

"I'm only sorry we didn't make the switch to dynaMACS sooner. We love it!"

Chris Kopfstein, Office Manager
W.J. Williams Co., Inc.

Client Challenge



W.J. Williams Co, Inc. had been using MACS software for 10 years and it was working well. The agency often thought about upgrading to dynaMACS, but figured, "if it isn't broken, why fix it?" W.J. Williams did eventually make the change. Their feeling now? "I'm only sorry we didn't make the switch sooner. We love it!" says Office Manager Chris Kopfstein.

dynaMACS Solution

When the decision was made to switch, the agency never considered any software except dynaMACS. "We were comfortable working with them and knew the transition would be seamless. We didn't want to risk losing data."

W.J. Williams reports the software was easy to learn – more so than other programs, they say, and the owner and staff are more comfortable using the familiar Windows interface. Now they are looking at data in new and interesting ways. Owner Bill Williams uses Sales IQ, a powerful analysis tool and might examine which lines are performing well and which aren't, which manufacturers are contributing to the agency's bottom line, or which sales reps are selling and which aren't.

Kopfstein says data entry is a breeze, but her favorite feature is the Commission Reconciliation Auto-Pay. "It pays the balances of all open invoices, starting with first one and goes until the balance is zero," she says. "If I had to do all 400 invoices manually, I would be here all day. Auto-Pay takes only a few seconds."

Additionally, W.J. Williams always knows how much commission is owed and the age of those dollars. Other benefits include catching when manufacturers make errors in commission calculations and ensuring sales reps are paid accurately, based on agency splits.

dynaMACS has opened the agency's eyes to a new world of easy-to-perform data analysis.

Agency Profile: W. J. Williams Co., Inc.	
Founded:	1975
Markets:	Automotive & Aerospace
Territories:	Eastern United States
Associations:	MANA, Greater Cleveland Growth Association
With dynaMACS since:	2006