

Case Study

Sage ACT! Professional helps KDM Events Deliver Service Satisfaction

KDM Events was established in 1990 and provides high quality Corporate Entertainment and Team Building Events. The company was created by founder and Managing Director Kevin Davies and it has since grown to boast an annual turnover of £2million. KDM Events employs 36 staff at their Staffordshire offices and they organise and deliver over 1,500 events every year.

The Challenge

KDM Events recognised that providing great customer service to their ever increasing client base was vital to the continuing success of their business. To achieve this goal, KDM Events identified the need to implement an effective CRM system. As Kevin Davies stated, "Having started out as a One Man Band and grown rapidly over the past 16 years we needed to implement a flexible and stable CRM solution to help provide the best possible customer service to our clients."

The Solution

KDM Events already had a Sage ACT! v5 Solution in place but found that after five years they had outgrown the software. As Kevin Davies observed, "We needed a quick, stable and long term solution and having looked at other products we felt that Sage provided the best option."

Sage put KDM Events in touch with a Business Partner David Hunter and he recommended that they move to an ACT! Professional for Workgroups v8 for 20 users. The implementation was in place within a tight time frame with no downtime.

The Benefits

The Sage ACT! solution has given KDM Events a solid foundation for future growth within the market place. As Kevin Davies states, "The Sage ACT! Solution is a stable and flexible system that maintains a record of every conversation, letter and email with our clients – helping our staff to provide a more personalised and effective service."

**Customer:**

KDM Events

Location:

Staffordshire

Number of Locations:

1

Number of Employees:

36

Number of ACT! Users:

20

Solution:

ACT! by Sage Professional for Workgroups v8

Also, KDM Events are benefiting from the built in sales process so that all communications with prospects are tracked ensuring maximum service levels are maintained throughout the sales cycle. As Kevin noted, "It also identifies the actions that are needed to be taken against enquires and future opportunities." This gives KDM Events sales team a self sufficient method of producing accurate sales forecasting.

Looking to the future, KDM Events are confident that the business benefits provided by ACT! will allow the business to grow while still providing the highest level of customer service.

"The Sage ACT! Solution is a stable and flexible system that maintains a record of every conversation, letter and email with our clients – helping our staff to provide a more personalised and effective service."

Kevin Davies, Managing Director,
KDM Events

About ACT!

The number 1 selling contact and customer management solution for over 20 years, ACT! by Sage continues to bring the latest, most intuitive technology to businesses across the globe. ACT! solutions have more than 2.8 million individual users and 43,000 corporate customers in 25 countries, including individuals, small businesses, selling professionals, and corporate teams. Because ACT! solutions support an "anywhere" workforce with seamless online, offline, and mobile access solutions, they work for any business environment. With ACT!, you can achieve maximum productivity so you have time to focus your attention on business-critical activities, provide a better customer experience because you understand the intricate needs of your contacts, and make informed decisions to advance your business.

Sage is a leading supplier of business management software and services to 5.7 million customers worldwide. From small start-ups to larger organisations, we make it easier for companies to manage their business processes. Our purpose is to help our customers run their businesses more effectively, helping them to gain greater insight into their business activities and providing them with lasting benefits by automating their business processes.

For further information

- Call 0800 69 405 69
- View a product tour at www.sage.co.uk/actdemo
- Take a TestDrive at www.sage.co.uk/acttestdrive
- Download datasheets and whitepapers at www.sage.co.uk/act



Sage (UK) Limited,
North Park, Newcastle upon Tyne,
NE13 9AA

Tel 0191 294 3000
Fax 0845 245 0297
www.sage.co.uk