

# SUCCESS STORY



## *HOMES.COM AND SALESLOGIX HELP THOUSANDS FIND "HOME SWEET HOME"*

### KEY ACHIEVEMENTS

- Single database for all customer sales, fulfillment, and support data replaced multitude of other systems
- Managing explosive growth with SalesLogix
- Customizations provide employees the specific information they need
- Front-office data shared with Great Plains back-office system
- Ongoing customizations performed with in-house IT staff



### CUSTOMER SUMMARY

- Real estate services provider
- 150+ SalesLogix users
- Growth in two years from 500 customers to 90,000 Web-site customers and 20,000 software customers
- Microsoft SQL server
- 100,000+ records
- 1.3 GB Database
- Initial system rollout in 60 days

**To prosper in the dot-com world, Homes.com knew it had to deliver extraordinary customer service.**

**The company chose SalesLogix, the mid-market CRM leader, to ensure its success.**

No matter where you live, it seems perfectly natural these days to run into someone who's moved from someplace clear across the country. That kind of constant coast-to-coast movement makes the Web a perfect tool for checking out what homes are available in one's new "hometown."

At least that's what Homes.com figured when it began offering Web services to real estate agents and brokers. And it looks like they were right! Of course, that was way back in 1993, when the Internet was just beginning to take off.

Today, Homes.com is a full-fledged ASP, building and hosting agents' and brokers' Web sites. The company also offers the public the opportunity to view home listings, find a real estate agent, or locate other professional services such as moving and relocation, home improvement and decorating, and financing and insurance. Additionally, Homes.com provides several software products that help agents and brokers manage their businesses.

In the early years, the company's sales and support personnel could track their customers fairly easily, using card files, contact managers, and spreadsheets. It worked just fine. But the number of customers grew rapidly and, soon, as Kent

Dowdy, vice president of operations, said, "There was no one place we could go to find the whole history of any particular customer."

### HOMES.COM BEGINS WITH SALESLOGIX SUPPORT

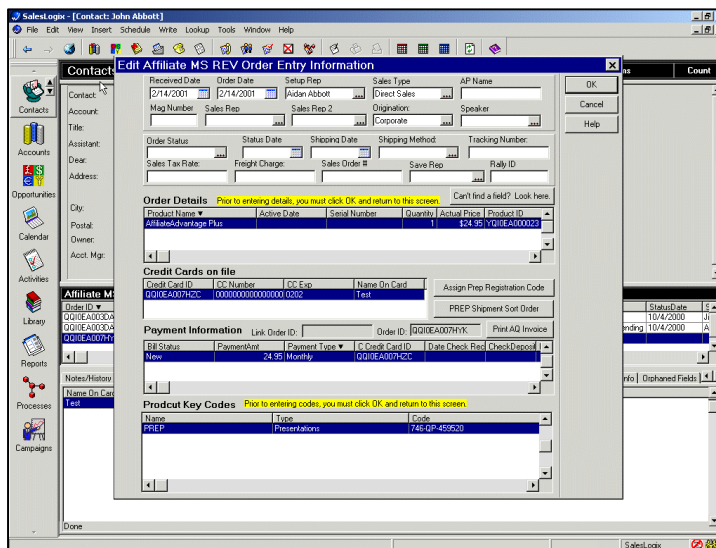
Unlike many companies that begin implementing a CRM solution with their sales operations, Homes.com felt its biggest immediate need was in providing after-the-sale service to its customers. Options were explored and evaluations made. The company chose SalesLogix Support for its initial implementation. To help with that deployment, Homes.com selected SalesLogix Business Partner Customer FX, one of the U.S.'s leading providers of CRM systems for mid-market businesses.

The rollout was accomplished in about eight weeks and included customizations to meet Homes.com's unique needs. "We added a lot of screens to capture data specific to their business," recalled Curt Teunissen, Customer FX's director of project management.

Since that initial deployment, the IT team at Homes.com has received the training necessary to perform their own customizations. "Their people really dug into the product and are very competent with it," Teunissen said. "We got them on the right track and they've run with it from there."

Dowdy, of Homes.com, said, "You can customize SalesLogix to do almost anything you want it to do. We've added a lot of tabs and tables, and just reconstructed our database to make it more efficient for our needs." The company soon added SalesLogix Sales to its arsenal and now has more than 125 employees using SalesLogix.

This customized window, unique to the Homes.com SalesLogix implementation, is used to record a wide assortment of information about customers and their orders.



## CUSTOMERS TRACKED FROM SALE THROUGH BILLING

SalesLogix has become exactly the complete repository of customer information that Homes.com needed. "Once a customer buys a product, whether it's a software package, a Web site or another product, that customer is put into SalesLogix and everything's tracked from that point on, for support and billing and everything else," Dowdy said.

He cites a typical case. Homes.com representatives conduct seminars around the country, telling real estate agents and brokers about their products. Those seminars result in sales contracts, which are sent by overnight courier back to company headquarters. There, the info and specifications in the contracts are

entered into SalesLogix. That data is then automatically distributed to:

- The group that builds and activates Web sites. For Web site sales, they use the info to fulfill the contract. They record their progress continuously in SalesLogix so everyone in the company knows the account's status.
- Employees who support the Web site once it's active. They have access to the full range of account data so they can answer customers' questions and take care of whatever support needs might arise.
- The company's Great Plains accounting system. If additional contracts need to be drawn up for additional services or renewals, the needed information is there. And, of course, SalesLogix also provides the information needed by

Great Plains to prepare invoices and billing.

**"WITHOUT SALESLOGIX, WE WOULD HAVE A VERY HARD TIME SUPPORTING OUR CUSTOMERS."**

"When we first started out, without SalesLogix, we were basically a new company and had hardly any customers at all," Dowdy said. "We now support about 89,000 customers in SalesLogix.

"SalesLogix is very important to us because it holds our entire customer database and enables us to give our customers the very best service," he continues.

"Without SalesLogix, we would have a very hard time supporting our customers."

## BUSINESS PARTNER



Customer FX, based in St. Paul, MN, is a leading national solution provider of customer relationship management (CRM) systems for the mid-market. Offering a full complement of services, Customer FX specializes in sales force automation, marketing automation, customer support automation, and Web-based product configuration

applications. With their *Project Life Cycle* planning and implementation process, Customer FX has received industry recognition for its leadership and has implemented CRM systems for over 1000 mid-market companies. For more information, visit Customer FX on the Web at [www.customerfx.com](http://www.customerfx.com).

Interact Commerce is the leading relationship management software provider for mid-market and small office/ home office businesses. Its easy-to-use products include mid-market customer relationship management (CRM) leader SalesLogix used by more than 3,300 businesses; and best-selling contact manager ACT! used by more than 3 million professionals and 11,000 corporations.

Its easy-to-use products implement fast for anytime, anywhere access to critical information. SalesLogix integrates with leading back-office software for a complete view of the customer. Distributed and sold in 60 countries worldwide, SalesLogix and ACT! dominate the high tech, real estate, financial services, manufacturing, marketing, and consulting industries. Interact Commerce is in Scottsdale, AZ ([www.interactcommerce.com](http://www.interactcommerce.com)).

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