



CUSTOMER

Legal Sea Foods

CORPORATE PROFILE

Headquarters

Boston, MA

Type of Business

Seafood Industry

Number of Employees

28 Restaurants with about 2,800 employees

APPLICATION

Software

- ACT! for Windows
- High Impact eMail for ACT!

Number of ACT! Users

One

Database Information

4,000 records

Legal Sea Foods Fishes for a High Impact eMail Solution

"If it isn't fresh, it isn't Legal!" Now that's the slogan of a company that is serious about its seafood, and Legal Sea Foods is exactly that. Having served the East Coast, 28 restaurants from Boston to Boca Raton, for more than 50 years, Legal's quality fresh seafood has earned the company a reputation for serving the freshest fish in the seafood industry and garnered Zagat's Most Popular Restaurant Award in the Boston area.

There is no doubt that Legal Sea Foods puts a great emphasis on its seafood. It also focuses heavily on staying connected with its customers. Dick Syatt, director of Guest Relations for Legal, makes this happen by meeting with thousands of guests everyday. Syatt has been in charge of Legal's customer relations for over three years. In order to stay on top of this tall task, he needed a database to manage all of his interactions.



Syatt began by keeping everything in Microsoft Outlook, but found it only had a fraction of the capabilities he needed. Then ACT! was recommended to him by ACT! Certified Consultant, David Hamacher at Communicon Consulting Group of Hopkinton, MA.

ACT! Organizes More Than 3,000 Contacts

Syatt began building his ACT! database by acquiring Legal's top 50 customers from each of the company's 28 restaurants.



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CHALLENGE

Legal Sea Foods needed a way to track VIP customers and send them professional and creative e-mail they could open easily.

SOLUTION

ACT! and High Impact eMail for ACT! offered Legal Sea Foods the ability to track and send highly personalized e-mails, impressing VIP customers with creative invitations and thank you cards.

RESULTS

Legal Sea Foods has enjoyed a much greater response at its VIP dinners since using ACT! and High Impact eMail for ACT!, and it received Zagat's Most Popular Restaurant Award.

“High Impact eMail has been an astonishing complement to ACT!. Since initiating both ACT! and High Impact eMail for ACT!, we have seen an increase in restaurant attendance and customer satisfaction, which leads to increased profits.”

—Dick Syatt
Director of Guest Relations
Legal Sea Foods

ABOUT SAGE SOFTWARE (formerly Best Software)

Sage Software offers leading business management software and services that support the needs, challenges and dreams of more than 2.4 million small and mid-sized business customers in North America.



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These key customers are responsible for driving 120,000 meals a week into Legal Sea Foods in the Boston area alone. In order to manage his interactions with more than 3,000 customers, he grouped each of them by restaurant, geographic area, and restaurants most frequented. He also uses CardScan, an ACT! add-on product which allows him to scan business card information, eliminating the need for manual entry, so that his contact information is automatically transferred into the correct fields of his ACT! database.

With ACT! in place, Syatt began to think his communication would be more effective if he had unique, customized, HTML e-mails. Previously, he had been customizing his own e-mails, but experienced problems with file size and compatibility. “I was doing the best I could to add a logo or signature to my letter to make it look interesting, but the problem was that the logos and signatures were added as attachments, making the files too large or unreadable. When he heard about High Impact eMail for ACT!, an ACT! add-on product that offers more than 400 pre-designed HTML e-mail templates, he couldn’t resist. The fact that this product extends ACT!’s internal e-mail capabilities and produces personalized e-mails rich in color and design, with minimal file size really appealed to Syatt. “Our image is paramount and I need to impress a large list of key contacts.”

Satisfied with both ACT! and High Impact eMail, Syatt also engaged TemplateZone, the developers of High Impact eMail for ACT!, to develop custom electronic stationery for Legal Sea Foods. “This allows me to entice our guests great looking invitations, professional stationery, and special effects that unique to Legal Sea Foods,” says.

High Impact eMail Complements ACT!

“Filling a VIP event is the easy however, making sure 100% of the attend is a little more difficult.” increases Syatt’s attendance by him to create a history with each VIP guests so that when he sends e-mail invitation to a dinner, he schedule follow-up reminders, and thank you note if they attend.

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