

Case Study: SuccessPro International



SuccessPro International®

"I audited a lot of other services but ClarifyOffice™ was the only one to meet all of my needs."

Saul Jacobson

Quick Facts:

Industry

Direct Sales

of Users

4

Objective

"To find an all in one solution to manage emails and contacts."

CUSTOMER PROFILE

Saul Jacobson is a home-based business owner and has successfully run his business for the past 10 years. As a sales leader in his company, Saul has trained his network of independent distributors to manage and run a profitable business. Saul has proven that time spent using appropriate technology can mean the difference between stellar results and mediocre ones.

CHALLENGES

When Saul started his business, the systems that were already in place were very time consuming and yielded minimal results. *"I was doing things piecemeal and manually and I knew that there were better, cheaper, faster ways to leverage more of my time."*

OBJECTIVES

"I was in dire need of a system that could manage all of my contacts and communications in one location."

Specifically, Saul needed a system that would allow him to do the following:

- ✓ Integrate contacts with email communications
- ✓ Create rich email marketing campaigns for targeted offers
- ✓ Easily reference communications with specific customers

SOLUTION

After researching and testing several other systems, Saul found that ClarifyOffice had everything he was looking for in a single suite of tools. He found the system to be intuitive and easy to use not only for emails but also for managing calls using his toll-free number,

which allows him to take calls no matter where he was, eliminating the need to give out his cell number. He checks voicemail online in the same place as email and fax messages. *"I haven't seen anything that comes close to the convenience and simplicity of ClarifyOffice."*

RESULTS

"I've saved a monumental amount of time from our previous processes, allowing me to focus on growing the business." Some of the features that have helped Saul the most are:

- ✓ Quick access to contact histories that track phone, fax, and email messages to and from the customer or prospect, *"With one click I can open up any email I have ever received or sent to that contact"*
- ✓ The ability to create email campaigns with customizable merge fields to personalize each piece. Automatic opt-in and opt-out processes that keep the database current
- ✓ The ability to easily organize, access, and share messages, contacts, and files

"Beside the integration of information, I love that it is totally portable. All I need is a computer and internet connection and I can conduct business wherever I am."

WEBSITE

successpro.scent-team.com