

Act! adds professional touch to Dutch employers' organisation



act!

With Act! now replacing its old Excel® databases, ZorgpleinNoord is finding customer relationship management much more efficient, making communication with affiliate organisations easier and faster.



“Act! is not just living up to our initial expectations, it’s exceeding them, as we keep discovering with the new functionality.”

Gea Maring

Office Manager, ZorgpleinNoord

ZORG
PLEIN
NOORD



Grootste werkgeversverband
zorg & welzijn Noord-Nederland

With more than 180 affiliated organisations, **ZorgpleinNoord** is the largest employers' association in the care and well-being sector in the north of the Netherlands.

As such, it provides support and advice on issues relevant to the industry, offers an extensive range of career improvement programmes, workshops and training courses, and has an active recruitment site, **where 350 job vacancies are posted each month.**

Given all this activity, over the years ZorgpleinNoord had a growing number of contact databases, which until recently were managed using Excel® spreadsheets. But with more and more information being added all the time, there was an increasing disconnection between the different lists.

As a result, a considerable amount of time and effort was spent copying and pasting data between different sheets. Clearly, this was an increasingly impractical situation.

“With our old systems, sending out a digital newsletter could take a day and a half,” explains **ZorgpleinNoord's Office Manager Gea Maring.** “With up to ten different contacts in some of our affiliated organisations, but not all of them receiving each mailing, someone had to go through the database manually to copy and paste the relevant contact details.”

Having contacted various suppliers of CRM software, the management team at ZorgpleinNoord finally selected Act!, a choice that has more than lived up to their expectations.

“We now use Act! to manage the entire newsletter process, from registration to dispatch, to de-registration from the system. We can also print out overviews of turnover per department, and other similar tasks. It’s helped us to create a fully integrated system, so sending out a mailing couldn’t be easier,” says Gea.

“All we do is select the organisations we want and who the newsletter is going to with just a few clicks of a mouse. And by sending out our mailings in batches of 50, Act! helps us to comply with anti-spam regulations.”

Act! is also solving ZorgpleinNoord’s problem of keeping on top of changes at affiliate organisations.

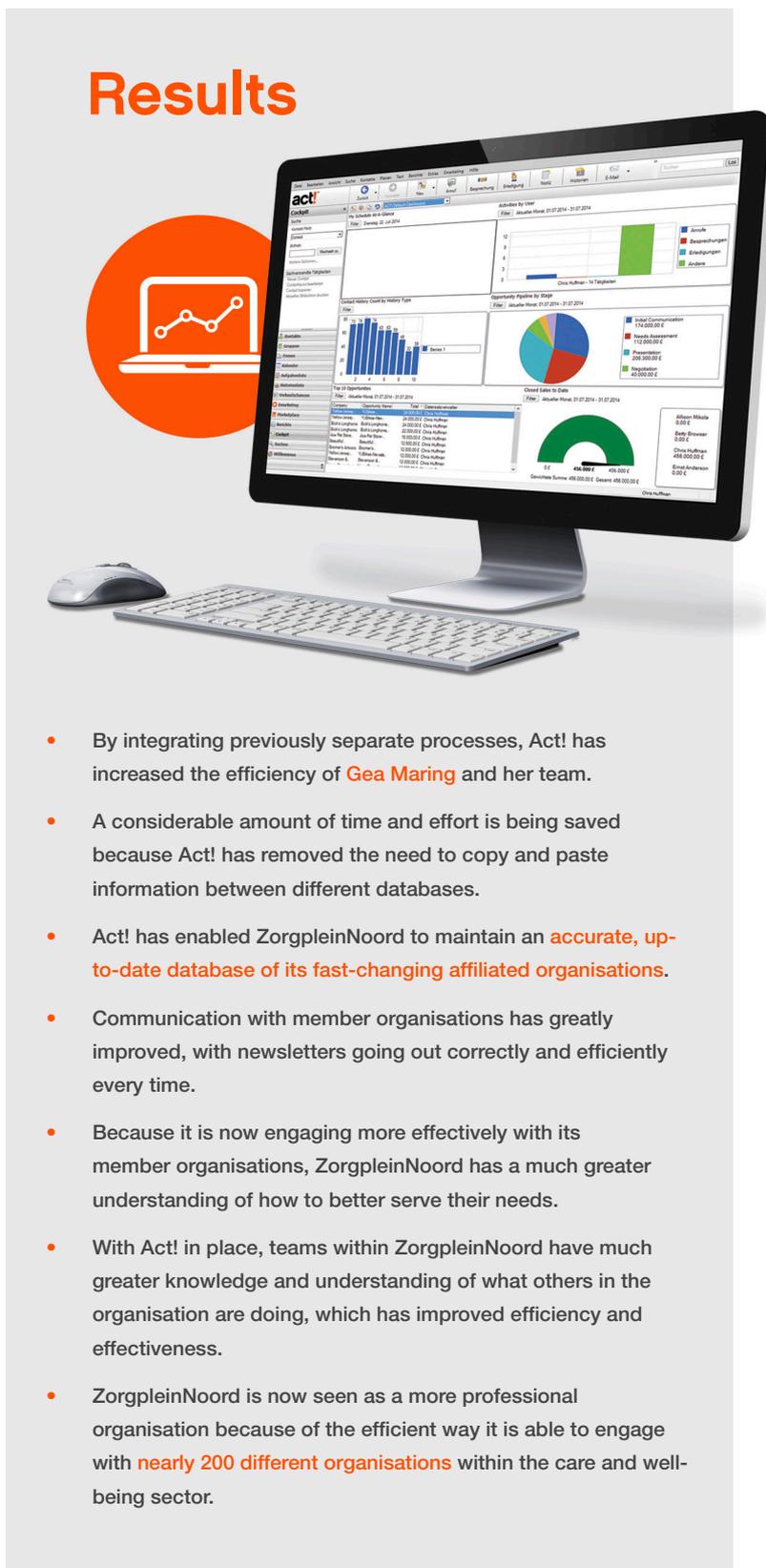
“Addresses, contact persons and positions are changing continuously,” says Gea, “which used to mean that our CRM data was never fully up-to-date”.

Now virtually every mailing is perfect, with the right people receiving the right material at the right time, because Gea and her team are working to a dynamic database that is continually responding to changes at affiliate organisations.

“At first, we weren’t sure how Act! would make a difference, but working with an Act! Certified Consultant we keep discovering new functionalities. For instance, we now use it to send out quotes and help our people manage their diaries and get organised.”

All this means that Act! has done a great deal to contribute to ZorgpleinNoord’s professionalism. And with Outlook® now linked to Act!, ZorgpleinNoord has a much more effective and consistent system in place for both internal and external communication.

Results



- By integrating previously separate processes, Act! has increased the efficiency of **Gea Maring** and her team.
- A considerable amount of time and effort is being saved because Act! has removed the need to copy and paste information between different databases.
- Act! has enabled ZorgpleinNoord to maintain an **accurate, up-to-date database of its fast-changing affiliated organisations**.
- Communication with member organisations has greatly improved, with newsletters going out correctly and efficiently every time.
- Because it is now engaging more effectively with its member organisations, ZorgpleinNoord has a much greater understanding of how to better serve their needs.
- With Act! in place, teams within ZorgpleinNoord have much greater knowledge and understanding of what others in the organisation are doing, which has improved efficiency and effectiveness.
- ZorgpleinNoord is now seen as a more professional organisation because of the efficient way it is able to engage with **nearly 200 different organisations** within the care and well-being sector.

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