

Winning ways

Much has been written recently about how businesses now need to become more efficient and productive to maintain profitability in a more competitive market.

Judging by the enquiries received here at MNP many direct commerce businesses seem to be using this enforced 'time out' to evaluate how and whether an investment in a new order management or warehouse management system can fundamentally improve the future performance of their business.

To help, we asked some of our clients "What have you found to be the most important aspect of ORDERactive's functionality in improving efficiency and productivity in the current economic climate?" Here are some of their answers . . .

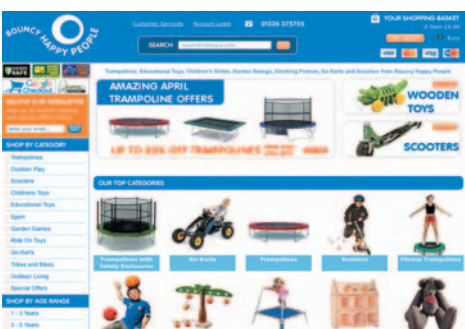
Chris Hall, Managing Director, Hallmark Consumer Services

"We find ORDERactive particularly useful in lowering our order processing costs - which are under real scrutiny in the current downturn.

The ease of use of the inputting screens gives us a twin advantage – data capture is quicker than other systems and the intuitiveness of going from screen to screen reduces the training time and gets call agents on stream faster.

Although costs are important, our clients still want us to provide an excellent service to their customers as a fundamental part of their retention strategy. It's a small point but the 'customer notes' functions allow us to track any communication we have with a customer and assure a good service."

Patrick Polglase, Managing Partner of Bouncy Happy People



"Since implementing MNP's systems we have saved money by being able to operate with fewer staff and yet improve our effectiveness and customer service which is our top priority.

In the current economic climate the cost of licence and support has become increasingly important. Cashflow in our sector is very poor in the early part of the year and MNP's support fees are reasonable."

Neil Thompson, Head of Operations, Adili

"We can certainly say that the additional route to conversion via telephone order interface has been good for us - with significant incremental sales since start of Jan.

Also, the system enables us to make almost instant updates to our range of online products therefore enabling sales against product potentially within hours of delivery drops!"

Nick Whitworth, Managing Director, Celtic Sheepskin

"With the onset of the credit crunch we have been focused on evaluating overhead costs whilst maintaining an excellent customer service experience. We have found that one of the key ways to do this is the continual upgrade of the integration of our website with ORDERactive via Web Relay and the new OMS Connect module. This interaction gives every customer all the information they need, their order arrives when they want it and from Celtic Sheepskin's point of view day-to-day costs are kept to a minimum."

Fiona Blackmore, Customer Service Manager, Duo Boots

"There are a whole range of benefits from using ORDERactive. From a customer service perspective the graphical layout is clear, our helpline agents find the Order History and Action History tab layouts very useful as are the search facilities. It's also simple to determine the Actions and Reasons for processing Returns or adding Discounts. Taken together it's a great platform for delivering great customer service."



OMS Connect – real time data transfers between your website and OMS system

An order management system sits at the heart of your business controlling the inputs and outputs from your sales channels – but what happens if you can't send or receive real time updates from your website and instead make do with daily file transfers and database backups?

In simple terms it can compromise the speed of fulfilment and your ability to control and manage your business and customer expectations.

OMSConnect is a newly launched module which provides a secure, certificated method of sending and receiving real time updates between a website and an ORDERactive database.

It ensures your website is displaying the most up to date information e.g. customer data, promotional campaigns, product information etc. It also enables orders and/or customer detail changes entered on the website to be transferred and processed in real time.

As Ed Helborough, in Product Development comments, "This real time functionality has many benefits for a business. For example, when a customer places an order via a website, the order is fulfilled and stock levels are adjusted immediately in ORDERactive, thus giving the business confidence that their reporting figures are correct at all times.



Having the ability to view, update and fulfil orders in real time rather than waiting on scheduled file transfers and database backups to complete is surely a necessity for any business to keep track of their stock and customer information at any given time."





CHRISTOPHER WARD WATCHES

Christopher Ward Watches have a simple aim – to put high quality luxury watches within the reach of everyone. By using the direct model they avoid the hundreds of millions spent on brand advertising, middlemen, and retailers and can concentrate on designing beautiful, stylish and value for money timepieces and relying on worldwide customer recommendations.

