



How Act! Helped Power a Multi-Million Dollar Business and Is Now Fueling the Next Chapter

From Hall of Fame sports innovation to the launch of a new venture, Thomas Fletcher's CRM of choice remains the same.

Building a Business Around Relationships

For Thomas Fletcher, business success has always been rooted in relationships. From revolutionising sports broadcasting to equipping some of Hollywood's biggest productions, his former company, Fletcher Chicago, thrived on well-managed customer connections and reliable technology.

But Fletcher's true competitive advantage came from something behind the scenes: a powerful, purpose-driven CRM strategy powered by Act!.



"We started using Act! and I just found it to be so valuable from the standpoint of keeping track of our customers."

Thomas Fletcher



Discovering Act!: A Game-Changer in 1994

Fletcher's CRM journey began in 1994 with Act! version 2, at a time when paper planners still dominated desks. A tip from a Sony representative led him to Act!, and it quickly transformed how he managed contacts and opportunities.

What followed was the rise of a camera rental empire, with Fletcher's team supporting everything from Dawn of the Planet of the Apes to Chicago Fire and Empire, all with Act! at the operational core.

"We really helped change how you watch sports... robotic cameras in nets, behind backboards, and super slo-mo, Fletcher Sports was and remains a big thing", says Thomas.

Data-Driven Marketing and Event Success

Workshops became a major engine of growth, and Fletcher used Act! to track every attendee and follow up with tailored communications

“Every time we did a workshop, we made sure we put everybody who attended into Act!”

Over time, as marketing matured into digital segmentation and targeted campaigns, Act! remained central.

“If you told me today I need 50 cinematographers in a room tomorrow at 10 a.m., I could do it. That's the power of having a great database.”

Thomas Fletcher



“They used to groan when I'd say 'Put it in Act!', but years later, they all admitted the value of a comprehensive contact management database.”

Thomas Fletcher

The Secret Sauce: Contact Quality and Access

From titles and specialties to mobile numbers, Act! helped Fletcher build a goldmine of contact intelligence, instantly accessible across his team.

“Getting a cell number is gold. When those numbers sync to your phone at midnight, you're ready for anything.”

