

## E-Business

In the future your customers will conduct business with you over the Internet. They will do business with you seven days a week, twenty-four hours a day. They will want the experience to be easy, fast, and convenient.

In the future you will want your customers to do business with you over the Internet. Your costs will be lower when business is conducted over the Internet. You will be able to provide a higher level of customer service! Your revenues will increase and so will your profits.

With DataWeld's E-Business tools, the future is here and you're ready.

### Why Do You Need E-Business?

Your customers are going to find the easiest and simplest way to do business. Have you seen a bank recently that does not have a 24-hour ATM? Why? Because the banks' customers want to do business when it is convenient for them, not the bank. Your customers are no different.

With DataWeld's E-Business tools, doing business with you is easy, simple, and convenient, exactly what your customers want.

### What Can Your Customers Do With E-Business?

DataWeld's E-Business software is like having a customer service representative that works twenty-four hours a day and never takes a vacation. At their convenience, your customers can:

- Place an order
- See how much they owe
- Find out if a payment has been received on their account

- View the items purchased on an invoice
- Print a copy of an outstanding invoice
- Review their cylinder balances
- Print a copy of an outstanding cylinder rental invoice
- Review their previous purchases
- Check on the status of a backorder
- Build their own custom catalog to make ordering faster

### How easy is it to place an order over the Internet?

Very easy. Let's say your customer needs to place an order with you, but he is working after hours and you're closed for the day. Instead of waiting until the next day, he signs on to your E-Business page and goes to his Personal Catalog. The Personal Catalog shows all the gases and hardgoods that he has been purchasing from you. He checks the box beside the items he wants to order and confirms the quantity. The total order is calculated and even reflects the special prices you quoted him. One more click on the Submit Order button and the order is on the way to you! Your customer likes how easy it is to do business with you.

### The Personal Catalog

Repeat orders are typically small and simple, but will often make up from 30% to 60% of a Welding Supply Distributor's business. This type of order is ideally suited for E-Business.

When your customer signs up to use your E-Business system, a Personal Catalog is automatically created. This catalog shows all the

items your customer has been buying from you along with suggested order quantities. Items of special interest that have not been purchased before can also be added to the Catalog. The customer does not have to remember the stock numbers of the items he purchased last time or even how many. The Personal Catalog takes care of everything for him.

When an order needs to be placed, your customer goes to his Personal Catalog and puts a check mark beside each item he wants to order. That's it! Stock numbers, descriptions, special pricing and even suggested order quantities are pulled into the order.

Repeat orders can be placed in less time than it would take for your customer to call your customer service representative and explain to them what they needed.

### **How Can E-Business Enhance Customer Service?**

E-Business can substantially enhance customer service. Questions about cylinder balances, backorders, and requests for copies of invoices that are answered over and over again by your customer service personnel can be answered 7 days a week, 24 hours a day without your phone even ringing. Your customers have access to the information they need when they need it.

With this boost in customer service comes an associated cost savings for you. Each time your phone does not ring, the burden on your customer service personnel is reduced. This frees them to handle other more productive and profitable tasks.

### **E-Business Helps Eliminate Phone Tag**

How many times has a customer called and said, "I want the same thing I bought last time." How many times has he called, but you were helping someone else and you had to

return his call at a later time? When you finally make contact with him, you key the order into the computer for a cylinder of oxygen and some rods, the same thing he bought the last time he placed an order with you

How much of your and your customer's time did it take to place this order? What about the time that he has to wait on hold while you finish with the other customer who is ordering the same thing that he had bought before? E-Business eliminates telephone tag, helps orders get placed faster and more accurately and increases the productivity of your customer service representatives.

### **Have You Ever Had a Customer Who Will Not Pay Until He Has a Copy of Their Invoice?**

Your customer wants a copy of a past due invoice. He says he will pay the invoice as soon as he gets a copy of it. Mailing a copy of the invoice could take several days delaying your payment. Faxing a copy is faster but requires one of your people to get involved. With E-Business, he goes to the View Your Account screen, and clicks on the desired invoice number to pull up the detailed information for the invoice. He can print the invoice at any time and as many times as necessary. You eliminate a call to your customer service representatives, your collections improve and best of all, your customer likes how easy it is to do business with you.

### **What About Cylinder Balance Questions?**

Your customers are constantly calling with questions about their cylinder balances. They want to know how many they are supposed to have. They want a copy of their last cylinder rental invoice. They want to know how many cylinders were shipped on an invoice. All these questions can be quickly answered when your customers visit your E-Business site.

## **E-Business Increases Profits**

Industry studies place the cost of taking an order at \$8 to \$25. The same studies report that the cost of taking an E-Business order is less than \$1. To be conservative, let's say that your cost of taking an order is only \$8. So, each time you receive an E-Business order, you just saved \$7. The more you encourage your customers to use your E-Business site to order and get the information they need, the more you save!

## **E-Business Is A Great Tool for Your Salespeople**

With a laptop computer and a modem, your salespeople can now get the information they need without interrupting your customer service people. From their home, car, or hotel room, drivers and salesman can check to see if payments have been made, review past purchases while preparing for the next sales call, or enter orders that were taken during the day. Sales orders get into the system faster and with fewer errors.

## **E-Business Helps You Protect Your Existing Accounts**

Now is the time to protect your existing customers from the competition. E-Business provides a level of service very few of your competitors can offer. With E-business your customers will be excited about the ability to place orders with you over the Internet. They will be equally excited about the new customer service tools that put you in a league by yourself. Renewing contracts will be easier than ever when your customers begin visiting your E-Business web-site.

Word will get around fast and new customers will want to take advantage of your package of

E-Business services. The standard for customer service is being raised, and you're the one raising it!

## **Ride the Wave**

Business to Business use of the Internet is exploding. Every day more and more businesses begin realizing the many benefits of doing business over the Internet.

Why don't you ride the Internet wave to improved customer service, reduced costs, and increased profits with DataWeld's E-Business software?

## **Top Ten Reasons to Invest in E-Business**

- 10. Customers are not put on hold or told "We'll call you back."**
- 9. Your order desk never closes.**
- 8. Your customer service department never closes**
- 7. Customer service people can work on more productive tasks.**
- 6. Order entry errors are reduced. Inventory accuracy improves.**
- 5. Protect your existing customer base from the competition.**
- 4. Increase the amount of business with existing customers.**
- 3. Increase your share of the market.**
- 2. Increase the size of your market.**
- 1. Increase your profits!**