

Case study: Aztech MicroCentres

Aztech MicroCentres revolutionize sales processes with Zetadocs PDF



Aztech MicroCentres is a supplier of professional computer services and products, established in 1986. With over 1,000 customers in the United Kingdom, customer service is a top priority, and that means delivering quotations, invoices, and statements in a timely and professional manner.

At Aztech MicroCentres, customer service is their top priority

Because a large proportion of Aztech MicroCentres' sales and solutions comprised of multiple products and services from several suppliers, their proposals carry a lot of product literature both in electronic and paper format. Sending paper in the post increased the cost of sale, but was deemed necessary to create the right impression with prospects.

Aztech recognized that this process of producing sales documents, while necessary, was time consuming, tedious and expensive. The sales department used to print out, manually assemble and post almost 200 quotations on expensive pre-printed stationary each month. The quotations would typically include numerous product and services brochures and could run to 70 pages. The average cost of printing and posting each document was estimated at £6.00, on top of the cost of the time taken by administrative staff for the handling of each piece of mail.

The Requirement

Aztech MicroCentres wanted to provide more than "off-the-shelf" materials to their prospects - they wanted their sales proposals to be tailored to the unique requirements of their customers. They wanted to create high-quality selling documents that delivered a consistent, persuasive message, quickly and efficiently at the same time to drive down the cost of sale. Finally they recognized that in order to be able to offer first class customer service using their ACT! contact management system, they needed to maintain an accurate and up to date history of each and every contact with their customers and prospects.

The Solution: Zetadocs PDF

Aztech had been looking for some time for ways to automate their sales process, yet maintain the personal touch that was an important element of the service they provided. They needed a software system that could integrate with ACT! and that would allow them to fully automate the process of producing and sending quotes. They had considered sending PDF proposals by email as the logical way of doing this, and they quickly realized that Zetadocs PDF could satisfy their need.



What they say about
Zetadocs PDF

"There are lots of software packages that can create PDFs, but none with the sophistication of Zetadocs for merging multiple documents together, adding a personal touch and distributing them automatically by email."

Steve Brown, Technical Director



Steve Brown, Technical Director, explains, "Most of our customers and prospects use email, and PDF brings the experience of the full-color glossy printed page to life on the reader's screen, at a fraction of the cost of mailing a printed document!"

"There are lots of software packages that can create PDFs, but none with the sophistication of Zetadocs for merging multiple documents together, adding a personal touch and distributing them automatically by email."

Now with Zetadocs PDF, Aztech can email quotations as PDFs directly from within ACT!, with company stationary and brochures added automatically. It saves valuable time as quotes are sent immediately to single or multiple ACT! contacts with a few clicks of the mouse. Once sent, Zetadocs automatically stores a copy of the quote against the customer record, so everyone in the sales team has access to it, which is great from a customer service perspective.

"Zetadocs performs a critical business need for the automatic creation and sending of personalized quotations, and tracking them in our CRM system," continued Steve Brown.

The Benefits

Zetadocs PDF has dramatically reduced the time Aztech's sales team spends producing quotations and now saves them hundreds of pounds each month. Aztech easily achieved a return on their initial investment within one month. Aztech needed confidence that their chosen solution would not only save them money, but would improve their sales effectiveness. They were concerned that cutting costs would reduce effectiveness, but this hasn't proven to be the case.

"Using Zetadocs PDF allows us to add a personal touch to our sales proposals. Because we can include all our information as a single, merged PDF file, we can present it all in the order we want it to be read, and important attachments don't get lost. What's more, because we can deliver the proposals immediately by email, the sales guys can be sure they're first with the quote."

"The impact our personalized PDFs have on our prospects is remarkable. There's no doubt that they impress, while simultaneously saving us time and money to produce! Many of our customers have commented on the speed of our response and how easy our personalized proposals are to read and digest."

Steve Brown continued, "As we now save time producing proposals, my sales team can spend more time in front of customers. The old way was stealing from our bottom-line."

About Equisys

Equisys produces software packages for document production and delivery, including the award winning Zetafax® network fax server and newly acclaimed Zetadocs® PDF software that creates and emails personalized PDF documents.

Our software products are designed for small and mid-market businesses, and for departmental use at multinational companies. They stand out from the competition by being simple to install and manage, reliable and great value - backed by outstanding service and support.

We have over 60,000 customers, in more than 100 countries, who are served through an international partner network of distributors, VARs, resellers and ISVs.

Our market leading fax server, Zetafax, speeds the flow of critical business documents by enabling users to send and receive faxes on their PCs. It integrates with ERP, CRM, accounting and other applications for automated faxing from those systems, providing auditable records of fax communications.

Zetadocs helps users work smarter by creating and emailing PDF documents, streamlining business processes to remove tedious manual procedures and help companies improve the service levels they offer.

Equisys was founded in 1987 and has offices in London, UK and Atlanta GA, USA.

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