

» CUSTOMER RELATIONSHIP MANAGEMENT [CRM]

WE ALL KNOW THAT RETAINING CUSTOMERS IS MUCH EASIER THAN TRYING TO OBTAIN NEW ONES. IT STANDS TO REASON THEREFORE, THAT A PROVEN CUSTOMER RELATIONSHIP MANAGEMENT OR 'CRM' SOLUTION CAN BE THE KEY TO PROFITABLE GROWTH.

IN ANY E-COMMERCE OR DIRECT MARKETING ENVIRONMENT YOU NEED TO BE ABLE TO REACT QUICKLY TO YOUR CUSTOMERS QUERIES AND ENSURE THAT YOU ARE GETTING YOUR ORDERS OUT ON TIME, MEETING AND INDEED EXCEEDING YOUR CUSTOMER'S EXPECTATIONS.

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All successful retailers make immaculate customer service an absolute priority. This is not just about a pleasant telephone manner. Good customer service must encompass everything that you do, from stocking the right amount of product to shipping goods and effectively communicating your offer. We live in immediate times, if you can't deliver what your customers want and deliver it now, then they will find someone else who can. Ensuring that you meet your customers expectations can be overcomplicated, time consuming and costly if not managed efficiently. In order to stay ahead of your competitors you need to either work harder or work smarter.

By streamlining, connecting and automating your business processes, our CRM Solutions will allow you to massively increase the number of orders that your business can process, without the need to increase your staffing levels.

Configurable logic built into the system removes the need for manual decision making. The system will make decisions for you on complex matters such as credit checking, stock allocation and packaging. The system will even analyse order properties to determine which carrier you should use to dispatch your goods.

Gimmie Five

3ex.net software has five major components which allow you to skilfully handle customer transactions, contacts and activity.

Customer Activity Centre – *this is where all customer related tasks are managed*

Sales Order Processing – *taking transactions from initial entry to Dispatch / Invoice*

Returns Management – *handling each step of a returned item, from its refund or replacement to the return of stock*

Pricing and Offers – *for standard price list management through to promotional offers, freebies and discounts*

Payment Portal – *the secure handling of payments and refunds through the 3ex.net Payment Gateway*

Consistent with all our products, 3ex.net CRM software is intuitive and user friendly but to make sure you're comfortable, you will find comprehensive help and training movies available online in the 3ex.net Help Centre. Your team can be trained and productive on the system within hours.

To see how 3ex.net could help your business grow, contact one of our super friendly e-commerce advisors on **01772 455052** or send an email to info@exactabacus.com

Our ability to make your operation as streamlined as possible stems from automating the movement of transactions from point of order through to dispatch. We use definable workflows, that is, we create stages e.g., 'back order' or 'awaiting picking', and link these to a set of Process Rules. In effect an order can be processed without any human intervention until it is physically picked from the shelf. Any back orders, held orders or drop ships, for example, will be held in a 'virtual paper tray' until the goods are ready to go. By not having human involvement till absolutely necessary, 3ex.net CRM software saves you time and money!

In an ideal world you want your business to grow organically, so wherever you can save money, the better your profit margins. We can help you increase your cost-efficiency while, at the same time, delivering exceptional service and as much repeat custom as possible.

Customer Activity Management

Your contact centre team need to be sharp and have all the information relating to a specific customer or supplier at their fingertips. 3ex.net software presents all this in the one place within a logical, tabbed environment. Every transaction, contact and process can be tracked in seconds – your customers will be delighted.

The problem of returns cannot be overlooked and is often a real drain on your resources. 3ex.net deals with both the customer and stock element of the process. As a result your customer can be assured a swift refund, replacement or substitution and the returned items efficiently returned to stock or supplier. If you elect to implement our pocket warehousing technology, for example, you can simply return the item to stock by scanning it back to its correct location. Alternatively the item can be set aside for relocation at a later date.

Powerful Promotions

There is much evidence to suggest that the more you show your customers products relevant to them, the more likely they are to buy. For this reason, the 3ex.net software also allows your marketing department to create targeted product and pricing offers, which can be simultaneously applied to orders taken via your e-commerce site or contact centre.

Level break pricing functionality available within the system, encourages your customers to buy in bulk in order to obtain special discounts, whilst up-selling and add-selling functionality ensures you are able to maximise every customer opportunity.

Secure Payment Handling

Anyone buying online needs to know that their personal data is being handled securely. We all hear the horror stories and your customers are no exception. If your site doesn't look secure from the outset, then your sales will suffer. But it has to do more than just appear safe! 3ex.net has been designed and built to be compliant with all current and known future security legislation, including PCI DSS and PA DSS. Using 'token' technology, 3ex.net is able to process immediate payments with order or pre-authorised payments, with money transfer triggered on despatch of goods.