

# Macfarlanes Truck & Car Limited

CASE STUDY

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### **About Macfarlanes Truck & Car Limited**

Operating in Lusaka, Zambia, Macfarlanes Truck & Car specializes in vehicle servicing, heavy equipment recovery, and a niche focus on automotive care.

### **The Challenge**

The company's use of Gmail did not align with its professional image, and they wanted a reliable email solution with branding tools to strengthen their communication and marketing.

### **The Solution**

With SYNAQ's CloudMail and SecureMail solutions, Macfarlanes gained a device-agnostic email platform enhanced by security and branding capabilities to promote their services professionally.

### **The Outcome**

Macfarlanes now enjoys branded email communication, improving client perception and tracking engagement on email campaigns. They appreciate SYNAQ as a strong African alternative to international providers.



To become a SYNAQ client, contact us on:  
(011) 262 3632 or email [sales@synaq.com](mailto:sales@synaq.com)

