at the right time. When you get that little alarm, you know it's time to give someone a call back."

As part of his awareness campaigns, Ken uses Act! to drip mail potential customers, following up quotes and inquiries and check if someone's ready to make a decision. "And if they go with someone else then I just get Act! to send them a real nice email that says that's no problem just think of me next time."

“ But because I've captured their details in Act!, there's a chance that in three or four days I will be able to help them, and then I can get back to them and make the most of the opportunity.”

### Ken Porter

Owner

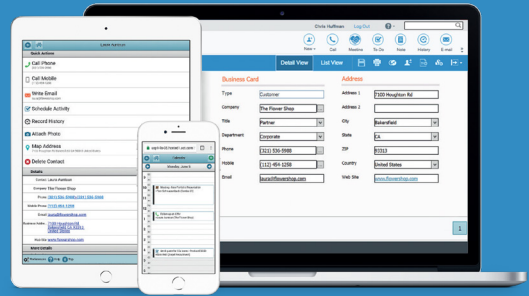


## Stormy weather opportunities

In an area like Atlanta, when the storm season hits, things can get really busy. "The year before last, I had 300 people call me in just 2 days!" says Ken, "and you can't stay on top of that level of inquiries with only a notepad and pen. That's why during these times, most of my competitors just take the phone off the hook and don't respond because they've got no system to handle the business."

"But because I've captured their details in Act!, there's a chance that in three or four days I will be able to help them, and then I can get back to them and make the most of the opportunity."

So, at times like this when others can't see the wood for the trees, it's because of Act! that Ken can.



## Results

- For Ken, Act! is like having two or three additional low-cost employees. He estimates that Act! has helped increase his efficiency by around 40 per cent.
- The reminders Ken gets from Act! are particularly useful when he's out of the office because they ensure he stays on top of call backs. That means he can offer a level of customer service that his competitors who use paper-based systems can only dream of.
- When people call when he's driving, Ken sends them a link from his smartphone they can use to fill in their details, which are automatically entered into his Act! database.
- While out on the road, Ken uses Handheld Contact to enter notes into Act! about conversations with customers and potential jobs, which means he doesn't need to go back to the office or employ someone to do this for him.

## Contact Act!

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