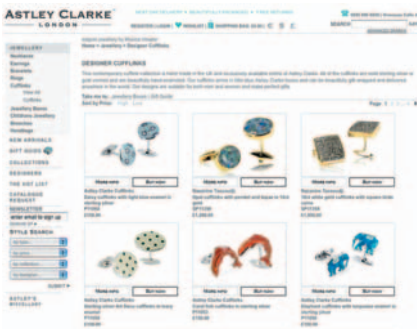
Their success has resulted in triple digit growth and to cope they required an order management solution that was truly scalable. ORDERactive was selected as the platform for growth and was integrated with Screenpages e-commerce platform.

Obviously, a solution ahead of its time that will help deliver a very robust and efficient sales channel!

www.christopherward.co.uk

ASTLEY CLARKE

This luxury online jewellery boutique sells the ultimate range of designer jewellery from around the world and has established a glittering reputation. In 2007 they were voted Walpole's Luxury Brand of Tomorrow and followed this up by being voted Jewellery Website of the Year 2008 by Retail Jeweller.



With a very demanding clientele, Astley Clarke wished to invest in a new direct commerce software solution which would enable them to deliver the highest standards of customer service. After an extensive selection process, ORDERactive was chosen as a 24 carat solution for Astley Clarke's operations. It certainly helped that many of MNP clients use the software for just this purpose.

ORDERactive will also be integrating into Astley Clarke's e-commerce provider Snow Valley.

www.astleyclarke.com

MYTIGHTS

The website for mytights boasts that it aims to stock everything women could possibly want to wear on their legs. It's not surprising then that the MD is renowned for having the wackiest dressed legs in London – she can choose from hosiery suitable for every size, shape and occasion.



With a growing reputation, this very successful online hosiery retailer needed a more flexible and intuitive system to cope with the complexities of direct commerce order management – especially the demands of their savvy customers who needed more choice when it came to online buying. Back order and partial shipping were high on the shopping list and ORDERactive was selected to provide this specific functionality. In addition, ORDERactive was integrated into Magento, a new and emerging ecommerce platform. Sheer brilliance!

www.mytights.com

CANUTE GROUP

MNP can often help you turn back the tide of competition. The Canute Group are a fast growing, global supply chain provider that specialise in serving the logistics needs of specific industries including engineering, construction, retail and agriculture.

They also offer warehousing facilities throughout the UK which are integrated with their logistics division and transport network and provide a 'one stop shop' for companies wishing to take advantage of the cost efficiencies from 'shared user' fulfilment and supply chain services.

Canute have purchased an 'end to end' solution from MNP which integrates, ORDERactive, WMSactive and WEBactive. This has enabled them to improve their competitive advantage by providing sophisticated real time order processing for client procurement websites that feed into warehouse management systems for fulfilment.

www.canutegroup.com

GARDENXL

Garden XL strive to offer the most comprehensive range of Garden and Outdoor Living products at the keenest prices – anything from barbecues, fish smokers, plants, wellies and garden furniture in every conceivable design and material – but needed to introduce a breath of fresh air to their systems.

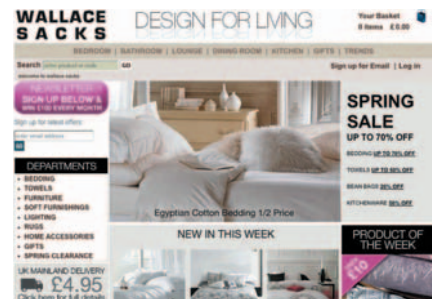
They needed a multi-channel software solution to cater for both their web based direct orders and garden centres located in Reading, St. Albans and Effingham and selected ORDERactive and WEBactive as a complete 'hub of business' solution.

For MNP it represented the first installation of their newly launched WEBactive - a fully featured web platform which integrates into ORDERactive in real time.

www.gardenxl.com

WALLACE SACKS

Wallace Sacks sells a range of home accessories - bed linen, towels, furniture, vases, lighting, tableware, and glassware – as well as furniture and fashions direct to the departmental stores but also direct through off the page promotions and supporting websites.



This family owned company selected ORDERactive to manage its direct growth for the future. A proven track record and functionality was key in their decision making process. It also helped that MNP solutions are already integrated with Screenpages, their chosen ecommerce platform provider.

www.wallacesacks.com



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