

DMC Case Study:

Allpay.net



Business Growth Solutions

Product: ACT! Professional for Workgroups

Number of seats:85

Allpay.net offers a one-stop-shop for bills, primarily council and housing association rents. Bills can be paid easily via phone, internet, direct debit, payment kiosk, swipe card plus a variety of other means. Allpay offers a one-stop-shop for bills, primarily council and housing association rents.

Necessary Upgrade

"We upgraded to ACT! 8 from ACT! 5 in May 2006," Jane explains. "The main reason was that a business of our size needed something that was much more scalable. It was agreed that ACT! 8 Professional for Workgroups was the way forward for us." Jane wasn't with the company at the time but she was involved in the actual upgrade itself. "Our Study back then shows how the original ACT! 5 was being stretched to its limits," she continues. "We were growing really quickly yet we were experiencing lower response times. Obviously as a strongly customer-focused company, we wanted to be doing the exact opposite. So the decision was made to upgrade and bring in DMC." The company looked at two different providers. "Why did we go for DMC? Well we certainly felt they had a better understanding of us than their competitors," Jane explains. "We felt we could work with them, depend on them to 'tell it as it is' and be more realistic. Also, we liked the way their project manager came across as very hands-on and organised."



Complete IT Coordination

The installation was "party managed by DMC and partly by ourselves". Jane explains: "At our end it was my colleague, Business Analyst Liz Townsend, who actually planned the process. She's very hands-on and focused, too, which is exactly what we needed at such a mission critical time."

Top of the 'to do' list was the streamlining of different practices within the various departments. "Before the upgrade there wasn't really any central repository of knowledge," Jane points out. "We have lots of different departments and each was using the old version in different ways which wasn't really helpful. We also have a team of remote users out on the road who needed to be catered for, so an improved synchronisation process was another priority

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CRM meeting its core purpose

Customer Relationship Management really comes into its own with allpay.net. "We provide a service rather than selling products so delivering customer service excellence is always going to be our primary concern." Keeping over 650 very different clients happy is no mean feat. "Our client team needs instant up-to-the-minute access to all their information whether it's an incoming or outgoing client care call," explains Jane. "In fact there was a massive amount we needed to be able to do with this new system. But now it's in place we're really starting to experience the benefits from a CRM perspective."

Has it been easy for the staff? "DMC came in for three days to train our teams which was very helpful. But, of course, exploring the full potential of something like this only really comes into its own when you sit down and start using the live product for yourself." Like many large organisations, allpay has "obviously formulated" its own practices over the past months. "And," adds Jane, "in a organisation with a large number of users, like ourselves, it's important to have someone on board to look after the CRM database – and that's me – it makes it much easier to establish standard practices and maintain them." Yes, Jane does call on DMC when "we can't fix something ourselves" but "we have definitely become experts in our own right!"

Bottom line benefits?

"Oh certainly better performance," says Jane. "It's been a big improvement. It's great to be able to review things at company level, for example, whereas before we could only review individual contacts. The co-operation and information exchange between departments has also improved." ACT! through DMC, seems to have been a clear move for the better. "It's very, very flexible," she adds. "Like anything, it's what you make of it, but it's very customisable and we're certainly glad we did it." As for the future, Jane concludes: "We're growing so fast that I don't doubt we will want to upgrade again at some point." She adds: "And, yes, we would look at doing it through DMC because they have worked so well with us."

To Find out more contact us on 01733 362120

DMC Software is one of the UK's leading Sage Business Partners. Specialising in CRM, Accountancy Software and fully integrated business suites, DMC Software can provide the software to quickly improve your business efficiency. DMC has won numerous customer service awards including the ACT! business partner of the year (2002-2007) and the SalesLogix business partner of the year. DMC is part of the Sage Circle of Excellence.