

# ACT!

by Sage



## CUSTOMER SUCCESS STORY

### CUSTOMER

ARAMARK

### CORPORATE PROFILE

#### Headquarters

Philadelphia, PA

#### Type of Business

Food Services

#### Number of Employees

20 in this division

### APPLICATION

#### Software

- ACT! for Windows

#### Number of ACT! Users

12

#### Database Information

8,000 contact records organized in 2,800 college-oriented groups

## ARAMARK Graduates to Great Contact Management With ACT!

ARAMARK makes regular appearances on Forbes magazine's lists of the largest companies in the U.S. Its success relies upon making sure it provides the nation's leading businesses, organizations, and educational institutions with top-notch support services of all kinds. Doing that depends on building great relationships with those customers.

One part of ARAMARK's Food & Support Services sector is its Campus Services division. It provides food service to institutions of higher learning, including managing and operating on campus cafeterias, convenience stores, and meal plans.

### Long Sales Cycle Makes Contact Histories Vital

Because the contracts for food services usually last years, the quest for new sales and contract renewals is an ongoing



process and a sales person's relationship with the customer is vital to securing and maintaining the contract.

Thus, when sales reps left ARAMARK, the company often discovered that they had kept all of their relationship information in their heads, leaving behind nothing for their successors to go on. That put ARAMARK a step behind in a very competitive market.

"That's all information that needs to be stored so we know what's been going on," said Joe Kotten, a senior business



**NORTHBROOK**  
Consulting Group, Inc.

Leading Technology & Strategy for Results

One Northbrook Plaza  
5 Revere Drive Suite 200  
Northbrook, IL 60062  
847.498.7323  
fax: 847.242.0282

www@northbrookconsulting.com  
e-mail: mail@northbrookconsulting.com

**sage**  
software

Your business in mind.

### CHALLENGE

Without a single unified database, ARAMARK was not able to track and maintain interactions with customers. Sales reps were not equipped with the tools necessary for building long-term business relationships.

### SOLUTION

ACT! has provided ARAMARK with the ability to share information among salespeople nationwide, group thousands of contacts according to prospective colleges, and automate database administrative tasks.

### RESULTS

By customizing ACT! to display exactly the information sales reps need about the educational institutions they're pursuing, ARAMARK has improved reps' efficiency and productivity.

*“ACT! has really saved us a lot of time, from both a research and organizational perspective, and that is truly valuable.”*

—Joe Kotten  
Senior Business Analyst  
ARAMARK

## ABOUT SAGE SOFTWARE (formerly Best Software)

Sage Software offers leading business management software and services that

and the specialized needs of accounting practices and the construction, distribution, manufacturing, nonprofit and real estate industries. For more information, please visit the Web site at [www.sagesoftware.com/moreinfo](http://www.sagesoftware.com/moreinfo) or call (866) 308-2378.



analyst at ARAMARK. The company needed a centralized place to keep that vital information so it would be usable over the lengthy sales cycle.

The division had been using Microsoft Outlook to maintain some records, but it didn't permit the level of data sharing or tracking required. ARAMARK needed a single, unified database of customer information accessible by everyone.

### ACT! Pulls All the Data Together

The ARAMARK sales team chose ACT! because it was priced right and offered the data sharing and business relationship building tools the company was looking for. The Campus Services division now has a dozen ACT! users working remotely across the U.S., synchronizing their databases with the main database.

They're using an ACT! database that has been customized to meet their business needs through the addition of fields that hold data on competitors, the colleges' student populations, and, for religious schools, their denominational affiliation. "These are details necessary for our salespeople to know when they go out and try to capture a piece of business," Kotten said.

He recalled the prospect who wanted to know the names of colleges with student populations of between 2,000 and 3,000 that were using ARAMARK services.

"Previously, it would have taken several days for that salesperson to collect that information. Using ACT!, he was able to run a query and have it for that prospect in a matter of minutes."

He concluded, "The labor saved in providing those kinds of answers is invaluable. The client may have asked that question of other vendors, who may not have been able to supply an answer."

### Success Leads to Ongoing Customization

ARAMARK is so pleased with how their ACT! implementation operates that the sales team is already making plans for further customization. They'll soon add customized reports to the system to increase the efficiency of their sales reporting to management.

"ACT! has really saved us a lot of time, from both a research and organizational perspective," Kotten said. "And that is truly valuable."