

Partner Case Study

“We needed a simple, reliable email marketing solution that could promise affordable, fast email delivery and provide our customers with support.”

ACS Technologies – Constant Contact® Partnership Offers Customers a Simple, Integrated Email Marketing Solution

ACS Technologies, based in Florence, South Carolina, empowers its 50,000-plus clients with specially designed software solutions. As the largest provider of desktop and web-based applications to faith-based organizations in the United States, ACS offers everything from member management software to accounting and ministry scheduling tools. The company’s products help churches, private schools, and denominational organizations track people and contributions, send email campaigns and newsletters, and schedule and post events, among their many other products and services.

According to Sally Grantham, ACS’s Research and Development Project Manager, “Email communications are an integral part of our customers’ need to stay connected. In recent years, we have seen a huge surge in email communication in the faith-based market. So it is important for ACS Technologies to provide our customers with a complete email solution that is integrated with our products,” she stated. “Recent market research revealed that the company needed a comprehensive email solution to fit our customers’ broad spectrum of requirements,” Grantham says. That’s why ACS turned to Constant Contact’s Business Partner Program.

Challenge: Offer Clients a Comprehensive and Integrated Email Marketing Solution

“We have a responsibility to help our churches stay on the cutting edge of technology in order to fulfill their ministries,” Grantham says. “We needed a simple, reliable email marketing solution that could promise affordable, fast email delivery and provide our customers with support.”

“Finding an email marketing platform that could integrate easily with all of the ACS products was a big challenge,” Grantham says. “We needed to find a vendor whose products would work seamlessly with ours.”



Partner at a Glance

Company: ACS Technologies

Location: Florence, South Carolina

Services Provided:

Faith-based software solutions

In Business: 30 years

Employees: 300+

More Information:

www.acstechnologies.com

Business Partner Since:

February 2008

Constant Contact Accounts: 300+



Constant Contact®

Connect. Inform. Grow.

ACS Technologies

“Our integration with Constant Contact will save our customers a lot of time, duplication of effort and manual work.”

ACS found that solution in Constant Contact. After extensive research, the company discovered that many of its clients were already using Constant Contact and were happy with its templates, ease of use, and customer service. In February 2008, ACS signed on with Constant Contact's Business Partner Program and began work to develop an integrated email solution for ACS products.

Constant Contact® Business Partner Program Advantages: Seamless Integration and Customer Service

ACS Technologies and Constant Contact have developed an integrated email marketing solution that will function seamlessly with the entire suite of ACS and Parish Data Systems products. The software allows customers to move data between ACS products and Constant Contact. Data added or changed in one program is changed in the other. For example, once a customer selects a list for an email campaign within the ACS system, he or she can—with the push of a button—add that list to Constant Contact for sending the campaign. “Bi-directional functionality is key,” Grantham says. “Our integration with Constant Contact will save our customers a lot of time, duplication of effort, and manual work.”

It is also saving them headaches. Grantham says Constant Contact's customer service has been

very responsive to her customers' needs, and she is pleased with how well Constant Contact, “...has taken care of ACS and our clients.” At the same time, the Business Partner team support has made working with Constant Contact easy and effective.

According to Grantham, customers have responded positively to Constant Contact. “They are very excited! They love the variety of templates, the reporting functions, and ease of use,” she says. They also love the price. “A fee structure based on the size of list, rather than number of emails sent, is a huge plus for our customer base,” she says.

Keeping customers happy is Grantham's top priority, saying “At ACS, our goal has always been to offer our clients the best solutions out there. I feel confident recommending Constant Contact.”

Results: Giving Customers What They Need – and More

The ACS partnership with Constant Contact promises big gains for the software leader. ACS has more than 20,000 clients who will have access to the integrated ACS-Constant Contact solutions. “We expect to see a huge surge in the number of Constant Contact customers,” Grantham says. In the future, ACS plans to integrate Constant Contact Email Marketing into its other web and desktop



ACS Technologies

applications as well. “We want our customers to see Constant Contact as the email marketing solution across all of our programs,” Grantham says.

To that end, ACS directs customers to Constant Contact for free training—daily live webinars, recorded webinars, hints and tips newsletters, and much more. Customers are thrilled to have the learning opportunities, she says. “Most of our customers have needed and wanted fuller email solutions for a long time. But seamless integration was the missing link. With Constant Contact, ACS can offer a more complete solution.”

Tip for Other Business Partners:

If you offer a software solution to your customers, consider partnering with Constant Contact. The integration touch points available for you and your application will ensure a great customer experience. Integration with Constant Contact will allow your customers to:

- Automate the setup and login of a Constant Contact account from your application, portal, etc.
- Automatically push contact lists to their Constant Contact accounts.
- Update your application with the results of a recent email campaign, including email opens, clicks and forwards.
- Create a set of custom templates that are published into all of their Constant Contact accounts.
- Easily add a Constant Contact signup form to externally-facing web pages that you create for your customers.