



ACT!

CUSTOMER

FedEx

www.fedex.com

CUSTOMER PROFILE

Headquarters

Memphis, TN

Annual Revenue

20 Billion

Type of Business

Logistics and Supply Chain Management

Number of ACT! users

20

SYSTEM PROFILE

Software

- ACT! for Windows
- Web Report, an ACT! Add-on product

ACT! Delivers for FedEx

FedEx is more than a household name. It's a company where businesses turn to meet their transportation and logistics needs. When FedEx's Integrated Solutions division needed to better organize its projects and facilitate internal communications, it turned to ACT! from Best Software.

The Integrated Solutions Worldwide Services team at FedEx delivers logistics and supply chain management solutions to FedEx's corporate accounts. Teamed with sales professionals, the Integrated Services (IS) team of 20 provides the infrastructure technology angle when assessing the needs of potential and existing corporate accounts.

Project Load Makes Timely Communication Vital

The IS team quickly realized that while they were serving FedEx customers, they needed a better way to communicate with their internal partners: the World Wide Sales team and management.

"There was a lot of frustration within our group because there was no standardized means of reporting," said



Alan Fenter, a consultant on the Integrated Solutions team.

At any given time, the team is managing 400 projects for clients all over the world. They needed a way to organize projects electronically, with the ability to generate accurate reports for partners and management. Previously management was given 20 spreadsheets, which they would compile into one. This would take several days and by the time they were complete, much of the information was out of date.

Having used ACT! previously, Fenter visited the ACT! Web site to review the latest version. Based on the functionality and ease of customization, he thought

CHALLENGE

FedEx's IS team needed a contact and project manager to manage their 400 projects with the ability to generate accurate reports for the World Wide Sales team, as well as management.

SOLUTION

ACT! and Web Report has offered FedEx's IS, sales, and management teams the ability to obtain instant information about all of their 400 projects.

RESULTS

Using ACT!, FedEx' IS team has improved internal communications, streamlined their process so they can focus on customer service, and provided management with visibility into the group's pipeline to predict revenues.

“We only made a few minor changes, ACT! did 95 percent of everything we wanted out of the box. Management loves it! ACT! and Web Reports gives them the visibility they wanted.”

*Alan Fenter
Consultant
Integrated Solutions*

ACT! would be the perfect project and contact manager for his group.

Making ACT! Work for FedEx

The IS team was able to make the customizations they needed to ACT! on their own. “We only made a few minor changes, ACT! did 95 percent of everything we wanted out of the box,” said Fenter.

Once the customization was complete, FedEx rolled the product out to each of the group’s 20 members, who installed ACT! on their laptops. “Each member synchronizes his or her computer with the master database using an e-mail attachment, it’s so easy,” said Fenter. FedEx also uses Web Report, an ACT! add-on product that pulls data from an ACT! database and lists that information on a Web page.

In FedEx’s case, Web Report retrieves all 20 users’ data daily from the database and populates a Web page on the company’s Intranet, making the contact information available to all members of the team.

Users can view the notes and histories for the group or the contact, in addition to the status fields such as last reach, last attempt, and last call. “This is the greatest feature! Now our sales team and management have instant access to information about the status of all 400 of our projects. Our team is ecstatic that they

no longer have to field status inquiries from multiple people.”

The Benefits are Clear

With all members of the team now reporting the same way, management and Sales have visibility into what the Integrated Solutions team is working on.

“We had people who were hesitant about the new system. They thought, ‘Great. One more thing to do.’ However, once they got started, they saw the ease and benefits of using ACT!, they really got behind it,” said Fenter.

This new system of reporting enables the team to spend less time generating reports and fielding inquiries about account status, allowing more time serving their clients. Fenter explains, “Our team is able to give much better customer service with the tools we now have in place.”

With ACT!, management now has a way to see the projected revenue and close date for every project being worked on, so they can manage the pipeline and predict revenues.

“Management loves it! ACT! and Web Reports gives them the visibility they wanted,” said Fenter.



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