

Internal Real-Time Tread Monitoring Sensors

safety for the road ahead

# Staying the Course: How Fleetmaster Found its Perfect-Fit CRM Solution with Act!

Exclusive provider:

The "Original" Ultra-Wide HD Camera



fleetmaster



Before adopting Act!, **Fleetmaster**, a leading provider of compliance and safety solutions for the commercial transportation industry, faced several challenges in managing customer relationships, tracking orders, and keeping up with a highly regulated environment.

## Challenge: Managing Customer Relationships in a Complex Industry

Verne Epstein, SVP & Managing Director of Fleetmaster, first encountered Act! in the early 2000s, back when other CRM platforms were still in their infancy and Act! was sold in retail office supply and technology stores. Verne happened upon Act! and purchased it as it stood out as a cost-effective, user-friendly solution that could easily be tailored to Fleetmaster's unique needs.

Verne said, "I decided to give Act! a try, and as I became familiar with it, I realized it worked for us. The attitude of 'if it works, don't fix it' stuck with me," he recalls. "Act! continues to improve and evolve, which is a big plus."

For over two decades, Fleetmaster has relied on Act! to manage its customer relationships, streamline operations, and deliver exceptional customer service. As Verne shares his journey with Act!, he highlights the platform's simplicity, adaptability, and excellent support team.

"I am just too busy to keep track of everything, such as when to follow up, when an estimate went out, when a shipment went out, who signed for it, and so on," he explains. "I needed a solution that would

simplify the complexity of my daily tasks and help me stay organized," says Verne.

## Solution: A CRM That Fits Like a Glove

Over the years, Fleetmaster has customized Act! to track critical data points like purchase order numbers, invoice details, tracking information, and most importantly customers' needs, and wants for their companies. These adjustments have transformed Act! into a powerful tool for Fleetmaster, enabling it to meet day-to-day operational needs with ease.

“It doesn't take much time to make adjustments, and now Act! accommodates our everyday needs perfectly,”

Verne Epstein

## Key Benefits: Outstanding Support, Simplicity, and Cost-Effectiveness

For Fleetmaster, Act!'s simplicity and the quality of its support team have been instrumental in his company's long-term success.

Over the years, Fleetmaster wondered what the competition offered and considered other CRM platforms like HubSpot and Zoho, but found them too complex to learn and far too expensive and cumbersome for a smaller operation like theirs.

“ We’ve stayed with Act! because we know it so well.” Verne shares. “Whenever I’ve needed help, support has always been there.”

Verne Epstein

## Impact: Doing More with Less

Since adopting Act!, Fleetmaster has been able to manage its customer relationships more effectively, even during the challenging times of the pandemic when the business scaled down. Act!’s ability to consolidate critical customer information has been a lifesaver, allowing the company to stay organised and maintain communication with clients.

“Act! has helped me keep my sanity,” says Verne. “During the pandemic, business was slow, but Act! ensured that all my information was in one place, making life easier for me and keeping the business on track.”

## Looking Ahead: Act! is the Perfect-Fit CRM for Fleetmaster

As Fleetmaster continues to grow, Verne remains committed to Act!, appreciating the platform’s evolution over the years with Act!’s flexibility and reliability keeping Fleetmaster ahead of the curve.

“Act! gives me everything I need, right in front of me,” says Verne.

After over 20 years, Fleetmaster is still a loyal customer of Act!, and for good reason. The platform has empowered the company to streamline its operations, avoid costly migrations to other platforms, and provide exceptional service to its clients. As Verne puts it:

“ There was a reason I found Act! all those years ago—it’s been incredibly beneficial to our business, and I don’t know where we’d be without it.”

Verne Epstein



Learn more about Fleetmaster by visiting their [website](#).

## Key takeaways

- **Long-Term Reliability and Customization**  
Fleetmaster has used Act! for over 20 years, customising it to meet specific business needs, from tracking PO numbers to managing customers and compliance data. Which has made it an indispensable tool for daily operations.
- **Exceptional Support and Simplicity**  
Act!’s user-friendly interface and dedicated support team have kept Fleetmaster a loyal customer, even during challenging times. The simplicity of the platform allows for easy adoption without the steep learning curve of more complex CRMs.
- **Cost-effective CRM for Small Businesses**  
Unlike expensive alternatives like HubSpot or Zoho, Act! provides all the essential CRM functions Fleetmaster needs without the hefty price tag, making it the ideal choice for a smaller, specialised business.
- **Improved Efficiency and Organisation**  
By consolidating critical information into one place, Act! helps Fleetmaster stay organised, track customer relationships, and manage follow-ups, allowing the company to do more with less and maintain business continuity through tough times.

## About Act!

With proven CRM and powerful Marketing Automation, the possibilities are limitless. Act! provides the ultimate toolset to build relationships, maximize engagement, and drive business growth.

START YOUR FREE TRIAL

## Contact Act!

United States: **866.873.2006** United Kingdom: **0845 268 0220**  
Australia: **1300724327** Ireland: **353 818 663 400**  
Netherlands: **088 002 9000** New Zealand: **0800.443.163**  
Canada (English): **800.857.0558** Canada (French): **888.880.0449**