

TELESALES

KDS Telesales is a powerful tool proven to handle vast throughputs of orders at unbeatable speeds. Its call scheduling routines enable calls and operators to be managed and monitored effectively and efficiently, whilst on-line prompts enable operators to communicate with customers quickly, pro-actively and from an informed standpoint.

Call Scheduling

Use KDS Call Scheduling to manage ongoing customer relationships as well as making the most efficient use of internal resources. Set up customers on the master call schedule and allocate them either to individual operators or to the operator pool - then use the daily call schedule to make any temporary changes, for example to cover staff absence, without affecting the master schedule.

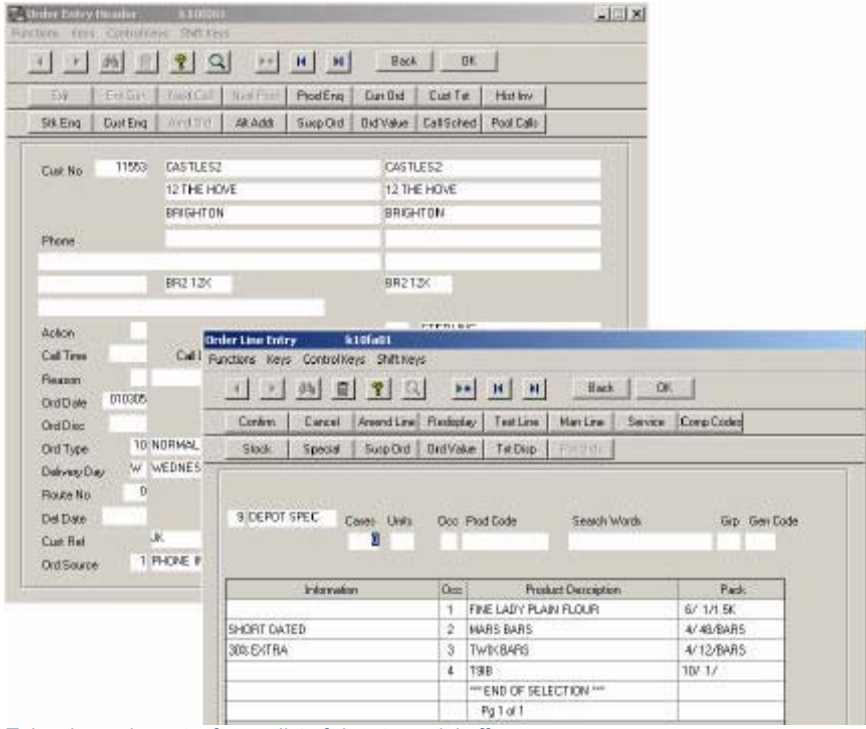
Interactive Order Taking

Gain immediate access to all pertinent information at the click of a button, including customer details, call schedules, product information and stock availability. Bring customer specific notes or general telesales messages to the operators' attention at day start and throughout the day. Where stock is short, trigger the transfer of stock from other depots automatically to cover the shortfall, or place all or part of the order on back order. Take orders for products for delivery at a future date, booking the stock either now or later, or include non-stocked product lines, special lines and market order lines on the order.

Speed up repeat orders by creating standing orders, copy orders and lists of customer favourites, or by choosing from a range of order entry modes based on order history. Alternatively, use the powerful search routines to select individual products, or for maximum flexibility use a combination of entry modes. Pre-recorded customer specific prices and discounts are applied automatically to give the customer the best possible deal, whilst operator prompts encourage the pro-active selling of related and alternative products as well as any valid promotions. Standard promotions include promotional prices, discounts, multi-buys, mixed buys, limited availability stock, bonus prices and bonus products. Also telesales promotion points can be awarded as an incentive to operators.

Credit, debit and purchase card payments can be authorised whilst on-line using integrated card validation software and order confirmation can be sent to the customer automatically, via post, fax or email.

