

Act! the positive answer to personalized service



act!™

Whether it's providing snacks, cans, crisps, or cups of fresh coffee, Act! is helping one leading vending machine company to connect better with its customers.



Connect Vending

Ever since its launch in 1996, **delivering great service** to its customers has been at the heart of all that Connect Vending does. As a result, this Oxfordshire-based company has grown into the **leading independent supplier** and operator of vending machines, with customers right across the UK.

But that success wouldn't have been possible without the company's determination to grow and maintain **strong relationships** with all of its customers, something that it's now much better able to do thanks to Act!,

“Act! has helped us to improve the structure of our internal systems so we can make better use of external data.”

Dasha Skelton
Connect Vending

as Dasha Skelton from Connect Vending explains. “From initial contact right through to making a sale, Act! allows us to capture usable information at every point of the entire customer relationship. That means we now have a complete picture of an account's history and current status, so we can exactly **tailor the service we offer** to each customer's needs.”

Much improved order conversion

With comprehensive, real time information at their command, the account handling team is **working smarter**. Now, not only can they get through more calls faster, but the conversations they have with customers can be much more relevant, leading to more calls converting to orders.

“By using Act! more fully, we’re able to turn more of our cold contacts into sales – and with 30% of the orders we take coming from existing clients, it shows that our higher level of service is helping repeat business.”

Now that Connect Vending has optimized the way it handles its customer relationships, the company plans to start using Act! email marketing capabilities to engage with would-be customers more effectively, as well as to inform existing ones about new products that meet their needs.

Detailed real-time information at your fingertips

“Act! gives us the **detailed, real-time information** we need to work in the most productive way,” says Dasha, “and at the same time provide customers with the high levels of service we pride ourselves on.”

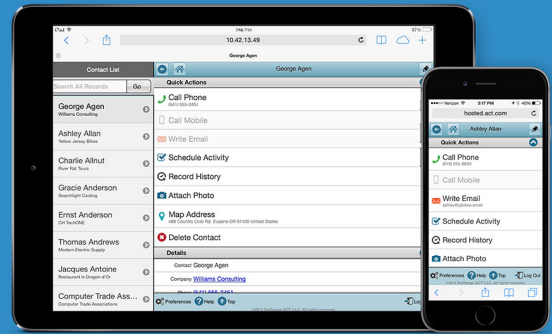
And with Connect Vending winning contracts such as the one to install state-of-the-art food and drink equipment at the prestigious UK headquarters of logistics giant Dachser, the company is finding that dispensing excellent service really pays dividends.

Contact

United States: **866 873 2006**
Australia: **39 111 0500**
Ireland: **0766 801 364**
Switzerland: **043 508 2364**
Germany: **069 643 508 433**

United Kingdom: **0845 268 0220**
South Africa: **0105 003 672**
France: **09 75 18 23 09**
Belgium: **078 483 840**

www.act.com



Results

The efficiency of Act! has **increased productivity** in the sales team, enabling them to deal with more customer calls each day. What’s more, since the account managers know where each of their customers is in the buying cycle, they can make contact with them at **just the right moment** to service their needs.

Because of that increased ability to target customers and prospects with the right product information at the most appropriate moment, the company has been able to reduce the length time from first contact to sale.

From an administration perspective, data can also be captured faster and shared much more easily amongst the whole team, who have the confidence of knowing that the information they have in front of them is **accurate and current**.

act!TM