

Customer Success Story

CUSTOMER

HR Imaging Partners, Inc.

INDUSTRY

School photography company

LOCATION

Ottawa, Illinois

NUMBER OF ACT! USERS

20

PRODUCT

ACT! Premium

ABOUT TOPLINE RESULTS

TopLine Results Corporation is a customer relationship management (CRM) consulting firm specializing in ACT!, Sage CRM, Sage SalesLogix, and Microsoft Dynamics CRM. Our services include software sales, implementation, hosting and training. TopLine Results also develops custom applications such as the popular ACT! add-on product, TopLine Dash. Headquartered in Wisconsin, with offices in Chicago, Indianapolis, St. Louis and Los Angeles, our mission is to empower companies with customized CRM solutions which increase sales, marketing, customer service and overall business effectiveness.



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TopLine Results Helps HR Imaging Bring ACT! Into Focus

THE COMPANY

HR Imaging Partners, Inc. (HRI) is a vertically integrated, full service school photography company. HRI has provided schools the highest quality photographic products and service for nearly 30 years. HRI owns and operates a state-of-the-art 30,000 square foot production facility in Ottawa, Illinois. The production facility is exclusively devoted to producing photographic products for HR Imaging's partners.

THE CHALLENGE

Nineteen sales associates, working remotely in several states, needed to share information with the corporate office in Ottawa, Illinois. Associates maintained their files independently using a myriad of software applications including Outlook, Excel and ACT!. Company management also needed to formalize the sales process to easily maintain and manage the sales pipeline.

With associates covering schools in the states of Illinois, Indiana, Wisconsin, Missouri and Ohio, HR Imaging was faced with the challenge of how to easily communicate sales and activity across the regions and how to effectively organize their time when covering a large industry with seasonal needs.

THE SOLUTION

Implementing ACT! allowed users the freedom to work remotely on their database files and synchronize back to the corporate office. The system provided a mechanism to easily implement a sales process and forecasting tool which provided critical information regarding future production needs.

TopLine Results Corporation guided HR Imaging through the implementation process, providing development, configuration, training and support services. TopLine Results provided a temporary hosting solution when last minute network issues at HRI could have caused a delay in the project timeline.

THE RESULT

TopLine Results delivered the project on time and on budget! The HRI sales team was successfully using ACT! with our hosted solution within four weeks. In only a few short months, they were able to transfer the ACT! system onto their own server. ACT!'s calendaring features helped the HR Imaging sales team to enhance productivity and customer satisfaction by improving their time management in setting appointments and interacting with customers. ACT! has given HRI managers a clearer picture of their sales pipeline and greater insight into their production forecast.

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