

Centralised database boosts sales team management and effectiveness.

Frank's Towbars and Exhausts have been in the business for over 30 years. They are a member of the Carline Mufflers chain of automotive workshops, and a specialist RAA approved repairer. They are known for quality workmanship, efficient service and competitive rates in their industry.



The Challenge

Prior to implementing Act!, Frank's Towbars' booking system was managed via a paper-based system. This caused time and access problems when multiple staff wanted to use the book at the same time. They needed a central repository to store and share their customer data.

The Solution

The manager of Frank's Towbars and Exhaust, Tony Jarvis, had dealt with Act Today previously. He contacted leading Act! consultant, Michael Bryant, and after discussing their needs they implemented Act! to automate the booking system. "I implemented the software myself with the help of Michael. Michael was fantastic. He really cares about what he is doing and more importantly about the client" explains Tony.



The Results

With Act!, the team have instant access to all customer data and can make bookings at the same time without being in each other's way or having to wait. "The smart thing about the system is that now if someone changes the date of their booking, they can drag and drop the booking into a new date. It is very easy to use, all we have to do is double click on a particular booking and we have the customer's details at hand."

Through tracking customers and their activity in Act!, they are able review the customer history and provide a high level of service. "Act! allows us to understand our customer needs and how we can better service them each time they come in." They are also able to gather information on their product range and the frequency of sale in order to tailor products to meet customer needs. They also report on areas that generate the most business and target their marketing activities accordingly.

With training, Frank's team now manage their own emarketing campaigns informing customers of specials and promote new business. "Act! brings us closer to our customers through direct mail outs and easier booking capabilities."

Although Tony was able to customise areas of Act! himself, he is able to leverage off the help from Act Today to ensure that everything runs smoothly and his team are able to focus on their customers.

"Michael really cares about what he is doing and more importantly about the client. He would drop everything he was doing when I had a problem and he would give me answers within an hour. I really believe Act Today's customer service is excellent and makes the integration process easier than it could be."

Improvement Highlights

- ✓ Easy access to customer data
- ✓ Improved booking system
- ✓ Improved customer service
- ✓ Intelligent reporting
- ✓ In-house emarketing
- ✓ Targeted marketing campaigns

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Tony Jarvis, Manager, Frank's Towbars and Exhaust

