



On-Line Commerce Center is perfect for Order Management and Customer Service(CRM) for small and midsize businesses. It will automate daily processing tasks, enable first contact resolution to customer service inquiries, and provide consistent reporting across all order channels.

Order & Campaign Management

When order management is done right, it can streamline your entire fulfillment process, eliminating hours of unnecessary work.

It minimizes paperwork for your entire work force, enabling them to focus on results. It also ensures that customers get deliveries on time, boosting customer satisfaction and long-term loyalty.

Order Management Features:

Enforces Business Rules for releasing Holds, Resubmitting Declined Payments and (RMA) Returns

Auto-Ship Programs are selectable by client and creates new orders as each customer cycle matures

Batch Import/Export processing from Media Agencies, Web-Sites, Telemarketers, Fulfillment and other partners

Support for multiple Payment Processing Accounts

Supports Multi-Pay and Payment Plans

Shipment Processing interfaces with popular warehouse management packages and inserts Tracking Numbers for one click tracking

Notification Processing prepares Outbound Calling Queues and Emails based on Call Dispositions and Item Statuses

Campaign Management Features

Sources – Calls and orders are always sourced to their respective advertisement or campaign promotion.

Cross-Selling & Up-Selling – Products are classified and grouped by the way you want them to be sold and reported.

Custom Fields – Create your own fields with drop-down lists, date ranges or numeric restrictions to collect special data.

Continuity – Products optionally enroll into continuity (auto-ship) programs with options that allow you to customize a program to fit the customer's individual lifestyle.

Payment & Shipping Options – Strictly enforce rules for payment options for credit cards, checks, COD and terms down to the product offer. Our Country and State preferences allow you to control where in the world you can ship specific products.

Surveys – Our survey engine allows you to collect data with conditional branching to additional questions based on answers. Surveys can be attached to calls and orders or used for quality assurance.

Customer Service (CRM)

The diverse set of CRM (Customer Relationship Management) features allows you to locate customers quickly and perform support tasks with ease.

Enjoy a 360 degree view across all channels of customer orders and interactions. Our CRM also features a robust auto-ship/continuity engine that allows your Agents to customize a Customer's future shipments, including: changes to price, interval between shipments, and types of products to auto-ship.

With Our Customer Service You Can:

Provide an overview of Customer History and value with our Customer Detail Center

Have complete customizable control of your Continuity Programs and Installment Billing

Have an accurate Order History for each customer with required Reason Codes and Audit Trails

Have complete Return Merchandise Authorization (RMA) and credit tools

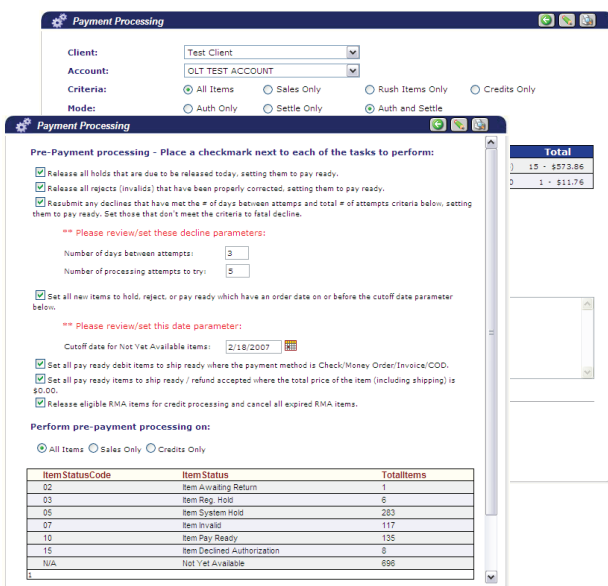
Automatically generate Notification e-mails based on Customer Service Activities

Schedule and assign Customer callbacks.

Monitor Agent And Campaign Activity Reports

Perform a variety of Customer Service Activities: holds, cancels, shipment tracking and much more...

Access your business worldwide with our 100% web-based secure access.



Overview Cont.

Multi-channel Order Management and Customer Service for Your Direct Response Business

Deployment Options: Which Version Works Best For Your Business?

On-Demand

If you're a start up or small business looking for a commerce solution for your growing or cyclical company, on-demand is for you. Flexible monthly service fees allow you to scale up or down the number of users to meet your current needs, saving you money. Users can work from any broadband or wi-fi internet connection.

Benefits:

- Low start up costs and monthly service fees
- No servers to maintain
- Access is Secure and Reliable
- Data is Protected and Backed Up for you
- Supports 5 to 40 concurrent users
- Add or remove users from month to month
- Same options available as On-premise version

On-Premise

An in-house installation is preferable for those customers who would like to have their information managed by IT staff, behind their firewall. This deployment option gives your team maximum control and flexibility to get the most out of your solution.

