



act!™



Act! helps fill the sales pipeline for this liquid waste firm

Many people would be in a mess without the sanitation trucks that this Denver-based company supplies, and it's Act! that enables them to keep customers flowing in.



“Any time we send out an automated email using Act! Marketing Automation, website traffic spikes by about 30%.”

Jessica Smith
Marketing Director

Liquid waste disposal may not be the world's most glamorous industry, but it's an essential one, ensuring that contaminated, hazardous and potentially disease-carrying 'blackwater' from portable restrooms and septic tanks is dealt with safely and hygienically.

Keevac Industries is a market leader when it comes to supplying the vacuum trucks that pump out this kind

of effluent and it's Act! that the company's marketing director, Jessica Smith, relies on to make sure her liquid waste contractor customers get the reliable, high-performance equipment they need.

Act! maintains customer relationships

As well as selling vacuum trucks, Keevac Industries arranges vehicle finance, carries out servicing and supplies parts, with every detail of every transaction accurately stored in Act!.

That means the company has a record of serial numbers, for instance, “if there are any maintenance or warranty circumstances,” says Jessica, “and we need to order a replacement part for a customer, we can quickly get that information from Act!, then work with the customer and manufacturer to fix the problem as fast as possible.”

Having all this information right there when it’s needed means that Keevac Industries keeps its service levels and speed of response very high, which is then reflected in better ongoing relationships with its customers and suppliers.

Meeting fast-changing customer requirements

While Act! is invaluable to Jessica as a CRM, she also makes great use of Act! Marketing Automation. “We’re in a relatively high-volume industry, which means things tend to move pretty quickly as our customers’ requirements can change very frequently. For instance, we have a lot of trucks all with different specifications coming through the whole time, so we need to update customers on what stock we have. As we carry both new and pre-owned vehicles there’s a lot you can choose from at any moment.”

“So, we have to be able to get the latest information out quickly to customers, which we can only do if we’re in constant touch with the market. I use Act! to send out regular promotional emails to our customer lists and then do follow-ups depending on how someone has responded to our previous communications.”

“When we send out an automated email using Act! Marketing Automation,” says Jessica, “our website traffic spikes by about 30 per cent. We also see the response in terms of both the volume of phone calls and emails coming in.”

“We can quickly get that information from Act!, then work with the customer and manufacturer to fix the problem as fast as possible.”

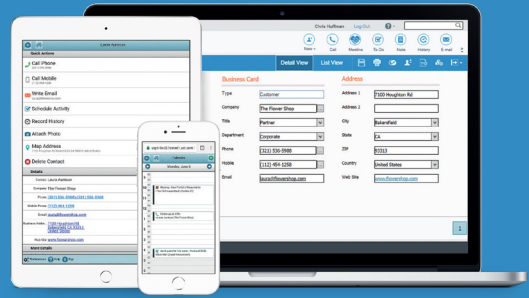
Jessica Smith
Marketing Director



Customised to suit customers

Though she hadn't used Act! before coming to Keevac Industries, Jessica quickly got up to speed and is now more than comfortable running what has become a heavily customised system. And to make sure that Act! keeps meeting their business and customer needs in the best way possible, they are continuing to develop it with the help of their Act! Channel Partner, Denver-based ASDS Computer.

"So, when we need to make any changes, we sit down and decide what we want reconfiguring, then we call ASDS and they either walk us through what needs to be done, or they make the necessary changes for us, particularly if it's something big like an upgrade or installation," says Jessica.



Results

- Great customer service is crucial to the company's success and reputation, and Act! plays a big part in ensuring every detail of each and every customer interaction is captured. For instance, Jessica and her team have a record of equipment serial numbers to be able to order spare parts very quickly.
- Because Keevac Industries need to promote its stock to a broad base of customers across the US, Canada, Mexico and beyond, they need a robust system for reaching out to customers, which Act! Marketing Automation gives them.
- When the company runs an email campaign using Act!, website traffic can rise by as much as 30 per cent with the volume of phone calls and emails also increasing accordingly.

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