



# SUCCESS STORY



## DEL WEBB TRACKS CUSTOMERS NATIONWIDE WITH SALESLOGIX

### KEY ACHIEVEMENTS

- More than 30 isolated databases consolidated into one, shared nationwide
- First users on-line in just 90 days
- Sales tips and knowledge now shared among all communities
- Standardized, yet flexible business processes applied throughout the company
- Marketing campaigns now tracked for effectiveness
- Sales and marketing personnel have better understanding of their customers
- Consolidated reporting for more effective strategic planning and product design

**Del Webb  
Corporation**

### CUSTOMER SUMMARY

- 450 Web-based users
- 250 LAN-based users
- Planned expansion from 700 users to 1,300
- Microsoft SQL Server
- Web-based lead-capture
- Nearly all "standard" screens customized; more than 200 screens created

### Interact Commerce Corporation

**customized and implemented its SalesLogix CRM solution less than 90 days after purchase by one of the nation's leading homebuilders, giving 700 sales, marketing, and management team members the holistic view that attracts and retains customers.**

Think of homebuilders and you may imagine pristine neighborhoods, bustling with families. Building homes – and buying them – is accomplished one at a time. But it's big business, too. Especially if you're one of the nation's top homebuilding companies.

And that's what Del Webb Corporation is. Ranked as the seventh largest builder of single-family homes in the nation, Del Webb is the originator of the famous Sun City communities, as well as other types of "lifestyle communities."

Del Webb relies on extensive research to make sure it understands what its customers want. Each year it interviews thousands of people about their motivations and lifestyle preferences to learn where they want to live and in what types of homes and communities.

### MANY SALES TEAMS, MANY DATABASES

To keep track of the thousands of customers who call the company's various communities nationwide for information, Del Webb has for seven years maintained extensive databases of prospective and existing customers. However, many of the company's sales offices had their own separate database and information was not shared throughout the company. So, a

home buyer could speak with salespeople from several Del Webb communities, none of them knowing what the others had provided to the prospect or had learned about him or her. There was also no way one sales group could share leads with another.

"Our existing contact management system had 'islands' of data. The customer demographics being tracked in one community might be different from the demographics being tracked in another," said Dirk Ellsworth, Del Webb's Director of Information Services.

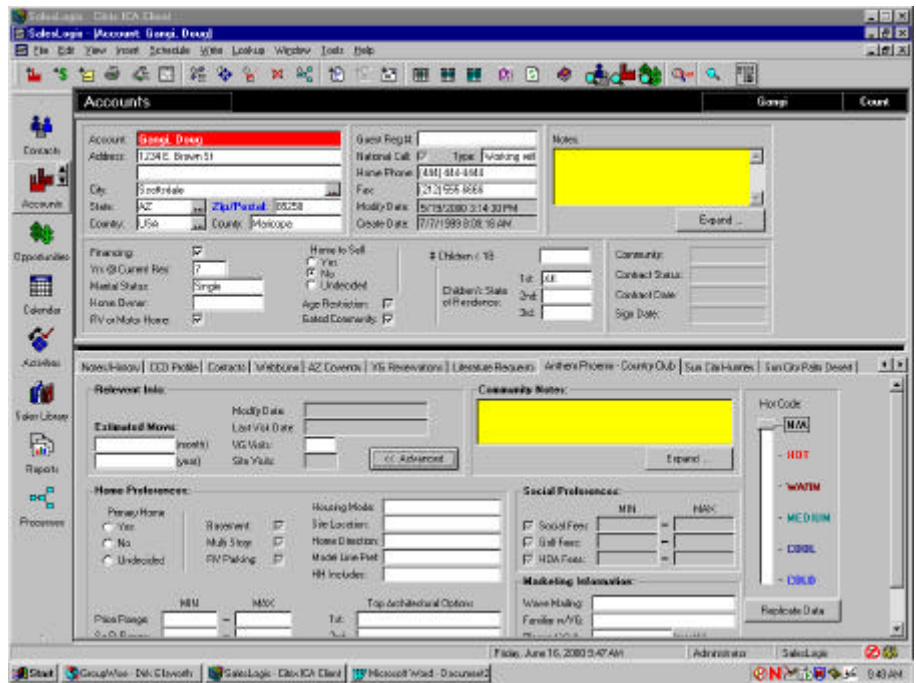
Add in differing business practices from one community to another and you had a sales and marketing organization that literally ached for unification to help the company grow as it developed new products and pursued new markets.

