

NETSHOP: ECOMMERCE PROCESS & STOCK MANAGEMENT SYSTEM



It has been widely acknowledged that companies using a combination of on-line and traditional trading have been the most profitable when developing an internet trading strategy.

All on line shops allow your site visitors to place orders online via credit card or on via credit account with you, but as these orders appear typically by email in isolation from the rest of your business activity it can be difficult to stay on top of stock and manage despatch of goods. Also an on line shop usually means a separate Product database to keep on top of.

Netshop is much more. Netshop is a full ecommerce process system which seamlessly combines on and off line order management into a single Order Pipeline database to track all quotes and orders wherever they come from. Changes to your SINGLE product database automatically updates your on line shop – no more multiple databases or uploads to worry about.

Netshop will

- Take the order and verify payment
- Put the order into a Order Pipeline Database
- Allocate the stock to this order and flag up when re order levels are hit
- Drop a note into a staff members Business Builder diary to start despatch process
- Create a new Customer record card "on the fly" (if required) so dialogue history can be tracked
- Exports order data to your Accounts packages (if required)

Key Functions:

- A SINGLE centralised Product database for the whole business, whether on or off line sales.
- Provides real time stock management and flags when you need to reorder
- On line ordering for existing customers – greater business efficiency
- Takes Credit Card payments – your money is guaranteed
- Search engine optimisation built in, you can manage links to any or every page
- Multi functional, you just pay for the functionality you need.
- Seamless links into Business Builder CRM
- Supports an integrated on and off line marketing strategy and lets you run Marketing Campaigns (Extra module needed)

Technical Specification:

- Netbanx or other PSP account is required. (Steam Software can help set this up)
- Appropriate website structure to accomodate NetShop. (Can advise you on this)
- Dedicated URL required



With Netshop Extra

- CRM Admin manages the single product database for on and off line sales
- Customer can choose to process by credit card or charge to their account
- You can change different style sheets for each category and password protect each
- Front Page image lay out can be changed
- The search facility can be configured to search whole database or just by category
- Can manage "featured product" promotions

This means that you:

- Avoid duplicate inputs
- Preserve valuable analysis data
- Have a seamless picture of your sales
- Have another outlet for your products

CONTACT US ON 01905 611211 OR sales@steam-software.co.uk