

# Customer Success Story

"I think the ability to understand which parts of your business are performing the best is a core requirement for any small business. You don't have the time or energy to be making bad decisions and focusing your resources on things that aren't paying you back. With the Maximizer Software systems I have in place, I always know where my revenues are coming from and I'm in a much better position to strategically target my efforts based on which parts of my business are generating more revenue at particular times"

Alan Tuck, Founder,  
Alan Tuck Photography

**Industry:** Entrepreneurs

**Location:** Toronto, ON

## Key Benefits

- ✓ Professional image in all communications with customers
- ✓ Increased repeat business
- ✓ Instant sales reporting for business planning
- ✓ Reduction in shipping and communication errors
- ✓ Easy time and project management

## Alan Tuck Photography

### Presenting a Professional Image as an Entrepreneur

From his home studio in Toronto Ontario, Alan Tuck owns and operates one of more than 24 million small businesses now operating across North America. Centered around milestones such as marriages and corporate events, Alan Tuck offers a complete photography service to his clients — producing images in black and white, full color or sepia and specializing in professional portraits.

As an entrepreneur, Tuck needed to expand his business by adding services and client volume while balancing the requirement to portray a highly-professional, efficient and personalized experience for his photography clients. With business growing and the potential to add Web design as a second stream of revenue, Tuck required an easy-to-use business management system complete with an eCommerce solution to help leverage the Internet as a selling tool for his company. Having evaluated several small business management products, Tuck selected Maximizer combined with Maximizer Software's eCommerce application ecBuilder. With the new system in place, Alan Tuck Photography presents a consistent, professional image dealing with clients and fulfilling orders. He also benefits from a 24/7 customer Website and greatly reduced administrative burden while reducing errors in his communications with customers.

### The Maximizer Solution

With Maximizer and its eCommerce companion product ecBuilder, Tuck has created a comprehensive Website backed by a customer management system that helps track a complete photography project from initial discussions to order fulfillment. Using the wizard-driven workflow of ecBuilder, Tuck was able to quickly sketch out his new Website [www.alantuckphotography.com](http://www.alantuckphotography.com) and set up the site to handle customer orders online. A trained Web designer, Tuck fine-tuned the new Website using Macromedia Dreamweaver to give it the creative edge that suited his business.

"What struck me as I was laying out [alantuckphotography.com](http://www.alantuckphotography.com) in ecBuilder is how easily a small business owner can put together a fully functional online shopping cart and Website. If you can add a contact to your Microsoft Outlook using its wizard, you can create a site in ecBuilder; simply follow along in the wizard and input your parameters. And, the best part is that it's pre-integrated with Maximizer so everything your customers order on your Website is tracked for you in the Maximizer database. This gives you a one-stop-shop for tracking each customer's interactions with you."

For example, when a couple who are about to be married does a simple Google search for "Toronto area wedding photographers", one of the first sites that comes up is [alantuckphotography.com](http://www.alantuckphotography.com). Having explored Alan Tuck Photography's various services, they can get in touch with Tuck to book their photography session. Using the Maximizer Calendar, Tuck can book consultations, rehearsals and the actual session into his itinerary and ensure that his time is never double-booked and that every calendar item is linked to a particular client.

## About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large corporations. Simple, easy-to-use and affordable, Maximizer CRM enables companies to mobilize their workforces through all-access Web, Mobile and Desktop delivery methods. Easily configurable for organizations in any industry, Maximizer CRM optimizes sales processes, enhances marketing initiatives, and, improves customer service to ultimately boost productivity and revenue. Headquartered in Canada, with worldwide offices and business partners, Maximizer Software has sold over one million licenses to more than 120,000 customers since 1987.

After the wedding, Tuck uses his Website to present potential packages of photographs to the wedding party — allowing them to pick and choose sizes and groupings of photos at their leisure. When it comes time to place an order for the photographs or videography, all his customers have to do is add the items to their virtual shopping cart and pay using a recognized online payment system such as PayPal. The ecBuilder-powered site then generates an order that is sent to Tuck and saved in Maximizer under the customer's contact record. Using the customer's contact information saved in Maximizer, Tuck can print out professional-grade mailing labels to attach to each customer's order.

By automating these processes in Maximizer, Tuck not only speeds his reaction time to customers, he also drastically reduces the potential for errors, "Maximizer and ecBuilder are a life-saver in terms of adding a look of professionalism to my business. I can fire out orders from my Website same day without having to manually create invoices or mailing labels. This alone is a major advantage — there's nothing worse than sending a package of cherished photographs to the wrong address."

## Taking Entrepreneurial Ventures to the Next Level

With the operations of his photography business automated in the Maximizer software, Tuck is beginning to expand his services beyond wedding photography into Web design and other areas of photography. "Because of my experience creating my own site in ecBuilder, I am very confident taking on Web design projects for other clients — especially if my client is looking to add a shopping cart or online purchase capabilities to their site. The combination of ecBuilder and Dreamweaver lets me create an HTML page in ecBuilder in a few seconds and then take it into Dreamweaver if I need to make any refinements to its appearance. The hyperlinks and functionality are already built by ecBuilder so it opens up a lot more time for me to concentrate on aesthetics."

As he takes on projects in different segments of his market, it becomes increasingly difficult to determine which areas are the most profitable and which may be more profitable at particular times of the year. This presents Tuck with another common entrepreneurial challenge.

**Maximizer Software**  
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