

# Product Focus

## DSD SmartOrder Customer Self Service Ordering

Provide greater flexibility to your customers, and reduce your costs, by allowing customers to place their own orders from their phone

### KEY POINTS

#### SMARTPHONE ORDERING

DSD SmartOrder runs on any modern smartphone with no app required. Customers place their orders directly from their phone

#### NO ADDITIONAL HARDWARE TO INSTALL

DSD SmartOrder is provided on a 'software as a service' model so you have no additional infrastructure investment in computer hardware

#### INTEGRATED TO YOUR ERP SYSTEMS

Orders are sent directly to your ERP system in common formats that are probably already part of your integrated solution

#### RECEIVE ORDERS 24 HOURS A DAY EVERY DAY

Customers place their orders at a time that suits them. You can still promote directly to them but your sales team can visit them less frequently, saving you money



- ✓ Increase flexibility for your customers by allowing them to order when and where they want from their phone
- ✓ Reduce your "cost to serve" to gather orders
- ✓ Set up order templates for each customer, or group of customers, so they do not forget to order new or promotional items
- ✓ Customers can track their orders through the picking, loading and delivery stages resulting in fewer customer service calls for you

#### THE BUSINESS PROBLEM

You need to increase sales revenue and margins while at the same time reduce the cost to serve customers. You need to find cheaper ways to communicate with customers and gather their orders. You want to communicate with customers, and allow them to order, in a way that is effective for you and more convenient for them.

#### THE DSD SMARTORDER SOLUTION

Specifically designed for Food and Beverage firms NCS have developed the DSD SmartOrder portal to address this business problem.

DSD SmartOrder is a cloud based solution designed to run on your customers smartphones. They do not need to download an app, it simply runs from their browser. Equally you don't need to install anything as it runs on our hosted servers and we forward you the orders in a format your ERP system will understand.

#### HOW DSD SMARTORDER WORKS

First time users must be registered and verified by you as an approved smartorder ordering customer. This provides you the security you need so that you know who is ordering.

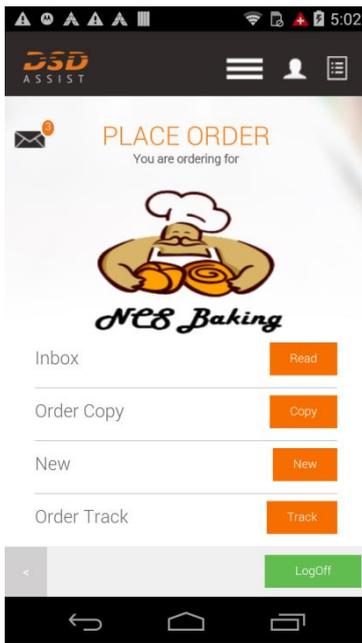
Returning users sign onto the DSD SmartOrder portal using their own credentials.

Once signed in they are able to receive your promotional messages, place new orders and track existing orders.

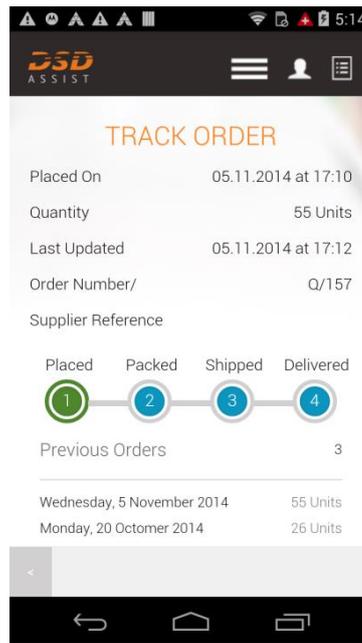
Customers can place a new order easily or "quick start" their order by copying from a previous order. You can also set up a template of items you want the customer to range and these can automatically be placed onto the customer order so they do not forget them.

Once the order is placed it is electronically sent to you for order fulfilment.

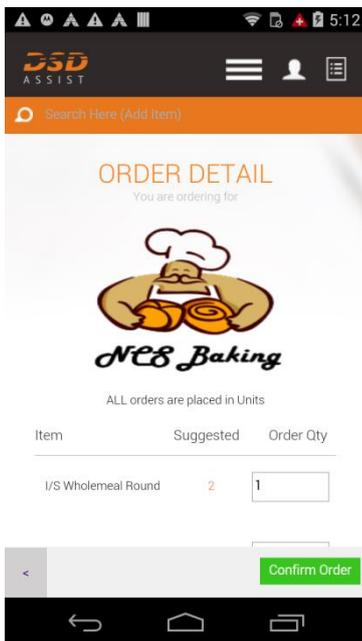




Once the customer has signed on they can review your promotional and marketing messages, create a new order or copy an existing order, and track an order previously placed.



After an order has been placed the customer can track their order. They will also receive email or SMS confirmation that their order has been received.



Your customer simply enters the quantities they wish to order and confirms the order

### INCREASE YOUR SALES BY BEING AN EASIER SUPPLIER TO PARTNER WITH

Some customers like to place their orders at times that you do not have sales or customer service people available. By being more convenient for your customer to deal with you the more likely you will become their preferred supplier.

As DSD SmartOrder is a self-service portal the customer can use the system to place orders with any suppliers who have enabled the system. As other suppliers approve customers to order with DSD Smartorder they will also be able to see that they can order your products conveniently from their phone. If they do not already order from you, this becomes another opportunity to grow your customer base and overall sales.



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### FREQUENTLY ASKED QUESTIONS

#### CAN CUSTOMERS USE ANY PHONE?

The design of DSD SmartOrder is a web browser application so your customers can use any of the latest smartphones to access the system

#### I'M CONCERNED ABOUT SECURITY

There is a registration process required and you must pre-authorise the customer to use the system once you are satisfied their details match the account they have with you

#### IT SEEMS WE HAVE NOTHING TO LOSE, CAN WE TRY IT?

Yes you can try it. We have a TRY IT NOW feature to allow you place some orders for yourself. Contact us for the site address.

If you wish to Try It in your business today we have introductory packs available immediately.

**If you have any additional questions, or would like a demonstration, please contact us or visit our website**