



## Customer Service

Call Centre | MOTO | My Account | Order In-Store



**tradeit**  
ecommerce platform

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**tradeit's customer service suite centralises the management of mail, telephone and in-store ordering, alongside customer service processes. Using the customer service toolset, you can handle telephone, mail & in-store orders, manage returns, refunds, exchanges & customer service issues, while customers are also empowered to manage their own retail or B2B account including; orders (past and present), invoice payment, quotations, product reviews, subscriptions, payment details, master and sub account management, communication preferences, reminders, wish or gift lists and any personal information.**

The special call centre screens are accessible by any members of your team with the necessary permissions, with access to the call centre available through the ecommerce storefront, the same as if you were a customer logging in, albeit with additional functionality. Once in the call centre, your administrative staff can either search for a customer to log in as, or log in anonymously to register as a brand new customer, and carry out of tasks on their behalf including changing details, adding information or even placing secure orders on their behalf.

Not only that, **tradeit's** customer self-service features reduce the load on your business by empowering your customers with an enhanced set of tools that help manage their online account and orders. The rich My Account functionality contains powerful and flexible features specifically designed to cater for the separate requirements of both Retail and B2B customers and ecommerce sites.

## The benefits

- ☑ **Single view of customers**  
Process orders from all of your channels including telephone, mail, fax and in-store alongside your ecommerce sites.
- ☑ **Enhanced customer service**  
Enable your administrators to carry out tasks on behalf of your users, meaning they can sign in and replicate everything that your users can do including updating details, viewing orders or even placing secure orders.
- ☑ **Never lose a sale**  
Extend the reach of all your stores by having access to your entire range of stock, turning even your smallest store into one carrying all of your lines. Arm your in-store staff with endless aisle functionality on tablets or kiosks and let them order on behalf of your customers.
- ☑ **Self service**  
Empower your customers with features and functionality that allows them to answer questions for themselves, check on their current & past orders and update their preferences & details.

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The customer service suite allows merchants to focus on implementing the best customer service strategies features a host of tools to help them deliver it.

### ☑ **Update customer details**

Change or update any customer details including passwords, (*for security, passwords are automatically generated and an email is sent to the customer to retrieve, rather than the administrator ever knowing it*), billing, shipping and email addresses, and any communication preferences.

### ☑ **View and place customer orders**

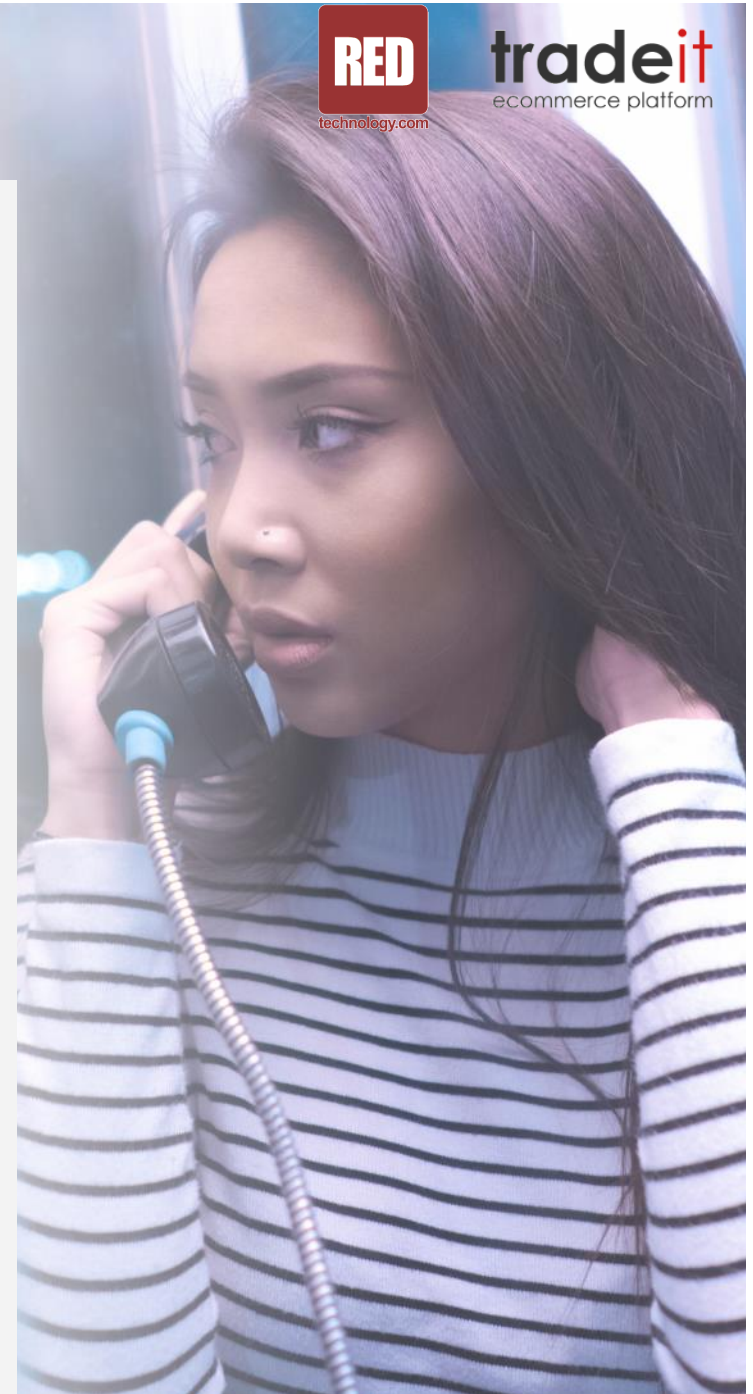
View existing orders or create baskets as a customer would and place orders for those who purchase online, via mail, over the phone or in-store. Ensure they are secure and comply with PCI-DSS by using services such as PCI-PAL, or in-store PDQ terminals, so your administrators never come into contact with sensitive customer information like passwords or payment card details. You can also restrict agents to only view and amend their own accounts. Agents can also override unit prices at the basket to instantly deliver additional, preferential pricing on an individual user level.

