

# Act! the positive answer to personalised service

Whether it's providing snacks, cans, crisps, or cups of fresh coffee, Act! is helping one leading vending machine company to **connect better with its customers.**



act!

## Connect Vending

Ever since its launch in 1996, **delivering great service** to its customers has been at the heart of all that Connect Vending does. As a result, this Oxfordshire-based company has grown into the **leading independent supplier** and operator of vending machines, with customers right across the UK.

But that success wouldn't have been possible without the company's determination to grow and maintain **strong relationships** with all of its customers, something that it's now much better able to do thanks to Act!, as Dasha Skelton from Connect Vending explains.

“Act! has **helped us to improve** the structure of our internal systems so **we can make better use of external data.**”

**Dasha Skelton**  
Connect Vending

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“From initial contact right through to making a sale, Act! allows us to capture usable information at every point of the entire customer relationship. That means we now have a complete picture of an account's history and current status, so we can exactly **tailor the service we offer** to each customer's needs.”

## Much improved order conversion

With comprehensive, real time information at their command, the account handling team is **working smarter**. Now, not only can they get through more calls faster, but the conversations they have with customers can be much more relevant, leading to more calls converting to orders.

“By using Act! more fully, we’re able to turn more of our cold contacts into sales – and with 30% of the orders we take coming from existing clients, it shows that our higher level of service is helping repeat business.”

Now that Connect Vending has optimised the way it handles its customer relationships, the company plans to start using Act!’s e-marketing capabilities to engage with would-be customers more effectively, as well as to inform existing ones about new products that meet their needs.

## Detailed real time information at your fingertips

“Act! gives us the **detailed, real time information** we need to work in the most productive way,” says Dasha, “and at the same time provide customers with the high levels of service we pride ourselves on.”

And with Connect Vending winning contracts such as the one to install state-of-the-art food and drink equipment at the prestigious UK headquarters of logistics giant Dachser, the company is finding that dispensing excellent service really pays dividends.

## Results



The efficiency of Act! has **increased productivity** in the sales team, enabling them to deal with more customer calls each day. What’s more, since the account managers know where each of their customers is in the buying cycle, they can make contact with them at **just the right moment** to service their needs.

Because of that increased ability to target customers and prospects with the right product information at the most appropriate moment, the company has been able to reduce the length time from first contact to sale.

From an administration perspective, data can also be captured faster and shared much more easily amongst the whole team, who have the confidence of knowing that the information they have in front of them is **accurate and current**.

## Contact Us

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