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### Customer Spotlight

## Customer Spotlight: Mike Casey Jazz

At Base, we love showcasing happy customers and use cases that think outside the box. So when [Mike Casey](#), an up-and-coming jazz musician based in Hartford, CT, reached out to share how he's been using Base to manage and grow his career for the last four years, we couldn't wait to hear.

### Spreadsheets Hit a Sour Note

As an artist, persistence is key. Venues are often booked and require timely follow-up to secure a coveted performance spot. "I was keeping all of my contacts, from venues, to students to press, in spreadsheets," remembers Mike. "Not only was it cumbersome and slow, but things would slip through the cracks." Mike found himself missing out on opportunities due to a disorganized process wherein he was forced to send out emails and set reminders to follow up, but would often forget.

### Working in Harmony with Base

On the prowl for a way to better manage his contacts and conduct outreach, Mike decided to give Base's all-in-one sales platform a try. "Base has truly been a lifesaver," he shares more than four years later. Mike now keeps all of his leads and contacts in Base, where it's possible to organize them by using custom tags and entering relevant data directly within individual activity feeds.

He also schedules all of his interviews, concerts and teaching sessions out of Base. By using tags and [Smart Lists](#) to segment his contacts, Mike can email a list of venues in a given state, for example, all at once. Merge tags allow him to personalize these emails at scale. Even better, Mike can then set tasks and reminders for himself to follow up after a certain period of time. "I love that I can even track and manage all of this communication from the road using the Base mobile app," he adds.

Perhaps the most surprising advantage of Base to Mike has been the [reporting](#). "I learned a lot about where my business actually comes from," he says. "I now know what percentage of my leads come from Facebook versus recommendations and other sources." Mike is also better able to hit his growth and revenue goals by understanding his success rate and how many outreaches he must make to stay on track.

"Base has greatly increased my efficiency and the amount of work I can take on," says Mike. And with this success comes the release of his debut album, *The Sound of Surprise: Live at the Side Door*. You can [stream it here](#). "Base has definitely helped me get to where I am, and now I can't imagine my life without it!"