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Agency Profile: Kain-McArthur, Inc.	
Founded:	1960
Markets:	Restaurant Equipment & Supply
Territories:	Nebraska, Kansas, Iowa, Missouri, Southern Illinois
Associations:	MAFSI, CFSP, CPMR
With dynaMACS since:	2004

Client Challenge

Like many sales agencies, Kain-McArthur, Inc. struggled with a custom-built software that turned out to be not-so-customized. The agency continually spent money on maintenance and adding features to a software that wasn't very reliable or automated.

dynaMACS Solution

After researching various software programs, Kain-McArthur selected dynaMACS. “I'm a big advocate of automation – it helps control costs when running a business,” says Kelly McArthur, president of Kain-McArthur. “If we can buy software that helps automate time-consuming, unprofitable tasks, like entering data and tracking commissions, then we can focus more time on customer service and other revenue-generating activities. dynaMACS enables us to do that.”

McArthur goes on to say, “dynaMACS gives us a competitive edge. With the ability to easily track customer and manufacturer activity, we see trends quickly and are able to develop strategies accordingly.”

Another big advantage with dynaMACS is its ease-of-use. “It's easy to understand for everyone – management and field salespeople,” he says. Users spent 10 or 15 minutes learning how to navigate and drill-down for information and they were able to use the software with no trouble. “It gives us immediate access to numbers, by customer, manufacturer or salesperson. Salespeople can use it remotely, from anywhere they have an Internet connection.”

Because manufacturers send sales information electronically, rather than sending paper invoices, Kain-McArthur's data entry time is greatly reduced, “What used to take four days, now takes four hours.” As a result, dynaMACS saved McArthur from having to hire an additional office person. “Instead of hiring a person to answer phones and help customers, our existing staff can do it, because they don't have to deal with data entry and month-end procedures,” he says.