

"Everyone is comfortable with the intuitiveness of ACT!. It really is easy to use. Even our newest users get it right away without requiring training."

— Gordon Rogers
Principal,
Gordon Rogers Architecture

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The firm enjoys other powerful out-of-the-box ACT! capabilities, such as the ability to keep precise Notes and History for every contact.

"If we have a client dispute a charge or claim they weren't aware that a particular job was going to be performed, we can remind them of the exact date and time of the conversation in which they agreed to the services. Our ACT! records are critical to our ability to collect proper payment," explained Rogers.

Relying on ACT! to Support a Fast-paced Environment

The firm uses ACT! not just to expedite efficiencies internally, but also to streamline external communications. Often, vendors assigned to a job site will call the firm to get information about work executed by other vendors. The firm relies on the ability to quickly access and distribute all relevant information.

"It's super fast to do Lookups in ACT!," noted Rogers. "If a mechanical engineer needs to talk with an electrical engineer, one of our staff can look it up on-the-fly and provide instantaneous information. We don't experience project delays due to information gaps."

To expedite marketing efforts, Gordon Rogers Architecture takes advantage of the Groups functionality in ACT!. A project manager can perform rapid e-mailing and mail merging to communicate to specific groups of clients or vendors. Staff members don't waste time sending one-to-one messages in situations where an entire group can be updated.

The ability to make global changes to an account record also keeps activities and projects from slowing down. If a client moves to a new address or makes a broad organizational change, such as a change to Web domain or phone system, the project manager at Gordon Rogers Architecture can automatically update all contacts tied to that client.

"It's an invaluable tool for our business," summarized Rogers. "We're able to manage thousands of contacts, merge documents to Groups, and keep History and Notes for every contact. If we had to go to the file cabinet or call people to see if they're available to meet, I can't imagine how much time and energy we'd waste. We do it all in ACT!."

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