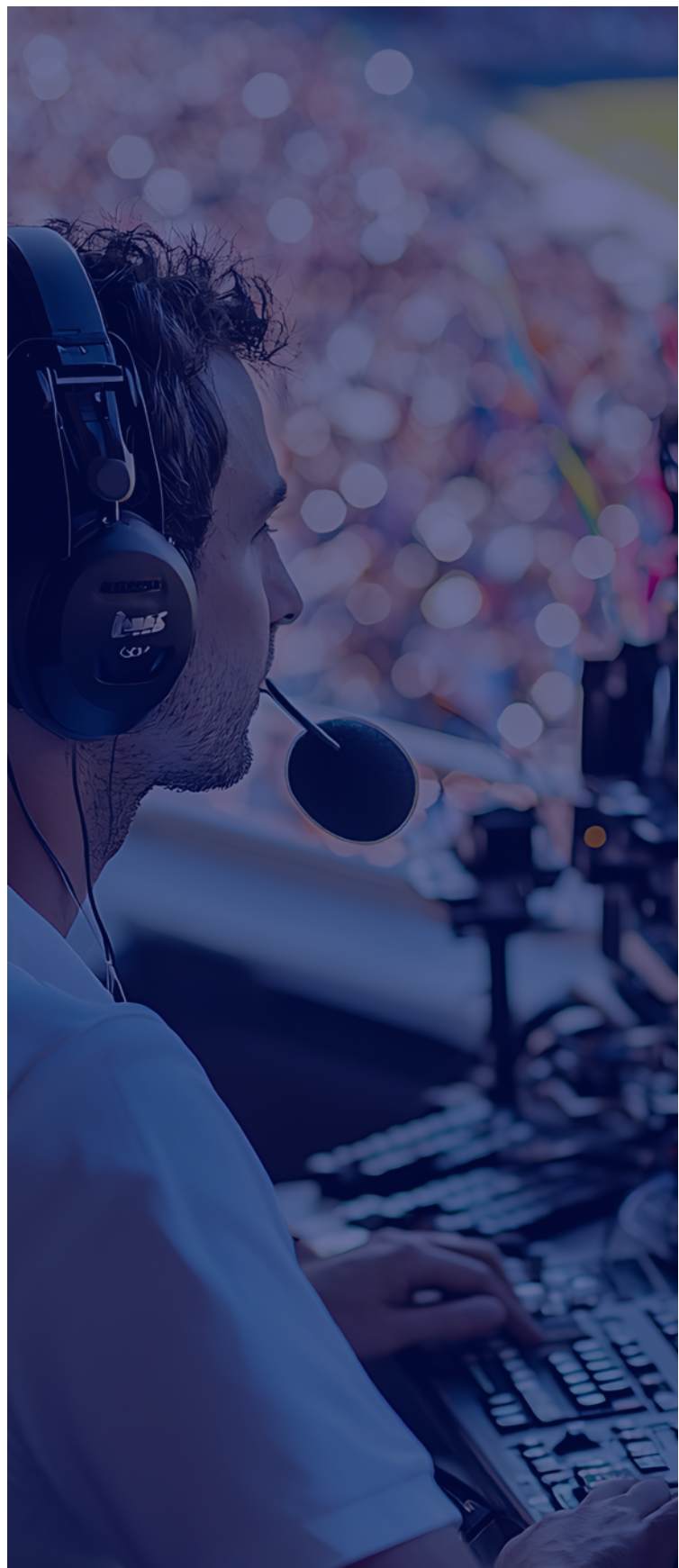
It turned ordinary touchpoints into high-impact conversations.

“I have 7,800 contacts in my phone, and my phone's not any heavier for it”, says Thomas.

A Culture of Consistent CRM Use

Fletcher's mantra, “Put it in Act!” has become a running joke, but the long-term payoff was undeniable.

This culture helped power the eventual multi-million dollar sale of Fletcher Camera and Fletcher Sports.



A CRM That Helped Build a Legacy and Is Powering the Future

Fletcher's dedication to Act! helped build a lasting legacy, and he's not done yet. Recently, Thomas launched a new business called Momento. While his new team initially considered Salesforce, Monday.com, and Microsoft Dynamics, they ultimately chose Act!, largely due to his endorsement and a standout product demo.

"Act! walked us through the platform and clearly showed how it could meet our needs. Just as importantly, their commitment to white-glove service and personal support really stood out compared to the larger platforms."

In the end, Momento chose Act!

"I thank Act! for continued positive experiences. With any luck, I'll be adding another 30 years of Act! experience to my resume", said Thomas.

“The average age of the staffers who selected Act! is 31, the same number of years I’ve been using it. That contrast highlights both the product’s legacy and its relevance to the next generation.”

Thomas Fletcher

Key Takeaways:

- **Consistency Wins**
From day one, every contact went into Act!, creating a rich database that fueled business growth for decades, and now supports a brand-new venture.
- **Segmentation Drives Engagement**
Fletcher used Act! to send highly targeted communications, ensuring strong engagement and marketing ROI.
- **CRM Use Was a Culture, Not a Task**
Making CRM use non-negotiable gave Fletcher's teams a lasting advantage.
- **Data = Dollars**
Having complete, accessible, and accurate contact information helps build trust, drive revenue, and scale his businesses.
- **Legacy + Relevance**
Act!'s impact spans generations, helping seasoned pros like Fletcher and the next wave of entrepreneurs grow with confidence.

About Act!

More than CRM. Your total relationship solution.

Act! unites sales, marketing, and customer management in one intuitive platform to help you stay organized, attract new customers, and turn relationships into results.

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