

DMC Case Study: Floor Heating Systems



Business Growth Solutions

Product: ACT! Premium For Work Groups Number of seats: 20

Hucknall-based Floor Heating Systems specialises in electric under floor heating. Its cutting edge product ranges, Handy Heat & Varne, make 'wet' radiators, pipes and boilers look like something from the ice age. Not only are they discreet and highly cost-effective to run, they're exceptionally efficient. So much so that they carry a lifetime guarantee.

"It's transformed the way we work and communicate with our customers - it's a fantastic communications tool." Iain Riley, Product Manager of Floor Heating Systems Ltd, is referring to the installation of ACT! 7 and the recent upgrade to ACT! Premium for Workgroups (9.0).



The upside of selling such a great product has been a huge increase in orders in recent years. The downside has been that, up until 18 months or so ago, the company was trying to juggle their CRM with a record system that was, as Iain freely admits, "pretty abysmal". "Considering what we have in place now, it's hard to believe that we had absolutely no method of monitoring our contacts, conversations, mailings, et cetera," he remembers wryly.

"We'd get technical queries from people we'd given advice to, and which they'd failed to follow, but we didn't have any record. I mean, if you keep a copy of everything you send out before you know it you've got a warehouse full of paper. It was very difficult to administer."

So why the change to ACT! Premium for Workgroups?

"We switched over in November. The reason? Really it was the number of licences you can have. Our particular version - EX - allows up to 30 users," explains Iain. "With ACT! 7 we'd got our database pretty much as we wanted it, but there was so much more we could do with the new software. "Take for example its excellent integration with Outlook. The email side of things is brilliant especially the history feature that automatically tracks every contact record." Being able to track information is vital to the company. As Iain points out, "When you're issuing instructions, and it's for a major project worth several thousand, it's critical that you can record things in case of come-back. ACT! lets us do this easily - it's one of its most useful features".

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Another is knowing that you're targeting the right customer with the right information. "We're bringing in several new products which need to be marketed in different ways to different people. We have something like 10,800 new contacts on our database and ACT! ensures each gets the right information plus a follow-up letter to check they've received it OK. "The response we've got just from doing this is incredible and to be honest it's all down to ACT! Yes, the operator is doing his bit but if it wasn't for ACT! prompting us and scheduling in this and that then it mightn't get done. Or at least not as seamlessly or easily." ACT! is delivering out in the field, too, as Iain explains. "We've started to use it a lot more effectively with our reps keeping them up to speed on customer contact so they can take the appropriate action without duplicating what our people are doing back at base."

Seamless Implementation

So is there anything ACT! Premium for Workgroups can't do? "Well there is one thing. Although we use ACT! for our quotations, we don't use it for the stage between quotation and invoice. But if we go for Sage MMS, which we will probably do within the next 12 months or so, we will have a complete system that lets us do pretty much everything we want."

Unbeatable Support

"DMC have been fantastic," he explains, "We get little glitches now and again, just like you do with any software, but you ring up, they connect to your machine and they can instantly see what the problem is. They've got some very experienced people there - their technical guys know the product inside out." Training? "Yes, I did a training course at their HQ which was excellent. The setup they've got there is superb - they've got a lecture theatre with a big screen and plenty of workstations plus some very competent trainers." And the next stage? Iain will "definitely approach DMC" when his company introduces Sage MMS in 2008. "Our current accounts system is stretched to its limits. If Sage MMS turns out to be as indispensable as ACT!, and I'm sure it will be, then it'll be another positive jump forward for us."

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.