

Case Study

IT Solutions to Build Smarter Business

We provide cutting-edge technology solutions along with unparalleled expertise to ensure you have the best connected solutions for effortless efficiency and productivity.



CHALLENGE

Dynamic has become the nation's favourite distributor and manufacturer of office interior products by surpassing consumer expectations. Servicing businesses across the UK and Europe from huge stocks in centrally located Northampton, it is critical that Dynamic provide the best possible service to their customers, from design-rich products delivered quickly and efficiently to excellent customer communication and satisfaction.

SOLUTION

CL200 is an easy to use CRM solution that integrates with Sage 200. It simplifies Task Management so that you can manage your customer relationships more effectively and efficiently. Connected to Sage 200, CL200 reduces duplicated data entry and allows real-time access to customer accounts, invoices and order history. CL200 links your team to key customer data from anywhere, at any time from any device, facilitating team collaboration and increasing customer satisfaction.

RESULT

Customers demand the best and Dynamic's success comes from consistently providing excellent products and delivering exceptional service. Implementing CL200 allows Dynamic to continually improve customer communication and satisfaction. Having a system that is so easy to use has been very welcomed. It has been particularly beneficial for their non-Sage 200 users to have secure access to Sage account data without needing to ask the accounts team, which creates better service for customers directly from the front line of the business.



ERP
Solutions



Bespoke
Development



Cloud
Hosting

ABOUT

DYNAMIC OFFICE SEATING

Industry

Manufacturer and Wholesaler of office seating, furniture and storage solutions

Size

Third largest wholesale office seating and furniture supplier in the UK

Number of Employees

51 - 200 employees

Location

Northampton, UK

Testimonial



CL200 is very easy to use, unlike complex CRM systems. It has been extremely useful to be able to access Sage data (without additional Sage licenses).

Adam Hemmings,
General Manager, Dynamic Office Seating