

## Sage ACT! | Customer Success



### Challenge

The Fiesta Bowl organization relies heavily on corporate sponsorships and advertising, making a robust contact and customer manager a necessary tool for building and maintaining sponsorship relationships.

### Solution

Implementing Sage ACT! contact and customer management system and Sage E-marketing for ACT! gives the Fiesta Bowl the centralized database it needs to develop and manage corporate sponsorships.

### Results

Sage ACT! helps ensure consistent communication and maintain the organization's 6,956 records, resulting in an estimated annual sponsorship contribution of \$1.5 million dollars.

### Customer

**The Fiesta Bowl**

### Industry

Sporting Event

### Location

Scottsdale, Arizona

### Number of Users

Six

### System

**Sage ACT!**

### Add-On Product

**Sage E-marketing for ACT!**

## The Fiesta Bowl Scores a Touchdown With Sage ACT!

Held at the University of Phoenix Stadium in Glendale, Arizona, the Tostitos Fiesta Bowl attracts football fans from all over the country. The Fiesta Bowl organization was founded in 1971 as a college football bowl game and has been sponsored by noteworthy corporations like IBM, Sunkist, and current long-standing sponsor Tostitos.

The Fiesta Bowl relies heavily on corporate sponsorships and advertising, making the need for a contact and customer manager a necessary tool for building and maintaining sponsorship relationships.

Before implementing Sage ACT!, the Fiesta Bowl had challenges with organizing customer information. Nick Underwood, Senior Account Executive in charge of Sponsorship Development, explains, "Prior to implementing Sage ACT!, we had no formal infrastructure in our sales and fundraising environment. We were literally using spreadsheets and sticky notes. Sage ACT! has certainly cleaned up our work environment."

Underwood adds, "The Fiesta Bowl first looked at Sage ACT! in early 2010 to improve our internal organization and communication challenges. We thought it sounded like a solution worth exploring... we're certainly glad we did!"

### Customers Come First

Sage ACT! serves as the Fiesta Bowl's centralized database for all customer and sponsor information and activities. Phone numbers, emails, meeting notes, and documents can be easily organized within Sage ACT!, providing the organization with a single repository in which to enter, update, and store customer information.

"The ability to effortlessly organize, store, and retrieve contact information, emails, and account notes is a breath of fresh air and is a huge asset to our daily functions," says Underwood.

Underwood credits the CRM solution's performance and functionality with saving time and increasing efficiency. "Sage ACT! has allowed our sales and development team to spend a significantly larger portion of each work day on the phone or in the field interacting with our customers," says Underwood.

With Sage ACT!, the Fiesta Bowl is capable of measuring leads and opportunities that have led to a significant increase in revenue.

"Since implementing Sage ACT! we have generated an estimated \$1.5 million in sponsorship support," says Underwood. "We attribute a great deal of this success to efficiently tracking and managing over 6,956 accounts and opportunities within Sage ACT!."

### Improved Communication Solution

Sage ACT! provides the Fiesta Bowl with a contact and customer management tool that is powerful and flexible enough to meet the organization's needs, pursue new opportunities, and manage the details of the sponsor relationships. Frequent synchronization ensures that customer data remains current.

"The notes and history features have allowed our team to keep current with customers that we talk to on a quarterly or even yearly basis just as easily as those we communicate with on a weekly schedule," says Underwood.

"Sage ACT! has given us the tools we need to effectively communicate to our partners, customers, and volunteers in a very timely manner," says Underwood. "Sage ACT! has provided our marketing department with both organization and communication tools to compete and win in the midst of a very challenging economic environment."

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– Nick Underwood  
Senior Account Executive  
Tostitos Fiesta Bowl & Insight Bowl

*Note: Customer is a participant in the Sage Customer Reference Program and may be eligible for participation-based incentives.*

### About Sage ACT!

Sage ACT! makes it easy for you to have meaningful conversations with customers by giving you an organized view of the people you do business with. Like the millions of individuals in small businesses and sales teams who use Sage ACT!, you'll always be prepared with recent emails, meeting notes, task reminders, and social media profiles, because all of these details live in one place. You can even use Sage ACT! like a sales and marketing assistant to get the right leads, send striking marketing campaigns, and track your overall performance. The bottom line, Sage ACT! takes care of the administrative stuff so you can focus on building long-lasting, profitable business relationships.

### About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.1 million small and mid-sized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,100 people and supports 6.2 million customers worldwide.