### THE SALESLOGIX SOLUTION

Del Webb Corporation began researching electronic customer relationship management (CRM) solutions to find a new way to manage and integrate its databases for the holistic view of its customers that would help attract prospects and close sales. After evaluating a wide range of CRM offerings, the company's sales and marketing executive team decided only SalesLogix from Interact Commerce Corporation would meet its critical needs:

- Easy to learn and use interface. The new system would replace an AS400 "green screen" application with one that used a graphical interface. It had to be relevant to users' jobs and quickly help them boost their productivity.
- Quick and easy customization. Del Webb's business practices were basically sound, so the system had to fit them, rather than changing to fit the new application. Also, the company wanted to keep the system of data security it knew was reliable. And, of course, they wanted to get up and running quickly.

One of the nearly 300 screens created or customized for Del Webb's SalesLogix2000 implementation. This screen includes tabs for the specific communities this customer is interested in, as well as a gauge to help salespeople see at a glance how "hot" the prospect is.



- Efficient expansion and upgrade path. The company wanted to take advantage of future upgrades without losing customizations made during the initial implementation and without the downtime less-flexible solutions might require.

As implementation got underway, Interact Commerce's Professional Services Group (PSG) worked closely with Del Webb to make sure the company got exactly what it wanted. Working with Del Webb's internal experts, PSG created or modified approximately 300 user, LAN client, and Web client screens during the initial implementation process. Further, SalesLogix was also customized to accommodate the data security system Del Webb was comfortable with and that had proven successful for them.

Even with all these customizations, the open architecture SalesLogix features helped speed the new system's rollout. The first phase of the project was up and running in only 90 days.

"SalesLogix was just very flexible in allowing us to align the application with our best practices, versus having to align the business with the application," Ellsworth said. "PSG took the time to learn our business practices.

"It was an enjoyable experience. Not what you typically have with major changes like this."

### SALESLOGIX BRINGS EVERYONE TOGETHER

Del Webb's SalesLogix system is now used by just about anyone in the company

who touches the sales and marketing operation. That's nearly 700 sales associates, sales managers, and hosts, as well as the company's marketing, communications, contracts, research, and hotel management departments. And the company is already making plans to double the number of employees using SalesLogix.

Perhaps most important, the new system has been well received. Even new sales associates find it intuitive and simple to use, enabling them to become productive more quickly.

The new system has been a hit from management's point of view, too:

- More than 30 databases have been consolidated into one. Sales and marketing teams can more accurately service, track, and target prospects.
- Marketing programs can be tracked. The company now knows which programs bring in prospects, helping the company refine its marketing efforts.
- Business practices are consistent. Because sales teams now work more closely together, their operations are uniform, yet flexible enough to match changing customer expectations and the realities of the marketplace.

- Consolidated reporting. Del Webb now has real-time customer demographics. Strategic planning, expansion activities, product design, and individual communities can now all work together to enhance customers' enjoyment and satisfaction.

"SalesLogix allowed us to take those islands of data and put them into a unified database, so across the company we track consistent customer demographics," Ellsworth said. "We can now tell which homes people have inquired about or visited nationwide, and determine on whom we should focus more attention.

"Part of the sales process is building a relationship with the customer, and the more our salespeople know about that customer, the better it is for building that relationship," he continued. "We know our customers much better than we did before and that's where our return on investment comes from.

"SalesLogix is a key element that will allow us to continue to grow the business."

Interact Commerce is the leading relationship management software provider for mid-market and small office/home office businesses. Its easy-to-use products include mid-market customer relationship management (CRM) leader SalesLogix used by more than 3,300 businesses; and best-selling contact manager ACT! used by more than 3 million professionals and 11,000 corporations.

The company's products implement fast for anytime, anywhere access to critical information. SalesLogix integrates with leading back-office software for a complete view of the customer. Distributed and sold in 67 countries worldwide, SalesLogix and ACT! dominate the high tech, real estate, financial services, manufacturing, marketing, and consulting industries. Interact Commerce is in Scottsdale, AZ ([www.interact.com](http://www.interact.com)).