



## CUSTOMER SUCCESS STORY

### CUSTOMER

VazCom Communications

### CORPORATE PROFILE

#### Headquarters

Antioch, IL

#### Type of Business

Authorized Nextel mobile solution dealer

#### Number of Employees

16

### APPLICATION

#### Software

ACT! by Sage  
Premium for Workgroups

#### Number of ACT! Users

11



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## VazCom Communications Uses ACT! Premium for Workgroups To Expand Its Market

VazCom Communications is an authorized Nextel mobile phone and solutions provider serving the Wisconsin and Illinois markets. Mobile equipment sales, productivity applications, GPS systems and rate plan analysis are among VazCom's menu of business services. The company differentiates itself by taking its products and services directly to the customer aboard the first "mobile sales and service" van in Wisconsin and Illinois.

VazCom president Jose Vasquez, who used previous versions of ACT! while building the business over the past several years, recently enlisted a local ACT! Certified Consultant to help design and implement an ACT! Premium for Workgroups solution for his team. VazCom needed an enhanced and more time efficient method for managing its sales efforts and tracking results. After only a few months, Vasquez unquestionably points to ACT! Premium for Workgroups as the key reason that VazCom has seen new levels of sales growth.



Using ACT! Premium for Workgroups, VazCom has increased outbound calls to prospects and customers by more than 500%, which has generated an increase in revenue across VazCom's team of sales and support representatives.

"Before ACT! was implemented across the team, I had simply used a single-user version of ACT! to personally store customer contact details," explained Vasquez. "That helped, of course, but now with our fully process-oriented ACT! Premium for Workgroups solution we are achieving a heightened level of productivity. For example, we build marketing campaign templates to

### CHALLENGE

Streamline sales prospecting and associated record keeping in order to increase sales and expand regional presence.

### SOLUTION

ACT! Premium for Workgroups with contact and opportunity management, sales forecasting, team scheduling capabilities, and business process and marketing campaign customizations.

### RESULTS

Sales increased by 5% in the first three months, aided by a 500% increase in outbound prospect and customer calls.



Your business in mind.

*"Everyday more prospects are becoming customers and they are taking the time to describe how good they feel about the service we provide. This tells me ACT! is the right tool to help VazCom Communications succeed and grow. It is embedded in our organization and cannot easily be replaced."*

—Jose Vazquez,  
President, VazCom

## **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. Its parent company, The Sage Group plc



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distribute a steady frequency of prospect and customer e-mail communications. This alone has made a positive and measurable impact on our sales performance. ACT! has already paid for itself and has enhanced our professional image at the same time.

"When you break it down, ACT! is really about being professional, and using it has raised our team's performance from that of 'yet another local business' to 'Fortune 500' caliber. ACT! Premium for Workgroups helps manage our timely engagements and follow-through with customers and its opportunity tracking tools help ensure no sales leads fall through the cracks."

Vasquez describes his experience working with VazCom's ACT! Certified Consultant (CC) as "nothing short of phenomenal." The CC's staff used its knowledge of sales, technology and business practices to implement ACT! in a way he had not imagined. "I knew we needed ACT! based on its core attributes alone, but our CC took us to the customized level by learning about our business and creating a process that tracks every aspect through ACT!. From prospect, to first orders, and all the way through subsequent sales and customer support, the solution has us covered.

"I have talked with other computer system consultants in the past about ACT! and I find that members of Sage Software's certified consultant community have the best understanding of business process automation. Their attention to detail blows me away and they have taken us well beyond a mere sales database mindset."

VazCom sales representatives use the ACT! Opportunity View to manage all customer accounts and to forecast revenue from its sales prospecting. Service and support representatives track their customer interactions with ACT! using customized trouble tickets to enter services requests and assign corresponding solutions. Order and service confirmation numbers with status updates are e-mailed to customers at every turn.

Support representatives can now more easily keep track of mobile rate plan changes for each customer, a vast improvement over the previous procedure which required manually digging through files. Customer follow-up calls and sales appointments are also easily scheduled through ACT!. And, being a mobility expert, VazCom has developed a customized Blackberry® synchronization method for its ACT! solution so field representatives can have instant access to key account information.