

CMS Vocational Training Simplifies 25,000-Contact Email Management with Marketing4Dynamics

CMS Vocational Training Ltd is a UK-based provider of apprenticeships, professional qualifications, and commercial training. Based in Batley, West Yorkshire, the organisation has more than 40 years of experience supporting employers and learners across the UK.

The organisation delivers apprenticeship programmes, AAT accountancy qualifications, and other professional and vocational training opportunities

INDUSTRY: Vocational Training & Apprenticeships

SPECIALITIES: Apprenticeships | AAT Accountancy Qualifications | Professional Training | Employer Training | Workforce Development



Business Challenges:

For CMS, email communication is an important way of staying connected with a large audience of around 25,000 contacts.

Managing that volume of contacts across both Dynamics 365 CRM and Mailchimp could involve additional steps, especially when contact information, mailing audiences, and marketing activities needed to stay connected.

The team wanted to continue using Mailchimp while making better use of the customer data already available in Dynamics 365. They needed a simpler way to keep information aligned and manage email activities without spending unnecessary time moving between systems.



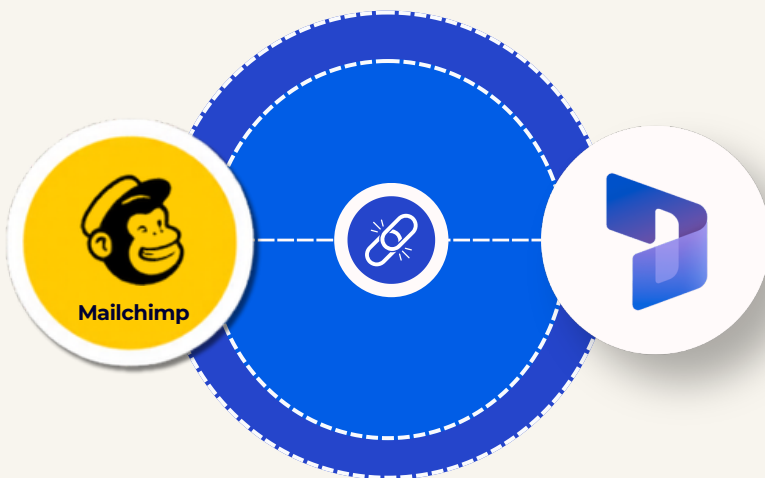
Solution:

CMS implemented Marketing4Dynamics to create a two-way connection between Dynamics 365 CRM and Mailchimp.

The integration helped the team synchronize data between both platforms and work with their CRM contacts and marketing audience in a more connected way.

Rather than treating Dynamics 365 and Mailchimp as separate parts of the process, the team could use Marketing4Dynamics to support the flow of information between them.

For a mailing audience of approximately 25,000 contacts, this made a noticeable difference. With less manual effort involved in managing data and preparing audiences, the team could focus more on communicating with their learners, employers, and wider audience.



Conclusion:

For CMS Vocational Training, the value was not simply in connecting Dynamics 365 CRM and Mailchimp. It was in making a large marketing process feel easier to manage.

With around 25,000 contacts, even small reductions in manual work can make a meaningful difference over time. Marketing4Dynamics helped CMS keep its CRM and email marketing activities better connected, spend less time managing the process behind each campaign, and communicate with its audience more frequently.

The result is a workflow that fits naturally into the way the team already works: Dynamics 365 CRM for managing customer information, **Mailchimp for email communication, and Marketing4Dynamics helping both work together.**



@inogic



@inogicindia



@inogicindia



@inogic



@docs



@inogic



inogic.com/blog