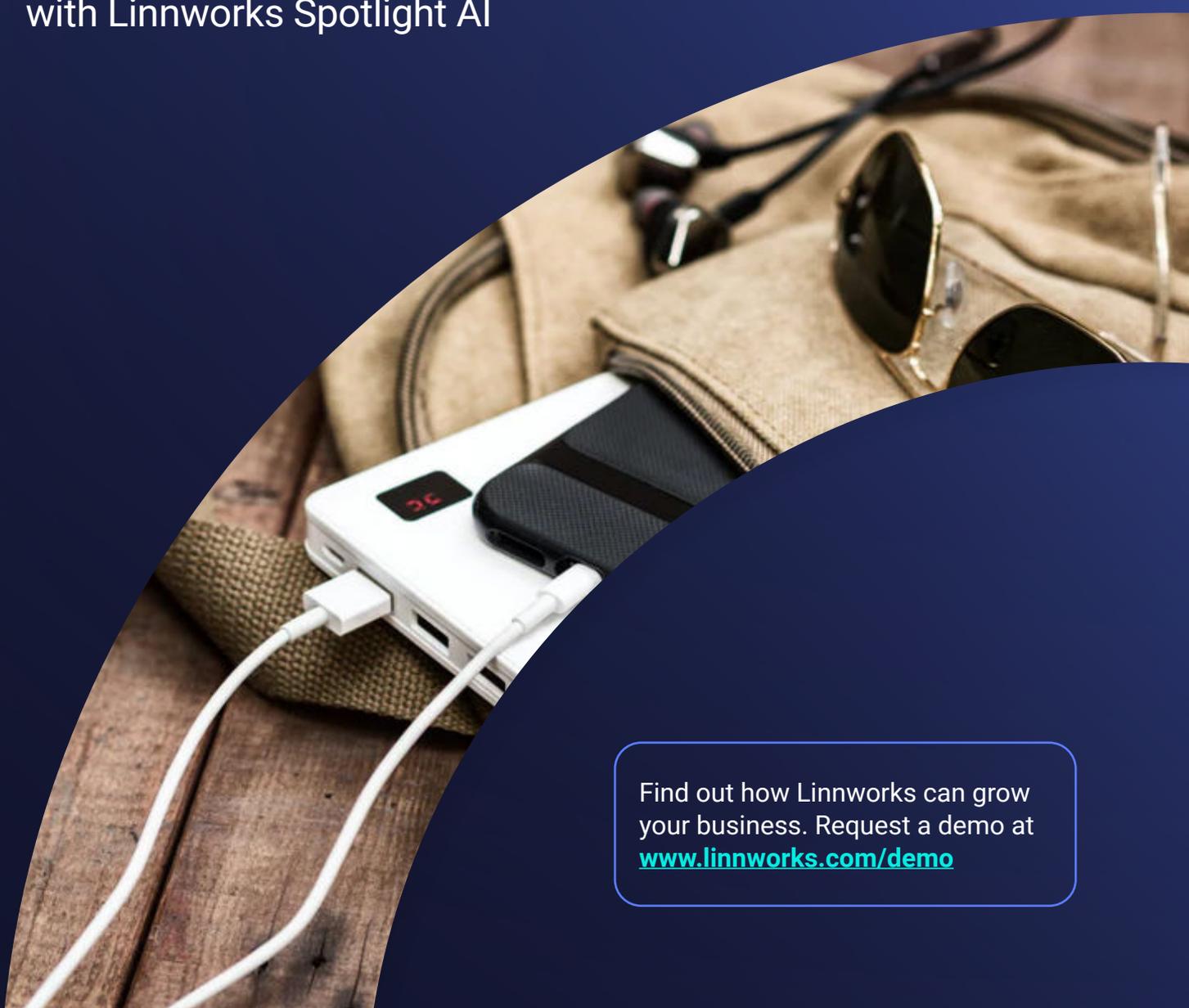




Case study

# Dynergy Limited

How Dynergy reclaimed 28 hours a month  
with Linnworks Spotlight AI

A circular inset image showing a white portable power bank with a smartphone and sunglasses on a wooden surface. The power bank has a red digital display showing "26".

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## How Dynergy reclaimed 28 hours a month with Linnworks Spotlight AI

Retailers handle tens of thousands of repetitive manual tasks every month—and each click, though small on its own, quickly adds up. The result? Hours of lost productivity and an operational blind spot that makes it difficult to see where time is being wasted or which processes should be automated.

