

Altfield enhance the customer buying journey with mobile solution powered by Microsoft Dynamics NAV

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Purveyors of luxury interiors select The NAV People to optimise their Enterprise Resource Planning solution

Newbury, UK – Altfield have selected Dynamics NAV and MobileNAV from The NAV People as their new mobile and enterprise resource planning solution. Since deployment Altfield have increased operational efficiency achieving greater workloads with existing headcount through process automation and enhanced the customer buying experience through the integration of MobileNAV.

Altfield wanted a solution designed to meet their current needs, which included having all operations within the business on one comprehensive system. Additionally, Altfield wanted a solution that could add value to their sales team's interactions with customers and enhance the customer buying experience in their London showroom, which serves as a showcase for the high end fabric, textiles and wall coverings they distribute along with the fine furnishings and decorative accessories. MobileNAV, an integrated and highly configurable new user-interface solution for smartphones and tablets, has delivered the functionality they sought.

Caroline Aylward, Operations Manager at Altfield explains; 'The sales team can access real-time stock and pricing information from mobile devices while walking around the showroom with customers. Previously they had to note down the details of the item and return to a computer screen to access the information. Today, we can deliver a more professional and modernised customer experience.'

MobileNAV is able to operate without an internet connection, enabling system usage when remote working. The application records every modification in offline mode then synchronises the modifications with the Dynamics NAV server when the user is next online.

Caroline comments; 'Providing the sales people with a mobile solution has not only enhanced their interactions with customers but improved our data governance. All system users can use the system, whether online or offline, so there is no need for any data to be recorded and stored outside of the solution.'

Altfield have accelerated operational efficiency since deploying Dynamics NAV by simplifying and automating many tasks across sales order processing, financial accounting and customer service. Over the last three years, this automation has enabled them to absorb an increased workload without increasing headcount.

'The NAV People worked with us to finely tune the solution and tailor to our requirements. This did cause us to forgo one of our users licence during any development stages however. I am sure many of their customers say this about them but they are a genuinely nice company to deal with, knowledgeable, professional but also really personable. In a long term business relationship, what more can you ask than to work with professional people that you like?' concluded Caroline Aylward.

Ian Humphries, Managing & Product Director at The NAV People commented; 'Altfield were clear on their objectives for a new solution, they wanted to utilise technology to benefit both their customers and employees. This matches our ethos at The NAV People; we fundamentally believe that technology innovation should improve working environments and we are pleased to have delivered a solution that matched Artfield's aspirations.'

For the full case study please visit: ALTFIELD CASE STUDY
(<http://thenavpeople.com/uk/casestudies/altfield>)

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NOTES TO EDITORS

About Altfield

Altfield are recognised as a leading resource for beautiful textiles, wall coverings & leather, distributing a number of high-end lines from around the world, together with a collection of smaller boutique and artisanal lines. A family run company, Altfield have been designing, making and distributing fine furnishings and decorative accessories since 1982.

For more information visit: Altfield (<http://www.altfield.com>)

About The NAV People

The NAV People started trading in the UK in 2009 and the business has grown through word of mouth. They are now the country's no.1 reseller who solely concentrate on Microsoft Dynamics NAV. The NAV People set out to create a company with simple but really important aims; treat customers fairly, provide value for money and make them happy, while treating staff as members of an exceptional family and not merely employees.

The aims of The NAV People are what everyone should expect from a partner in business, a high level of expertise, amazing product innovation and the absolute best standard of customer service. The NAV People believe fairness is the key to good business and profit is the end result of successful business relationships, not a goal to aim for.

The NAV People operate from three locations in the UK; Newbury, Cardiff and Manchester and also have a US corporate office in Atlanta. For anyone who is looking for a committed, friendly and knowledgeable reseller of Microsoft Dynamics NAV, The NAV People are the ideal partner. For more information: The NAV People (<http://www.thenavpeople.co.uk>)

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