



## Dynamic Office Seating

### 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

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.

### The 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 asking the accounts team, which creates better service for customers directly from the front line of the business.

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

Adam Hemmings, General Manager,  
Dynamic Office Seating

## 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

### Measurable Impacts:

- ✓ CL200 is intuitive to use. Users were up and running in minutes.
- ✓ CL200 is accessible from anywhere, great for teams who are on the road.
- ✓ CL200 gives real-time access to Sage 200 data without an extra Sage 200 licence.



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