Swift Computing YOUR BUSINESS ONLINE

Swift Computing's Web Shop offers your customers Secure Web shopping and ordering through our Web Shop "front end".

The Web Shop home page, fully customisable to suit your organisation

At a Glance

- We can assist you in setting up your web shop from your existing electronic catalogue

- Or link your existing web site to your Swift Computing or third party fulfilment systems

- Your customer can shop and pay online with orders being automatically fed to your Swift Computing or third party fulfilment systems

- Your in-house teams have access to the same services for real time access to stock transaction, management and performance reports, sales campaign set-up and monitoring

Targeted Sales Promotion

- You can set up screens by Customer / Customer Group, allowing you to target specific promotions to a specific audience

- You can set up different Enquiry / Ordering options for different users or groups of users, enabling you to tailor the service you offer to suit the needs of your B2B clients

- Allows you to set up flexible Pricing by contract /client specific price list with quantity breaks

- Handles incentives such as Free Gifts when a certain order value is reached

- Comes with a Similar Products link, maximising both sales opportunity and cross selling potential

- Web site statistics will enable you to see who is visiting the site and their profile

- Records lead sources via a "How did you hear of us?" field

Efficiency

A familiar Catalogue format for maximum clarity

Comprehensive product information for speedier, more efficient service

- Information is displayed in a familiar Catalogue format with Chapters for clear organisation of product details

- Holds full product specifications and images including "thumbnails"

- You can pull in Third Party catalogues and reformat them to a standard look and feel

- A quick product code entry speeds the process of repeat ordering for your customer and/or your in-house service teams

- Users can search for products using straightforward word search terms

- "Drill down" lets your sales team explore all the steps and related information such as technical specifications associated with a given product

- Carriage calculation lets you determine the best possible postal options

Service

Monitor your stock levels and usage instantly

- Web Shop interfaces to our DISTRIBUTION system, giving you instant online information on stock availability and summary usage

- Alerts your team or your customer on stock outs and when items are back in stock

- Orders are processed seamlessly from the Web Shop "front end" through to warehousing, distribution and invoicing

- Gives you access to non-web orders status through direct access to the Swift Computing back end system

Payments

- Processes Credit Card payments, handles Account Based Orders and provides optional integration with WorldPay facilities

Administration

Web Shop does most of the administrative work associated with the process of managing orders and creating new accounts without manual intervention. Other key administrative tasks are handled via Swift Computing's, or your own third party, back-office system.

The administration interface handles inventory management and stock level updates from new deliveries. The administrator is presented with the catalogue from which they can choose product details and change inventory levels and status.

Project Planning

- We will investigate your needs and your expectations to produce a strategic report which becomes the blueprint for the Web enquiry, order processing and Business to Business modules. This phase includes consideration of "front end" web design.

- The Web based modules are then customised in line with this report to allow your customers only to access the information you have defined

Technology

- Designed for resilience, Web Shop works in Standalone mode if communications to the Swift Computing server are not available or the server is not online

About Swift Computing

From its set up as a developer of financial software in 1982, Swift Computing has grown to become an 80+ employees group supplying both major organisations and SMEs alike with flexible business applications software and services.

The company specialises in supply chain applications, working in close collaboration with its clients to deliver tailored solutions. Our Web Shop technology, coupled with the physical distribution services of sister company, Swift FM, means that Swift Computing can offer a package of services and software which is easily tailored to suit both a fast moving business environment and changes in our customers' own operational set ups.