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Lasernet

RETAIL

A RETAILER'S GUIDE TO PERSONALISED CUSTOMER DOCUMENTATION

FACT:
A 2015 study calculated that more than £105bn of retail sales are now influenced by digital, and that retailers whose services don't meet customers' expectations could lose more than £12bn a year.

Retail today is all about creating a positive sensory experience for the customer. An experience that goes beyond the store, online presence, and the products and services you expect to find there. Increasingly, it's about how you communicate with your customers in a personalised and meaningful way. As a successful retailer, you will have invested a considerable amount of time and resource ensuring your business systems meet customer demands and expectations. Yet, with day to day operations generating a wealth of data surrounding customers' purchasing habits and preferences, there are some less obvious customer touch points that also have the ability to make or break your brand. Could your customer documentation, and specifically the presentation of data based on customer preferences, be the final thorn in your side?

Whether your brand is high end or high street, the manner in which you communicate with your customer is another piece of the differentiator puzzle that supports your company's unique signature. Therefore, customisable creation of a range of business documents and marketing material - based on insight - is paramount in extending the customer experience beyond the point of sale.

It may seem like common sense, and doesn't sound too much of an arduous task based on the technological advances of today's back office systems, but then most of these systems have been designed around collection, storage processing and analytics; with customer receivable output being low on the list of priorities. But what if you had an affordable, practicable and easy way to use this business information to create documentation that effectively communicates your corporate branding and is both tailored and meaningful to your customer?

For retailers looking to become more competitive in the market, and more relevant in consumers' minds, Lasernet by Formpipe is an obvious choice.

5 REASONS WHY RETAILS COULD BENEFIT FROM LASERNET

1 Adapt to your customer's requirements. Lasernet can deliver your business documents in precisely the format and layout your customers require

2 Professional image supports the company's corporate identity in documents and reports. It reduces the need for pre-printed forms, reduces errors and increases quality

3 Lasernet is a future-proof solution, prepared for imminent format requirements and provides the means to deliver and archive business documents

4 Save money directly on the bottom line. Send most of your business documents automatically and electronically and benefit from saving on paper, toner, print and staff time

5 Take multiple inputs from a number of applications and systems simultaneously, facilitating centralised uniformity and control over branding and corporate identity, without the need for major integration projects

WHAT RETAILS CAN ACCOMPLISH WITH LASERNET

Retailers aim to win their customers minds and hearts within their communications, whilst remaining competitive and agile in their approach. How does Lasernet help them accomplish this, and what are some of the outcomes you might want to anticipate or plan for?

Marc Jacobs uses Lasernet to design and disseminate attractive, brand-rich documentation, including purchase orders and invoices, with flexibility, ease and precision. The fashion powerhouse currently has around 50 staff members using Lasernet to facilitate the customisable creation and communication of a range of business-critical documentation for both vendors and customers. Crucially, technical issues encountered using the basic output functionality contained within Dynamics AX, such as the formatting of data and the high levels of manual intervention needed, have been overcome thanks to Lasernet's user-friendly, customisable design, analytical reporting, automated mailing and archiving functionality.

FACT:
Retailers recognise there has been a massive power switch to the consumer and the need to deliver exceptional customer experience has become more important than ever.

REMOVING THE RISK AND ACCENTUATING THE PREDICTABILITY OF CUSTOMER COMMUNICATION

For the majority of retailers, the most immediate opportunity is centralised control in point of sale documentation. You have built value in your brand and retail experience only to be let down by the limitations of system generated invoices, receipts, packing slips and labelling. Lasernet can take output from existing systems both in the cloud, on prem or a hybrid mixture of the two and generate documents in precisely the format and layout your customers expect and require.

Take the following scenario. A customer has purchased from your online store, which is then routed through your back office system workflow. The order is processed and dispatched and accompanying documentation attached.

Example A:
Standard delivery Note

Example B:
Lasernet generated delivery Note

UNLOCKING INTELLIGENCE

As a B2B or B2C retailer, you have spent a great deal of time to design and implement intelligence within the back office systems. You're probably already processing and analysing customer data from your entire operation and hold meaningful insight. Lasernet can simplify the process of unlocking this intelligence to communicate more effectively with the right products and campaigns.

Your IT department is probably fully occupied with keeping the business running and unable to enhance output from the technology you rely on. With Lasernet, workload can be distributed across departments (such as marketing) to fine-tune the look and feel of your customer communications in their familiar business applications. This Frees up IT to simply "drag-n-drop" data elements from the back office to the completed form, unlocking the insight you already hold without having to undertaken complicated coding projects or makes changes to the back office systems. For example, include complimentary products based on customers previous purchases across multiple channels.

EARN YOUR STRIPES

Barcode generation is a critical function for many retailers, with the accurate production of labels for packing, delivery and returns notes being vital to many areas of a business, with fast, click-to-buy shopping at our customer's finger tips. Producing certain types of barcode, such as PDF417, has been notoriously difficult, with most back office system's standard output having real problems. Historically, the conversion of standard txt output from these systems in order to create the necessary codes for thermal label printers needed to be managed at every level to ensure precision as each had their own codes and commands. These obstacles are removed with the introduction of Lasernet. The development of plug-ins has overcome the issues suffered by the back office systems by generating these elements, making this process simple to configure, and enabling different print jobs to be sent to different printers, instantly.

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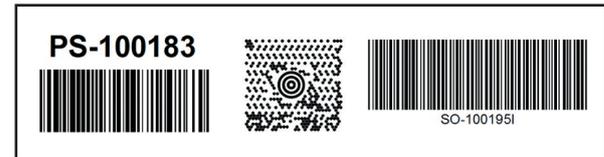
PURCHASE ORDERS

Creating a purchase order in the retail sector is not as simple as just placing data on a page and adding a header. Repeating headers, consolidation of lines from a vertical output into a horizontal requirement pose real problems. Further to that, adding subtotals per warehouse and making sure that all documents arrive at the right place in the right time compounds the complexity.

So what can you do? One way to overcome this efficiency obstacle is by feeding the output through Lasernet, which has been specifically designed to integrate seamlessly with most back office systems. With these connectors in place, many companies are now starting to see the advantage of manipulating the data before formatting to simplify the overall process.

This however, can only go so far but, by using the graphical drag and drop functionality encompassed within Lasernet, all formatting and corporate guidelines can be adhered to simply and easily – and with a few clicks of the mouse. This can easily be shown by the simple snapshot on the right.

TRANSFORM YOUR RETAIL DOCUMENTATION WITH LASERNET

Beginning today, you can realise the benefits of streamlining customer-centric documentation, which represents the true value of your brand. Together with the Lasernet technology and expertise, we have helped retailers such as Marc Jacobs to design and disseminate attractive, brand-rich documentation, including purchase orders and invoices, with flexibility, ease and precision. Formpipe Lasernet is a Microsoft Gold Partner and member of Microsoft's Technology Adoption Program (TAP), with over 2500 successful implementations worldwide.

TAKE THE NEXT STEP.........

FACT:
In the world of retail - cheaper, faster, better is no longer an aspiration, it's a necessity. Efficiency drives competitive success. The greater a leader's ability to streamline and create a 'flow' state, the better.

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