

Resources - Retail System (ARS)

Overview

The AccessCRM Retail Site (ARS) is designed to enable retailers to effectively and cost-efficiently have an Internet presence, making it possible for corporations to easily interact with their customers and wholesale purchasers.

The site serves two primary retailing functions: inventory control and marketing duties as they relate to customer activity. Emphasis is placed on central administration to simplify, separate and manage the two functions. The back-end administrative interface allows retailers to manage product inventory using a series of web pages to add, modify and delete large data sets, with batch processing routines to simplify handling of large data sets.

The two data types that make up the back-end of ARS are inventory data and marketing data.

- Inventory data includes product SKUs, inventory quantities and product styles.
- Marketing data consists of what the customer sees: item descriptions, graphics and style variations.

User Access Levels

There are two levels of user access: Inventory Manager and Marketing Manager. These roles are distinguished on the input screens. When a user logs into the system they will see a menu of operations available to their role. Should the user have both roles assigned, he or she will see both sets of menu options.

The system will populate and highlight special areas that require the user's attention. Typically these areas will list items that are missing a key piece of information, such as price or graphic, which prevents the item from being published.

Inventory Management Features (Back-end).

Exception Handling

Each inventory item has a set number of required features that must be provided before the item can go into production. The system will verify all items are complete and generate exception reports to the appropriate user so they can quickly review and address each problem identified. The user will have the option to ignore an exception at the time it appears and have it resurface at a later date when it can be addressed. This eliminates an automatic reminder upon each login.

Back-order System

An item placed on back-order by a customer will generate one of the following response:

- Customer notification when the item becomes available. This is accomplished through an email sub-routine.

- Customer wishes to have the order processed when the item is available. These requests take precedence and will be processed before customer notifications go out.

Purchase Order Integration

Customers will have the ability to manage their outstanding purchase orders from within the system, creating anticipated inventory quantities, which can be applied against back-ordered items.

Volume Pricing

Since a large portion of business is frequently done through back-channel wholesalers, an easy volume-pricing model is provided to discount items. Customers will have the ability to specify multiple discount structures that will later be applied to specific items whenever wholesalers are logged in and ordering set quantities of those items.

Marketing Management Features (Front-end)

The objective of the ARS front-end display is to provide the user with an informative and easy-to-use interface for browsing and purchasing items. The system provides a set of predefined templates through which a retailer can choose a color-scheme to apply. Or a retailer may opt to develop a customized template.

Pages

Specific pages include:

Index

- Items are displayed in groups by categories. Additionally, customers have the ability to search through existing inventory.

Browse Results

- Viewed upon either a search return or a category selection, a specified number of items are displayed in a grid format that links to detailed production descriptions. Retailers can specify how many items will be displayed on each page and the number of items displayed may be adjustable by the individual user run-time.

Detailed Item

- Customers will be able to view a large graphic item and any style variations. Should a style variation graphic be available, it will be switched in with the displayed graphic. Otherwise a swatch will be shown.

Shopping Cart

- Items that the customer has added to the shopping cart will be displayed along with a thumbnail graphic of the item and quantity purchased. Upon confirmation of the items shown on this page, the customer will be taken to checkout.

Cross/Up-selling

- When viewing chosen items, customers will see other items that they “make also like.” Cross-linking of products can be explicitly specified by the marketing manager on the back-end interface, or be triggered by analysis of previous customer purchasing patterns.

Check-out Procedure

- Credit card processing and authorization is handled by an outside agent, AuthorizeNet, which minimizes the need to store sensitive data on the system. This practice gives customers peace-of-mind and eliminates the need for retailers to develop a more secure system internally.