



Company:
Pro-Active Solutions, Ltd.

Industry:
Information Technology

CRM solution:
ACT!® 2005

Z-Firm solution:
FaxRush®, PrintRush™, and
ShipRush® Server

Results:

- Pro-Active completes mass fax campaigns in a few minutes rather than days, giving sales and customer service more time to focus on customers.
- With PrintRush, the company completes printing for major direct mail campaigns in about an hour, instead of a week, enabling Pro-Active to double the number of mailings it sent this year.
- Employees further recover time in the shipping process, which now takes seconds compared to 5 to 15 minutes before.
- Timesavings add up to one full-time administrative assistant, valued at \$40,000 that the company would otherwise need. While the company's revenue and sales increased 50 percent this year, it enhanced its profitability by not adding administrative staff.

"Z-Firm software has significantly boosted efficiency for marketing and communication. It's like having an extra person in the office."

— Chris Ashby, President, Pro-Active Solutions, Ltd.

Success Story: Pro-Active Solutions, Ltd.

IT Firm Integrates ACT! 2005 with FaxRush, PrintRush, and ShipRush Server, Increasing Sales Reach While Lowering Administrative Costs

Pro-Active has reached its spot among top resellers through active database marketing using its ACT! customer relationship management (CRM) system. As the company's ACT! database grew to 50,000 records, it needed a more automated way to communicate with and ship to prospects, leads and customers during the sales process and when a customer purchases. "It's been extremely difficult to automate procedures to allow us to seamlessly talk to those contacts via fax, mail or shipping," explained Chris Ashby, president of Pro-Active Solutions.

Typically, mail merges were so cumbersome they had to be limited to 500 contacts at a time, while faxing was too unreliable to use for larger campaigns. Ashby recalls one fax campaign, targeted at 8,000 recipients, which took days to complete with the company's previous fax program. "It was a nightmare," he said. "We had to break it up into 250 at a time to send, and it was a crapshoot whether it worked or it would fax people at 2 a.m."

When an order came in, employees printed invoices and manually faxed them to the customer. During times of heavy upgrade volumes, this process led to bottlenecks. Then, preparing an order for shipping could take as long as 15 minutes. "Doing it manually one time was not a problem, but 100 times a day..." Ashby said. "One by one was not easy."

Reducing Fax Campaigns from Days to Minutes

Pro-Active integrated its ACT! 2005 system with FaxRush, PrintRush and ShipRush Server from Z-Firm, automating fax, print and ship operations right in its CRM system. The company faxes about 150 documents a day, and often launches large mail merges to thousands of contacts to let them know about special offers. Right from ACT!, Pro-Active employees easily send faxes one at a time or in large batches. Using FaxRush' powerful features, they can schedule faxes to go out all day yet stop at specific times, ensuring that they don't reach customers at off times — like 2 a.m. Queuing up a large fax blast takes only a few minutes. Most importantly, employees no longer bounce between their desks and the fax machine.

"Being able to schedule faxes reliably is the biggest thing in the world," Ashby said. "FaxRush is a 'fax it and forget it' system. Schedule it and it's done."

Increasing Marketing Reach with PrintRush

Previously, technical difficulties limited Pro-Active's direct mail campaigns to 500 at a time, requiring as long as a week for the company to complete mailings of 20,000. With PrintRush, the company now successfully executes mailings it never would have attempted before. From ACT!, users start the print merge and confidently let it go. At all times, PrintRush keeps track of where the job is. Instead of one week, printing a mailing for 20,000 with PrintRush is done in a few hours, and takes less than an hour of staff time. Since all printing and merging is done on the PrintRush server, user workstations stay free for regular use.

Shipping Integrated into ACT!

Before, Pro-Active managed its shipping in an application separate from ACT!, requiring that it maintain a second database in that system. Without integration, the company couldn't be sure that records in both systems matched, and shipping details were not connected with its ACT! contact records.

With ACT!-integrated ShipRush Server, the company retired its former shipping system. When an order comes in, employees select that contact record in ACT! and choose either UPS® or FedEx®. The user simply checks a few options and the ready-to-use label prints. At the same time, ShipRush Server records the tracking number in ACT! History and automatically emails it to the customer.

While a shipment might have taken five to 15 minutes to prepare before, requiring employees to copy and paste information among programs, now users can prep a shipment in seconds. At times, that efficiency makes the difference between getting packages out that day or having to wait until tomorrow. It also eliminates errors from having to retype information among two separate systems.

"Not only is the shipping process automated and we have all tracking information in ACT!, but it's guaranteed that all shipments are correct," Ashby said.

Results: "Like Having an Extra Person"

With Z-Firm's OmniRush Family, Pro-Active automated steps throughout marketing, sales and fulfillment. From a single interface right inside ACT!, employees can print direct mail campaigns en masse, fax invoices upon completion of a sale, print shipping labels and answer customer inquiries about the status of shipments. With these activities integrated with ACT!, everyone in the company has a record of all activities and communication with each contact, which empowers them to interface professionally and efficiently with customers.

Mass fax campaigns are completed in minutes of staff time rather than days, giving sales and customer service more time to focus on customers. Likewise, with PrintRush, the company completes printing for major direct mail campaigns in about an hour, instead of a week. That enabled Pro-Active to double the number of mailings it sent this year. Employees further recover time in the shipping process, which now takes seconds compared to five to 15 minutes before.

According to Ashby, the time savings add up to one full-time administrative assistant, valued at \$40,000, that the company would otherwise need. Though tough to quantify, he estimates that additional efficiency results in productivity amounting to hundreds of thousands of dollars more. While the company's revenue and sales increased 50 percent this year, it enhanced its profitability by not adding administrative staff.

"The OmniRush Family by Z-Firm has significantly boosted efficiency for marketing and communication," Ashby said. "It's like having an extra person in the office."

Those results, coupled with the software's ease of use and implementation, gives Ashby peace of mind in bringing Z-Firm software to clients. "Its ease of implementation is key. It takes just a couple of hours. With this experience, we feel confident introducing it to customers."

About Pro-Active Solutions, Ltd.

Pro-Active Solutions Ltd. has provided accounting software and customer relationship management solutions to business for over fifteen years. During this period, Pro-Active has developed comprehensive expertise to assist clients with selection, installation, implementation, data conversion, customization, training and ongoing support of the right product for their needs. An elite reseller of Best Software solutions, the firm's extensive product line includes Peachtree, BusinessWorks, MAS90/200, ACT!, SalesLogix and TimeSlips. With offices in Toledo, Cincinnati and Columbus, Ohio; Detroit, Michigan; and Fort Wayne, Indiana, the company provides local and timely support to several local markets.

About Z-Firm

Z-Firm automates and streamlines small businesses with easy, integrated software. Z-Firm has developed award-winning CRM and accounting add-ons for nearly a decade. Used by tens of thousands of users, Z-Firm's software reduces complex processes to a smooth, integrated button. The OmniRush[®] Family includes CashRush[®], EmailRush[™], FaxRush[®], PrintRush[™], and ShipRush Server. The OmniRush Family of products is a suite of utilities every business can use. OmniRush Family members provide true CRM integration for shipping, email, fax, and print. The OmniRush Family can also be integrated into nearly any SQL based application using the database platforms already used by most companies, including Oracle, SQL Server, MySQL and others.

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