

### Act!

## Tickets.com scores the winning run with TopLine Dash

Tickets.com was prepared to look far and wide for a better system to manage their customer data. Thanks to the help of TopLine Results, they found that the best solution was as close as their own desktop. For a variety of reasons, finding an effective customer relationship management (CRM) system was critical for Tickets.com. CRM software unites the company's 13-person sales staff as they sell ticket management software and systems to theaters, sports teams and other entertainment venues worldwide.

The fact that Tickets.com is a subsidiary of Major League Baseball Advanced Media adds an interesting twist to the data management challenge. "As you can imagine, statistics are very much a part of our culture," said Tami Fox, Analyst, Business Operations for the firm. "Our inability to mine superior data out of our existing system was definitely a problem."

### Expert advice

Tickets.com shopped a number of different CRM options, until they received a surprising suggestion from TopLine Results. The TopLine team suggested refocusing on Act!, the firm's existing contact management software. The TopLine proposal included updating Act! and implementing TopLine Dash, an add-on reporting tool for Act! which offers easy access to customized functions. The package was rounded out with TopLine consulting and training services to ease implementation.

"TopLine could have sold us a much more expensive product," Ms. Fox observed. "We were very impressed that they were willing to educate us on how to make Act!...a product we already owned...work effectively to meet our needs. "Needless to say, the combination of the low cost and the system's results made the decision a very good one from an ROI standpoint."



### Customer

Tickets.com

### Industry

Ticketing Solutions Provider

### Location

Costa Mesa, California

### Number of users

13

### Product

Act! Premium

### Scenario

Ticketing systems firm needs to unite a 13-person sales force behind a single CRM solution

### Solution

Redeploy Act! in conjunction with TopLine Dash for enhanced functionality

### Outcome

Streamlined workflow, more consistent reporting and improved ROI

**Establishing ROI**

The most important part of the TopLine Results solution, in Tami Fox’s view, was the consulting work that went along with the software. “They were willing to sit down with me and go over the reports I spent hours and hours producing,” she said. “Now we do it all at the touch of a button, and we’re able to track even more than before.”

“I used to take four to five hours of hard work to compile a report I can now create at the touch of a button. That’s huge for us.”

**Knowledge transfer**

Another key advantage for Tickets.com was TopLine’s willingness to apply a “train-the-trainer” approach to their relationship with Tami Fox. This empowered Ms. Fox to serve as a comprehensive resource to all 13 sales people in independent offices across the US. “Tami is a very hands-on person,” noted Fred Varin, President of TopLine Results. “She wanted to handle whatever came up internally, with a minimum of calls to TopLine for help. Her willingness to spend the time made it easy to train her as the go-to person.” “It was pretty easy for me...they did a lot of the work,” Ms. Fox responded. “They trained me, so I could fully train the 13 units I’m supporting.”

*“What impressed me is TopLine’s service.”*

Tami Fox  
Analyst, Business Operations

**Personalized service**

Ms. Fox also noted a side benefit of the TopLine Results personal approach. “When you’re dealing with a personal-sized company,” she said, “you’re talking to the same people...not to a call center somewhere with a different person every day. There’s no re-explaining to do.”

This consistency was particularly important, Varin noted, as TopLine helped Ms. Fox wrestle with the complexities of reformatting her data to conform with reports from other Major League Baseball Advanced Media subsidiaries. The effort eventually paid off in a reporting system that gives management an enterprise-wide view of customer trends. “We were able to work the system so that every Friday morning, Act! posts the right reports to critical in-boxes simultaneously,” Varin

explained. “That was a tremendous load off of Tami’s mind.”

Tami Fox appreciated the extra understanding of her organization’s special needs. “We were going out into the CRM marketplace and saying, ‘here’s our square peg...how do we fit it into your company’s round hole?’ It’s a tough task, but TopLine Results was able to accomplish it successfully.”

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**ABOUT TOPLINE RESULTS CORPORATION**

TopLine Results Corporation is a customer relationship management (CRM) consulting firm specializing in Microsoft Dynamics CRM, Act! and Saleslogix. Services include cloud-based CRM via hosted solutions, system design and implementation, and training. TopLine Results also develops custom applications which integrate with Act! and CRM. Headquartered in Wisconsin, with offices in Chicago and St. Louis, our mission is to empower companies with customized CRM solutions which increase effectiveness in sales, marketing, customer service and overall business performance.