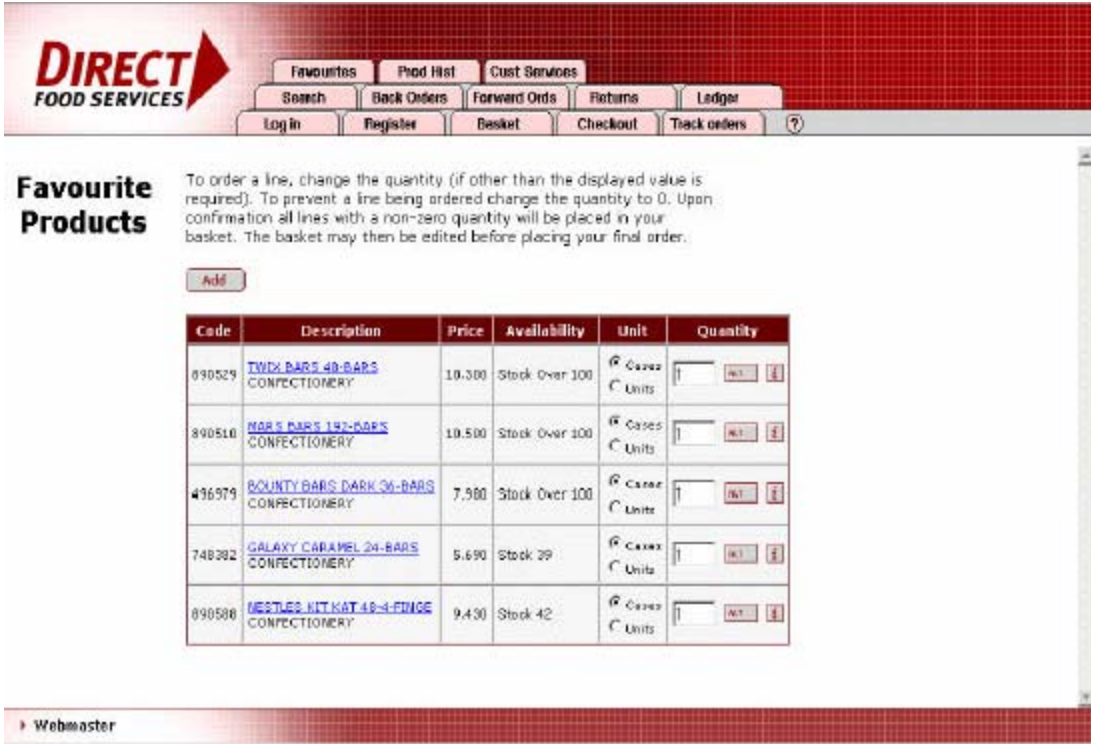
Completed orders are passed automatically to the KDS Order Processing routines ready for picking, invoicing and despatch.



Telesales order entry from a list of depot special offers

Ordering On-line

Take the pressure off your telesales operators by accepting orders electronically via electronic data interchange (EDI), or improve customer service still further with AXIS, CSfD's secure interactive web application.



Ordering on-line from a list of favourites

Supplementary to the telesales functions, AXIS gives customers full control over their own ordering, allowing them to order what they want, when they want, without the need for operator intervention. Providing the same levels of functionality as standard KDS, features include real-time stock availability checking, product searches, template ordering, full shopping basket functionality, order tracking, account information and query logging.

On completion of the order, keep the customer informed by sending automatic email confirmation. Once confirmed, electronic and web orders are ready to be progressed in exactly the same way as orders taken by your telesales staff.

Analysis and Monitoring

Monitor operator and call success rates using the automatically generated statistics.

Keep track of any unusual telesales activity, such as price or discount overrides, by flagging the action to the mandatory day end reports or by using workflow to send alerts to a nominated supervisor.

Simplify the telesales process by applying credit checks automatically and either reporting on failures or sending a work request direct to the credit controller for immediate order checking and release.

Key Features

- Set up master and daily call schedules, by operator or pool
- Monitor operator and call success rates
- Telesales and customer specific text
- Comprehensive on-line enquiries
- Choice of order entry modes
- Powerful product search
- Ability to transfer or back order stock
- Interactive display of promotions, related products and alternatives
- Automatic pricing and discounting applied according to flexible pre-set rules
- Automatically flag exceptions and unusual operator activity to supervisor level
- Allow customers to order on -line vi a secure web application

Related Products and Services

- *KDS Query Management*
- *KDS Order Processing*
- *AXIS Web Application*

Integration

- EDI
- Credit card validation software



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