



CUSTOMER SUCCESS



Golden Flame Distributing sparks operations with ACT! by Sage Premium

Golden Flame Distributing, Inc. is a full-service provider of residential gas fireplaces to homeowners and residential contractors across the state of Arizona. The thirteen-year old company relies on ACT! by Sage Premium to track new opportunities, schedule installations, monitor service calls, and ensure it delivers the high quality customer service on which its reputation is built.

“ACT! Premium has helped us improve every aspect of our business,” says Mark Williamson, service manager at Golden Flame Distributing. “It provides the infrastructure for the way we do business.”

Business Heats Up

When the state of Arizona passed a law prohibiting wood-burning fireplaces in new construction, Golden Flame Distributing received a huge boost in sales. The company grew rapidly and was quickly faced with a record-keeping nightmare. Tracking sales opportunities, scheduling installations, and monitoring service calls quickly became an unmanageable task.

“We did it all manually,” recalls Williamson. “Our file drawers were full. When a builder called to schedule an installation, we literally had to put them on hold, go to the file cabinets, find the file, and leaf through the pages looking for the information we needed.”

Golden Flame Distributing evaluated both ACT! Premium and Goldmine. “ACT! Premium is easier to use, plus it provides for the flexibility we need to add new fields and customize screens,” says Williamson.

Match Your Operations

Golden Flame Distributing has turned its ACT! Premium database into a true project management solution by adding new tabs to capture and sort the data important to its operations. “We don’t use those file cabinets any more,” laughs Williamson. “All the information we need is now in ACT! Premium.”

Williamson added over 100 new data fields to the software. The company uses the new fields to track information such as model and serial numbers, subdivision, lot number, cross streets, and installation date. Drop-down lists for many of the new fields speed input and ensure the data is entered consistently, maintaining the integrity of the database for accurate reports and queries.

Customer:

Golden Flame Distributing, Inc.

Industry:

Home Heating Equipment

Location:

Phoenix, Arizona

Number of Locations: 1

Number of Employees: 24

Number of ACT! Users: 20

Solution:

ACT! by Sage Premium

CHALLENGE

Manual filing system became unmanageable as Golden Flame Distributing grew. The company needed an efficient means to schedule installations, track product details, and monitor service calls.

SOLUTION

ACT! by Sage Premium serves as an effective project management solution for the company, delivering a high degree of flexibility and customization options.

RESULT

Single database containing details of every installation greatly improves operating efficiency for Golden Flame Distributing. The company uses the data it collects in the ACT! Premium database to improve service levels and win new sales.

