



CUSTOMER CASE STUDY



Paradise
Transforming ERP & IT

Sage 200 and CL200 CRM System

The 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.

The Solution

To enhance customer relationship management and improve internal efficiency, Dynamic implemented CL200, an easy-to-use CRM solution fully integrated with Sage 200. This integration eliminates duplicated data entry and provides real-time visibility of customer accounts, invoices and order history, enabling teams to work with accurate information at every stage.

CL200 allows staff to access key customer data anytime, from any device, supporting seamless collaboration across departments. Its intuitive interface has been particularly valuable for non-Sage 200 users, giving them secure access to essential account information without relying on the accounts team. This has streamlined communication, strengthened service delivery at the frontline, and contributed to consistently high levels of customer satisfaction.



ERP
Systems



Cloud
Hosting



IT
Services

Industry

Dynamic Office Seating supplies high-quality office furniture to trade customers across the UK, offering a wide range of desks, chairs, storage solutions and meeting room furniture designed to be stylish, practical and durable.

Company Size

Third largest wholesale office seating and furniture supplier in the UK

Number of Employees

51 - 200 employees

Location

Northamptonshire



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,
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Dynamic Office Seating

Contact Us

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