

## Nutri Increases Efficiency with Maginus OMS

### Challenge

Nutri were using different systems to handle the two key business areas. This cause inefficiencies where it was difficult to see accurate customer information, stock etc.

Maginus has implemented a new system at Nutri Imports & Exports. The company supplies the highest quality nutritional supplements, backed up with outstanding customer service, to meet the needs of practitioners and their patients.

Nutri's business consists of two distinct areas – the distribution of dietary supplements to practitioners and diagnostic testing facilities. Before implementing Maginus OMS, these two key business areas were handled by disparate systems. Maginus OMS has allowed them to completely integrate these areas, giving them a much more accurate view of customer activity.

The new system has already had a positive impact on efficiency and customer service at the company. According to Marcus Naidoo, IT Manager at Nutri: "We aim to provide the most attentive customer care in the industry, so the system we use is obviously instrumental in achieving this goal. Since using Maginus we have significantly improved our efficiency and our customer service. We now process orders much quicker and handle customer queries more accurately".

### Quick Facts

[www.nutri.co.uk](http://www.nutri.co.uk)

#### Industry

B2B Distribution

#### Customer profile

Nutritional Supplements

#### Maginus solution

Sales, CRM, Supply Chain, Warehouse Management, Reporting

#### Customer benefits

- Integration between 2 areas of the business
- Improved customer service levels
- Increased strength of management information



*"The contact log in Maginus allows us to see all activity with each customer in one place. This makes life much easier for our staff, allowing them to answer customer queries much quicker and more efficiently. More fundamentally than that, we can analyse our business more accurately, allowing us to plan more effectively for the future."*

*- Marcus Naidoo.*

"Customer service is the real focus for Nutri, and Maginus has been instrumental in allowing them to make significant improvements in this area.

The ability to hold all customer related data in a single system and access it through one screen is a fundamental facility in Maginus. More in-depth information can be accessed within a few clicks allowing staff throughout the business to see relevant information and answer customer queries.

The other main benefit of holding all customer information in one system is the strength of management information on which the future direction of the business can be based.