



ACT!

CUSTOMER

Houston Texans

www.houstontexans.com

CORPORATE PROFILE

Headquarters

Houston, Texas

Type of Business

NFL football franchise

Number of Employees

105

APPLICATION

Software

ACT!

Number of ACT! Users

25

Records

26,000 records

NFL Houston Texans Corral Ticket Buyers with ACT!

The National Football League's newest franchise, the Houston Texans, has been getting the Xs and Os right from the get go. Using ACT! to serve more than 26,000 prospects and customers, their season ticket and luxury suite sales teams have sold out Reliant Stadium well into the future.

Improved Sales Require Better Contact Management

The Texans' ticket and suite sales teams needed a comprehensive contact manager for following up leads and closing business, as well as tracking account histories so sales reps were credited for their sales. The database they had been using to track contacts failed to provide the ease-of-use and comprehensive features they needed.

ACT! Partner Provides Customized Solutions

The Texans hired Cornerstone Solutions, an ACT! Certified Consultant, to build customized solutions for both their sales teams. Mitja Peterman, ticket sales manager, said several of the Texans'

sales management staff had already used ACT! at other sports organizations. "There was no need to convince us this was the right application for our needs."

Cornerstone interviewed the sales teams to understand their processes. "We then built customized interfaces for each team to calculate pricing and see graphical views of seating availability within ACT!," said Susan Clark of Cornerstone. With just a couple clicks, sales reps instantly generate comprehensive quotes and contracts for their luxury suites, and can print completed season ticket applications.

Lists, Alerts, and Detailed Notes

ACT! enables Texans' sales reps to easily track the status of leads, lists, and next steps as they slice and dice the data any way they prefer. "It's really nice how ACT! manages all the variables and assembles different lists in a number of ways," said Peterman.

"We set reminders right within the contact records and lists, and then we're alerted when we need to call them next or take action on a specific group of prospects."

CHALLENGE

Sales teams needed a customizable, easy-to-use contact manager for 26,000 customers and prospects to manage distinct groups and track account histories for better service.

SOLUTION

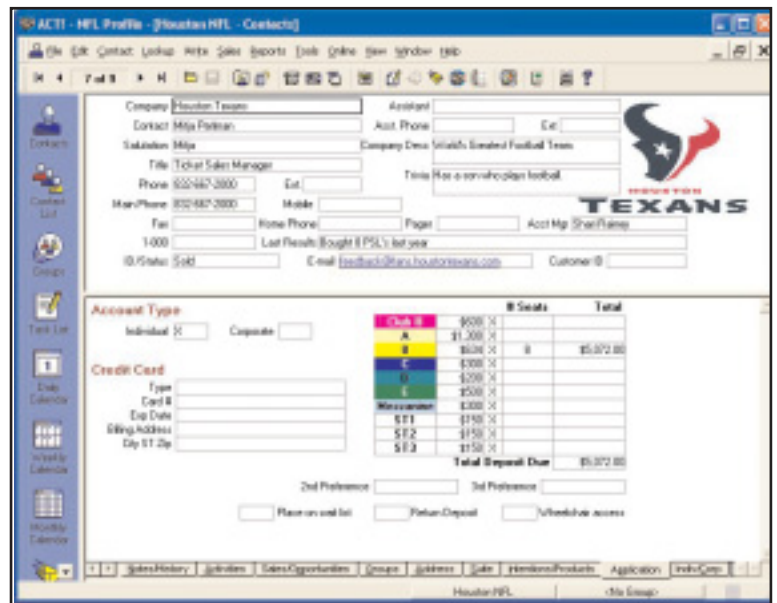
ACT! tracks and services leads, group accounts, and season ticket and suite sales. Specific lists for targeted action are easily created. Contact Reminders alert reps to actions they need to take.

RESULTS

Follow-up tasks critical to ongoing sales now automated. Customers and prospects receive increased attention and service. New users learn how to use ACT! in hours.

“When it comes time to meet with [customers], they’re often shocked at how much we know about their business and needs. Our contacts appreciate the fact that we’re on top of every little detail.”

*Shari Rainey,
Houston Texans
Premium Seating Manager*



Unlimited date and time stamped notes provide reps with the detail they need. “Previously, our notes could only be so many characters long,” said Rainey. “With ACT!, you can write a whole book about what was said, who visited on what appointment, and so on. I like details, so I don’t want to come back to shorthand notes a couple of weeks later and think, ‘What in the world does this mean?’”

Sales Teams “on top of every little detail”

The Texans quickly discovered that ease of use was one of the greatest features of ACT!. “We don’t have much turnover here, but when someone new joins the team, it takes them no time at all to learn the software,” said Peterman. “In just a few hours they’re up and running.”

“ACT! also makes the management side of our jobs a lot easier,” continued Peterman. We can concentrate on other, more strategic tasks rather than keeping track of which rep did what.” Management uses ACT! to create high-level sales summaries, while individual reps track their own progress.

Ultimately, ACT! helps the Texans provide a high level of service to their customers and prospects. “When it comes time to meet with them, they’re often shocked at how much we know about their business and needs,” said Rainey. “Our contacts appreciate the fact that we’re on top of every little detail.”



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