ACT! Features and Benefits

The ACT! product range includes all features below making them easier for you to use.

Ready to use contact database
A wizard guides you through the creation of your contact database including pre-defined fields and layouts – this means that existing information from other applications can be easily imported into the database

Fast, easy access to contact information
You can quickly find the information you need. Just type in the first few letters of the contact's name, company, phone number and go directly to the contact you want

Effective management of groups or contacts
By organising your contacts into groups, you can ensure you manage your prospects and customers in a more efficient way

Efficient calendar and tasks management:
Easy scheduling and the ability to choose how you want your appointments and task will ensure that you never forget any important meeting or phone calls

Target new prospects
ACT! can be used to analysis sales trends and understand the profile of your customers so that you can plan the most effective sales and marketing campaigns

Convert leads into sales
With it's own built in sales process or by designing your own system you can track all communications with the prospect, ensure maximum service levels are maintained through the sales cycle. The built in reporting functions improves accuracy of sales forecasting for a single team member or a whole team

Ensure that all sales turn into loyal customers
By linking ACT! to your accounting system you can gain access to all customer information to help you maintain maximum service levels. ACT! sets the foundation for a long term relationship and additional sales

Easy communication with your contacts
ACT! automatically tracks all communication with your customers including mailshots, letters, meetings and telephone conversations

Generate business lead
ACT! is a comprehensive marketing tool that you can use to quickly and easily design effective mailshots, faxshots and e-mails campaigns

Team Co-ordination
Information can be used over a network to co-ordinate all activities whilst also allowing you to synchronise your database with mobile users. Having access to sales process tools will ensure that everyone in your team is fully informed on every contact

ACT! and Outlook working together
Now it is even easier for Outlook users to use ACT! - access to up to three ACT! address books from within Outlook make emailing faster and easier. A new e-mail client within ACT! also allows users to harness the power of e-mail marketing by creating, sending and receiving professional HTML graphical e-mails

Full internet integration
Store complete web pages in ACT! including graphics without even being in ACT! and attach them to a customer record.