



## CUSTOMER SUCCESS STORY

### CUSTOMER

Wausau Homes

### CORPORATE PROFILE

#### Headquarters

Wausau, Wis.

#### Type of Business

Custom Home Builder

#### Number of Employees

600

### APPLICATION

#### Software

ACT! Premium for Web

#### Number of ACT! Users

72

## Wausau Homes Builds a Stronger Sales Foundation with ACT! by Sage Premium for Web

After relying on desktop installations of ACT! for ten years, Wausau Homes decided to it was time to make a change. The company had suffered setbacks by not enforcing ACT! usage and allowing salespeople to independently manage their databases. When salespeople would leave the company, they'd often delete their databases from the system, negating precious prospect and customer development efforts.

Wausau Homes needed to regain control over its valuable data assets, as well as improve sales processes and accountability. A custom home builder with its sales staff distributed across 22 states, Wausau Homes also wanted to centralize its customer information and give its field sales team anytime, anywhere access to that data.

### Determining the Ideal Solution

Wausau Homes evaluated leading solutions including Microsoft® CRM, ACT! Premium for Web, Salesforce.com®, and SAP®. A panel of IT and sales staff analyzed the products and created a master pro/con list. When the final list was compiled, ACT! Premium for Web proved to best satisfy key requirements



such as ease of use, simple deployment and customization, strong backup capabilities, flexible reporting, and low total cost of ownership.

The decision-making panel found it easy to eliminate some solutions because they were too complex in functionality, too difficult to implement, too costly – or a combination of issues. They eliminated other competitors based on unappealing licensing models.

“We didn’t want a solution that needed five consultants, a bunch of new hardware, and lots of money to implement. And we definitely didn’t want to pay a monthly per user fee. We wanted to buy licenses and be done,” said James Divine, Systems Manager, Wausau Homes.



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### CHALLENGE

Wausau Homes wanted to gain centralized control over both its customer data and its widely dispersed field sales force.

### SOLUTION

Transition from ACT! to ACT! Premium for Web to consolidate data; provide anytime, anywhere access; and globally enforce and track usage.

### RESULTS

Using ACT! Premium for Web, Wausau Homes has met its sales goals during an industry-wide period of decline, as well as regained control over its customer data and sales processes.

*"Our salespeople see the value and view ACT! Premium for Web as a sales tool – not just a place to jot notes. They recognize that ACT! Premium for Web enables them to increase sales."*

— James Divine  
Systems Manager  
Wausau Homes

## ABOUT SAGE SOFTWARE

Sage Software offers leading business management software and services that support the needs, challenges and dreams of more than 2.5 million small and mid-sized business customers in North America. Its parent company, The Sage Group plc (London: SGE.L), supports 4.7 million customers



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## Supporting Business Goals

Wausau Homes IT staff easily implemented ACT! Premium for Web – an experience that didn't surprise the selection panel that had identified minimized deployment time as one of its key requirements. With ACT! Premium for Web in place, IT staff imported existing data and trained end-users on the new Web-based functionality.

IT staff also customized ACT! Premium for Web to support specific industry and business needs by creating fields for sales to track their top ten accounts and make quick dropdown selections such as Builder Focus, Commercial, Developer, Multi-family, etc., on the Contact Record. IT staff completed the customization work in three weeks, but they continue to modify ACT! Premium for Web according to requests from sales. The more salespeople use it, the more they want to leverage it to make their jobs easier.

"Our salespeople see the value and view ACT! Premium for Web as a sales tool – not just a place to jot notes," said Divine. "They recognize that ACT! Premium for Web enables them to increase sales."

Wausau Homes management now tracks the top ten prospects per salesperson for improved pipeline management and reviews a weekly report on these accounts. Management not only feels more in control of revenue predictability, but also better equipped to help reps close key contracts, Divine said.

"ACT! Premium for Web helps us see how leads become sales and streamline where we want to increase or decrease sales efforts," he added.

Prospect conversion is also on the rise because salespeople have up-to-the-minute information on new prospects. They can now focus efforts on working hot leads rather than repeatedly re-contacting cold ones. Additionally, the sales support team now takes advantage of real-time customer data to provide the highest quality service.

All of these improvements have strengthened Wausau Homes' sales capacity and helped synchronize efforts between field sales, sales support, and management.

## Experiencing Tangible Results

Wausau Homes has successfully improved sales accountability, largely due to management's use of weekly activity reports. If reps aren't adequately using ACT! Premium for Web, managers can remind them to bring their records up to date. This insight has not only helped tighten sales cycles, it has also, as Divine described, "positively affected the attitude of our sales force."

And there are other measurable results. Wausau Homes achieved its sales goals during a period of decline for the industry as a whole.

Looking forward, Wausau Homes would like to improve customer service even more by providing an ACT! license for every employee who interacts with customers, including engineering, logistics, and distribution. For now, however, the company will continue to institutionalize ACT! Premium for Web throughout its sales organization, in order to expedite lead conversion and close more business.