That's where Linnworks Spotlight AI comes in. On average, Spotlight AI saves sellers 52 hours per month by identifying hidden inefficiencies and highlighting high-impact automation opportunities. Each week, it automatically reviews account activity, quantifies the time lost to manual actions, and delivers proactive recommendations for automation through the Linnworks Rules Engine.

For Dynergy, the impact has been immediate. Spotlight AI has uncovered significant manual work and unlocked meaningful time savings across their operations. We sat down with Senior Operations Manager Narendra Tharwani to learn how Spotlight AI has transformed their business.

### Meet Dynergy

Dynergy is a leading online retailer specializing in both B2B and B2C sales within the retail & wholesale industry. With 15 years of experience, the company has built a reputation as a trusted provider in the ecommerce space, selling across major marketplaces like Amazon, eBay, Temu, and B&Q. Their mission is clear: to make high-quality, affordable products accessible to customers in a highly competitive market.

Senior Operations Manager Narendra Tharwani oversees critical functions such as warehouse operations, inventory management and customer service.



Before implementing Spotlight AI, his team was faced with significant operational challenges that hindered their efficiency and growth potential.

### The challenge: Seven+ hours a week lost to manual tasks

As orders grew, so did the volume of manual work. Narendra estimated that before Spotlight AI, **“most of our tasks were tied to assigning the right shipping service,”** with the team spending roughly **six to seven hours each week** on this and other repetitive manual tasks. These included assigning orders to folders and manually adding identifiers to orders.

These manual tasks took a toll on both efficiency and staff morale. Narendra recalls how, late in the day, his team would often be “on their toes” and racing to fix errors before collections.

**“The team would be in a panic because all of a sudden... they receive 100 errors...”** he noted, explaining how these recurring hurdles fueled stress and risked delays for customers.

## The solution was Spotlight AI: Automate thousands of decisions

Spotlight AI provided the visibility needed to tackle these bottlenecks. By tracking high-frequency manual actions, Spotlight AI prescribed specific recommendations for automation.



My first impression was extremely positive. Spotlight AI doesn't just inform you about tasks you can automate, it tells you how many manual tasks you have done and how many hours you have spent. It gives you an idea of how many hours we can save if we start implementing these actions which is incredibly valuable.

**Narendra Tharwani,**  
Senior Operations Manager, Dynergy Ltd

Shipping presented the greatest opportunity for automation, and this is where Spotlight AI made an immediate impact. With weekly recommendations, Spotlight AI gave Narendra's team a clear focus, with actionable suggestions to support the team in automating even the most complex actions. **The team went from 2,300 manual tasks per month to just 78.**



"It specifically mentions which exact shipping services we need to focus on. It tells you the conditions you can put in place, so we know exactly where to go and what to target, which is extremely helpful," Narendra explained.

### The impact: Reclaiming 28 hours a month

- ✓ **98% reduction in manual tasks:**  
Manual interventions dropped from 3,700 actions per month to just 78 actions in the last 30 days.
- ✓ **28+ hours reclaimed monthly:**  
By converting high-frequency tasks into "set-it-and-forget-it" automation, the team saved over seven hours per week.
- ✓ **Enhanced team morale:**  
Eliminating the "last-hour rush" to fix errors fostered a calmer, more productive warehouse environment.

Narendra credits this dramatic improvement to a combination of Spotlight AI's recommendations and a renewed internal focus on efficiency, describing the tool as "eye-opening". By automating these repetitive tasks, the team has successfully cleared the path for sustained growth.

## Scaling with confidence

Driving efficiency remains a top priority for Dynergy as they move through the year. The positive impact already seen with Spotlight AI has positioned Linnworks as a key partner in helping them achieve this. Narendra is optimistic about Spotlight AI's ongoing potential—not only for his business but for other retailers looking to simplify operations and accelerate growth.

With a more stable, automated foundation now in place, the team feels equipped and confident to scale, pursue new channels and adapt to changing demands. **When asked if Spotlight AI has increased his confidence in the ability to grow**, Narendra was clear: **"Definitely, 100%."**

## What can Spotlight AI do for you?

Spotlight AI is now fully integrated with Linnworks, giving you a straightforward way to automate key processes and support your business as it grows. With Spotlight AI, you can unlock greater efficiency right away. **Customers are saving an average of 52 hours per month.**

For Dynergy, Spotlight AI has become more than just another feature—it's a driver of real operational improvement, freeing the team to focus on what matters most: sustained growth and delivering results for their customers.



Find out how Linnworks can grow your business.  
**Request a demo at [www.linnworks.com/demo](http://www.linnworks.com/demo)**

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