Benefits:

- Lower total cost of ownership
- Best performance for larger campaigns
- Same access anywhere as On-demand
- Great for business that need over 40 concurrent users
- Greater LAN performance and control to get the most out of your CRM application

Reports

Any good solution can capture data, but what really counts is its ability to present that data in easy to follow meaningful reports. On-Line Commerce Center delivers drill-down style reports that offer precise information to make critical day-to-day business decisions.

Our reports give you the insight to run all aspects of your business.

Use the Export Options to automatically open Reports in MS Excel and Acrobat Reader PDF format to combine with other data or documents.

Also supports HTML, XML and Comma delimited formats for more robust integrations.

- Campaign Advertising Source Reports
- Auto-Ship/Continuity Projection & Retention Reports
- Product Sales Reports
- Customer Service Activity Reports
- Payment Processing Reports
- Shipment Processing Reports

Autoship Retention By Fiscal Week																			
From 5/1/2005 To 6/1/2005																			
Row Total																			
Sequence	Initial	Pend	Actv	%SB	\$Gross	#Ret	\$Ret	%Ret	\$Net	Initial	Pend	Actv	%SB	\$Gross	#Ret	\$Ret	%Ret	\$Net	
Blank-1	3	n/a	0	0%	201	1	32	11%	201	3	n/a	0	0%	201	1	32	11%	201	
Autoship every 30 days																			
Cycle	#Ship	#Drop	Pend	%SB	%Cm	\$Gross	#Ret	\$Ret	%Ret	#Ship	#Drop	Pend	%SB	%Cm	\$Gross	#Ret	\$Ret	%Ret	
0	3	1	n/a	100%	100%	n/a	n/a	n/a	n/a	3	1	n/a	100%	100%	n/a	n/a	n/a	n/a	
1	2	1	0	67%	67%	194	1	32	16%	192	2	1	0	67%	67%	194	1	32	16%
2	1	1	0	50%	33%	97	0	0	0%	97	1	1	0	50%	33%	97	0	0	0%
3	0	0	0	0%	0%	0	0	0	0%	0	0	0	0%	0%	0	0	0	0	0%
4	0	0	0	0%	0%	0	0	0	0%	0	0	0	0%	0%	0	0	0	0	0%
5	0	0	0	0%	0%	0	0	0	0%	0	0	0	0%	0%	0	0	0	0	0%
6	0	0	0	0%	0%	0	0	0	0%	0	0	0	0%	0%	0	0	0	0	0%
7	0	0	0	0%	0%	0	0	0	0%	0	0	0	0%	0%	0	0	0	0	0%
8	0	0	0	0%	0%	0	0	0	0%	0	0	0	0%	0%	0	0	0	0	0%
9	0	0	0	0%	0%	0	0	0	0%	0	0	0	0%	0%	0	0	0	0	0%
10	0	0	0	0%	0%	0	0	0	0%	0	0	0	0%	0%	0	0	0	0	0%
11	0	0	0	0%	0%	0	0	0	0%	0	0	0	0%	0%	0	0	0	0	0%
12	0	0	0	0%	0%	0	0	0	0%	0	0	0	0%	0%	0	0	0	0	0%
Total	6	0	0	100%	100%	598	3	96	16%	592	6	0	0%	0%	598	3	96	16%	592

Future Expected Shipments By Fiscal Week													
Client	Product Group	Cycle	Rev Total	AGTY	Revenue	AGTY	Revenue	AGTY	Revenue	AGTY	Revenue	AGTY	Revenue
OTIS Insurance			5,000	576.00	1,000	576.00	1,000	576.00	1,000	576.00	1,000	576.00	1,000
	Autoship		5,000	576.00	1,000	576.00	1,000	576.00	1,000	576.00	1,000	576.00	1,000
		1	1,000	576.00	1,000	576.00							
		2	1,000	576.00			1,000	576.00					
		3	1,000	576.00				1,000	576.00				
		4	1,000	576.00					1,000	576.00			
		5	1,000	576.00						1,000	576.00		
Total			5,000	576.00	1,000	576.00	1,000	576.00	1,000	576.00	1,000	576.00	1,000

Architecture

Built on Microsoft's .NET Technology, On-Line Commerce Center is a versatile, web-based applications. By using an n-Tier architecture, our products are designed with four distinct layers that communicate together providing robust, scalable and secure web accessible applications.

Security

We use a roles and permission based set of security features that allow you to lock down access to menus and functionality, so only authorized employees gain access. Modifications to existing orders are logged with user identification, date and time stamp, and reason codes with comments that can be reported on for later analysis. Sensitive data, including, credit cards and passwords are masked and encrypted to protect them from hacking attempts.