

Frantz Group Executes Successful Sales & Marketing Campaigns with Oncontact Software

Oncontact CRM provides visibility and flexibility to manage outsourced marketing functions build sales pipeline for customers



Frantz Group, a business-to-business marketing firm, serves as an outsourced extension for its client's marketing functions. The business prides itself on its unique ability to integrate seamlessly into clients' complex organizations. For more than 15 years, Frantz Group has planned and executed thousands of marketing campaigns, generated tens of thousands of leads worth billions of dollars of pipeline opportunity, and closed millions in revenue.

In 1995, the company searched for a windows-based customer relationship management (CRM) solution in order to manage large quantities of contact data. Frantz Group selected Oncontact Software's Oncontact CRM because it was flexible in terms of its architecture and deployment capabilities. Initially, the company used the solution to run single databases quickly and extensively for individual customers. However, due to the flexibility of the solution, Oncontact CRM continued to grow with the company, becoming an integral part of its daily operations.

"At first, we started using Oncontact CRM as a trial in conjunction with a single customer campaign," explained Greg Huegerich, director of IT services, Frantz Group. "However, the solution took off within our organization because it could be continuously updated and customized to grow with us and support our business processes."

Managing Daily Workflow

Today, Frantz Group uses Oncontact CRM to create and maintain marketing databases on behalf of its customers' campaign initiatives. It is also used as a sales tool for Frantz Group itself. "When I joined the company, there were only two active databases in Oncontact CRM," said Huegerich. "Now, it has become a staple for us across a variety of specialized tactics and customer applications."

Account managers, sales representatives and call center associates now use Oncontact CRM on a daily basis to manage and optimize their work flow. More specifically, account managers use the system to manage existing customer accounts by tracking all major account activity as well as strategic notes and key account updates. Sales executives work in Oncontact CRM to generate new business. It is used to make calls, send and track correspondence and manage all opportunities within the system. Lastly, call center associates work directly out of custom-designed databases for each client. Each employee is assigned to a specific campaign and uses Oncontact to perform and track daily activities including contact discovery, data scrub, telemarketing and event boosting, lead generation and telesales.

"We routinely build and manage a variety of databases for our customers," said Huegerich. "We have found that Oncontact CRM is superior in terms of data and list management, and can successfully support any level of complexity that an account may bring."

Full Visibility, Successful Campaigns

Using Oncontact CRM, Frantz Group has increased productivity and visibility across each department. This is because the solution provides real-time access to the account activity needed to optimize opportunities. In addition to account activity, each record contains the organization's description, all points of contact,

Solution

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Results

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“It’s an ideal solution because in addition to its flexibility, the solution is easy-to-use, manages data effectively and enables our team to focus on generating and closing deals.”

- Greg Huegerich
Director of IT Services
The Frantz Group



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who has recently been contacted and the outcome. With this information readily available, Frantz Group employees are able to make outreach with confidence and execute an array of marketing initiatives successfully.

"We have strong lead rate results because our users have great visibility to all contact touches that have occurred within each record," said Huegerich. "Many solutions claim to provide the tools for successful lead generation, but we experience it with Oncontact CRM. Our employees have access to all pertinent information with limited clicking, which enables them to successfully drive business initiatives. Other products can require up to five to six clicks to view all of the relevant information."

Developing Unique Databases for Every Customer

Because Frantz Group works with a variety of companies with various marketing objectives, it is vital for the company to have a highly customizable CRM solution. To tailor Oncontact CRM to meet its needs, the company built a standard template database to complement its general business processes. Now, when Frantz Group brings in a new customer that requires data management, the template is used as a starting point and is then customized further to ensure efficient, successful campaigns. Having the standard template in place enables the company to get new customers up and running quickly without having to develop each database from scratch.

Further, Frantz Group customized Oncontact CRM to make all activities campaign related. In doing so, the company is not only able to measure revenue, leads and opportunities resulting from individual campaigns, but it can also track all outreach per contact, per campaign. This enables Frantz Group to determine the target reach rate and have visibility to each campaign's success from start to finish.

Using Oncontact CRM, Frantz Group is also able to integrate additional marketing automation and reporting tools into the system. For example, it can run large scale email blasts directly from the Oncontact database. When the blast is sent, the blast software records all activity within Oncontact CRM and updates contacts and results immediately. For example, if a contact in the database would like to unsubscribe, it is automatically removed from the list and clearly marked within Oncontact. This feature eliminates the need to update the lists manually and risk missing updates.

"Oncontact CRM is an open architecture for us to work with," said Huegerich. "It's an ideal solution because in addition to its flexibility, the solution is easy-to-use, manages data effectively and enables our team to focus on generating and closing leads."

Performance Visibility

Frantz Group employees enjoy using Oncontact CRM and appreciate the visibility it brings to their career. Using the solution, employees have access to daily reports of their performance results. This enables employees to understand where they currently stand in relation to how they are being measured. It eliminates any surprises and allows them to view the same reports as their managers and clients. Further, employees find Oncontact CRM easy to use. Generally, employees complete training on the core features in four hours. In addition, they also receive account-specific training since each account varies.

Overall, Frantz Group and its employees appreciate the benefits, flexibility and visibility that Oncontact CRM provides. "Oncontact has grown into a fundamental program for Frantz Group and we continue to evolve its use on a daily basis" Huegerich concluded.