

Case Study

ACT! helps Your Space PLC capitalise on its contacts

Customer Profile

Your Space Plc is a serviced office provider. Established three years ago with just one business centre in Hammersmith, it has grown to three London locations plus centres in Manchester and the West Midlands. The company frees clients from the time consuming task of having to manage buildings, non-core staff and business services i.e. telecoms, broadband etc.

Among the services Your Space offer are furnished or unfurnished space in a community of businesses; hire of conference and meeting rooms plus related equipment; virtual office and telephone answering support for clients working from home or constantly on the move and vacant space management. It has twenty employees and a turnover of £2.2 million in FY 2003*

The challenge

Keeping track of sales successes and marketing activity across a geographically diverse and multifaceted business requires tight management control. Sales & Marketing Director, Claire Dyson explains the reasons behind the company's decision to implement the ACT! Contact Manager from Sage CRM: "Back in July 2003, we had five business centres: three of which we had set up ourselves and two which we had bought from another company. This company converted to our financial systems but continued to use its own sales and marketing systems. The original Your Space centres were using a complex Excel spreadsheet to manage sales enquiries, tours of our business centres and deals, and to analyse the most productive sources of business for us."

The main problem at the time was that each business centre manager was handling sales and contacts locally, on their standalone PCs – a situation that was getting steadily less manageable as the business opened more buildings. Claire comments, "They were operating in splendid isolation, which meant that I couldn't see the big picture of new enquiries received that month, numbers of potential clients taking tours of our premises, or the deals that had been closed. I was totally reliant on the quality of the organisation and time management of the business centre managers."

The solution

Having seen ACT! in action at a friend's office. Claire subsequently found there was little on the market that could compete with Sage CRM's contact management solution.

She says, "Towards the back end of 2003, we started using ACT! as a pilot project in our Clerkenwell centre to see if it suited us. It did! We could see that we would never miss a call again and that with ACT! we could solve another organisational wish which was for us all to be able to view one another's data and diaries on the system. Suffice to say, after the three-month pilot, we were hooked. Now we have ACT! up and running in all our centres. It enables us to get more out of our business and to manage the resulting growth."

Results

Contacts reach Your Space from a number of different sources, including business networks, Business Links, Chambers of Commerce, and personal connections. Previously, as Claire notes, the company was not capitalising on the contact information it had

**Customer:**

Your Space PLC

Location:

Hammersmith, London

Number of Locations:

5

Number of Employees:

20

Solution:

ACT! by Sage v6

Number of ACT! Users:

5

Solution:

ACT! by Sage for web v6

Number of ACT! Users:

15



* = FY2004 results will be announced at the end of July 2004

accumulated. Claire goes on to explain, "Data on enquiries, tours and deals, along with the reasons why people choose not to tour or tour but then don't buy, is vital to establish trends. We can then assess whether we're attracting enough enquiries - given conversion rates into deals - to sell our empty inventory and thus meet our revenue targets. If it looks as if we are off course, then I can plan more targeted marketing for the affected centres."

"We can 'farm' our business, making maximum use of the contacts we build up. I can see at the push of a button the pipeline in any centre or for the whole company, whether leads have been followed up, whether it's time to get in touch with an existing contact, whether a significant date in the contact is due - all without having to bother the business centre managers or divert them from their work."

Your Space has been able to have ACT! customised to its business. The company's Sage CRM Business Partner, BlueBridge One, has written customised reports so that specific data such as enquiry and tour volumes can be easily extracted.

Claire adds, "BlueBridge One has also solved for us the real problem that all the enquiries from specialist Web-based property agents come in to us via email and they had to be manually input into ACT! - a laborious, time-consuming task. I commissioned a program to load these enquiries automatically which has reduced data entry to a tiny trickle of exceptions only."

ACT! has also fixed something which would have become a business constraint in the future. According to Claire, "As the company grew, trying to fix client appointments and meetings for Your Space people at all our locations was becoming a nightmare for our Sales Administrator. Now at the touch of a button Emma can see anyone's diary and ACT!'s ability to do this has been an even bigger bonus than we originally hoped".

Claire sums up, "We are now confident that all hot leads are followed up and can pinpoint at any time where we need to be investing additional sales and marketing effort to meet our targets. I must say that ACT! has changed all our working lives here at Your Space dramatically for the better."

"Without a good customer relationship management (CRM) system, we knew we were not making the most of enquiries or of the large number of contacts we all had. Little bundles of business cards are great but they are not the way to make optimum use of contacts!"

Claire Dyson,
Your Space PLC

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 44 77 77
- 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



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