

CUSTOMER STORY | RETAIL

Jutexpo maximises sales with Dynamics 365

How 848 replaced two disconnected CRMs with one Dynamics 365 Sales platform, built around the team.

SECTOR
Retail

SCALE
20 UK, 500+ India staff

SOLUTION
Dynamics 365 Sales

THE CLIENT

A family-run Midlands business making eco-friendly, customised reusable bags at scale for brands like Tesco, John Lewis and National Trust.



THE CHALLENGE

Two CRMs, no connection

01 Disconnected systems
Two CRMs, no integration across sites.

02 Duplicated effort
Split data and limited collaboration.

03 Lost revenue
Delivery delays and missed sales.

THE SOLUTION

One bespoke Dynamics 365 platform

Analyse	Design	Deploy	Support
Reviewed both CRMs and set clear IT goals	A bespoke solution for Jutexpo's needs	Dynamics 365 Sales, customised	Training and early life support

THE TRANSFORMATION

BEFORE

Two CRMs, no integration

AFTER

One Dynamics 365 CRM

THE OUTCOME

Connected sales, happier customers

2 → 1

CRM systems
now one platform

- ✓ **Higher efficiency**
  No duplicated effort
- ✓ **Better communication**
  One shared view
- ✓ **AI-driven insights**
  Maximise every sale
- ✓ **Any device**
  Connect with customers
- ✓ **Trained workforce**
  End user training
- ✓ **Managed support**
  848 service desk

Ready to unify your sales data?

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Book a call