

“The transition was seamless. I’m able to focus on sales and customer service, rather than data entry. dynaMACS has changed the way we do business.”

David Jolicoeur, Inside Sales & Customer Service
Market Advantage Plus



Client Challenge

When David Jolicoeur joined Market Advantage Plus, he immediately noticed the agency’s software was out-of-date, inflexible, difficult to work with and unable to pull historical data. Then, his biggest manufacturer began to send invoice reports electronically. It took 10 hours to re-enter data from the 20,000 - line spreadsheet. For Jolicoeur, it was the straw that broke the camel’s back. “It was time for a change. I looked at other software, but it was completely online and I wasn’t comfortable with that. If your internet connection is lost for a day, you’re dead in the water.”

dynaMACS Solution

Market Advantage Plus selected dynaMACS, and Jolicoeur received training from the software support team. “I trained the others in the office with no trouble. The transition was seamless. It’s a big time-saver,” he says.

The task of entering data from that monstrous spreadsheet is long gone, and Jolicoeur says he saves 10 hours a month – on just that one line. Market Advantage Plus uses dynaMACS eSi (electronic sales information) to import data electronically from seven other manufacturers as well. “Now, I’m able to focus on sales and customer service, rather than data entry or trying to run reports.”

With the freedom to work on other projects, Jolicoeur says, “dynaMACS has changed the way we do business, for the better.”

Jolicoeur goes on to say, “The dynaMACS support people have been great. I call and talk to a person right away. It’s a big difference from RPMS, where I had to leave a voice mail and wait a day or two for someone to get back to me.”

It’s not only Jolicoeur who is singing the praises of dynaMACS. He says the sales managers love it. Whereas they never used the old software, they use dynaMACS extensively. They have information on their territory at their fingertips and can quickly pull together reports, drill down for more information from any screen and analyze performance in ways that they never thought possible.

Agency Profile: Market Advantage Plus	
Markets:	Janitorial & Sanitary Supply
Territories:	New England States: MA, CT, RI, ME, NH, VT
Associations:	ISSA, MRA, NESSA
With dynaMACS since:	2006