### ☑ **Manage returns**

View the status of a customer's returned items and their returns history.

### ☑ **Offers & Discounts**

Apply, or remove, any offers on qualifying orders created via any channel (online, mail, telephone or in-store) including selecting multiple free products and their variations (size, colour, flavour of products). Administrators can also debit or credit loyalty points on a user's account.



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## My Account

Empower your customers and let them take control of their online accounts with **tradeit's** rich retail and B2B My Account tools.

- ☑ **View and update details**  
View, change or update any account details including user details, order history and outstanding orders, passwords, payment, billing & shipping addresses, loyalty points (spend & save programs), saved baskets and any communication preferences.
- ☑ **B2B Tools**  
B2B users can also view or pay invoices, place quick or regular/repeat orders, create quotes, and manage master & sub accounts including adding other users, setting permissions, credit limits etc...
- ☑ **Wish / Gift List**  
Create multiple wish or gift lists, name them, add products to them, save them in their My Account and email them to other people.
- ☑ **Reminders**  
Schedule calendar reminders for birthdays, anniversaries etc... and receive an automatic email reminder x days beforehand.
- ☑ **Returns**  
View the status of returned items and their returns history.



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## Order In-Store/Endless Aisle

Never lose a sale by arming your in-store staff with tablet devices or using in-store kiosks, meaning you have access to your entire inventory from even the smallest of physical spaces, and can place orders on the shop floor for customer convenience.

- ☑ Orders placed online via tablet or kiosk device with payment taken in store via PDQ terminal. Authorisation code then entered online to complete order once payment is approved for completely secure transactions.
- ☑ Search stock at alternative stores or at main warehouse(s).
- ☑ Choice of fulfilment options such as standard home delivery, Click & Collect or Click & Reserve at store/alternative store.



Search stock availability at other stores or from warehouse whilst in store.

Order placed in-store via tablet device. Secure payment processed through PDQ terminal.

Order processed by **tradeit**.

Item dispatched from warehouse or alternative store.

Item delivered to address or to store for collection.

# Why Red Technology?



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Red Technology provides the ecommerce software and services necessary for a complete multichannel ecommerce solution encompassing ecommerce platform, consulting, design, development, systems integration, hosting and 24/7/365 support. We help retailers, manufacturers, distributors and wholesalers create a seamless ecommerce experience for their customers.



Class-leading ecommerce platform

Highly flexible and scalable **B2B & Retail ecommerce platform** with strong multichannel capabilities, rich functionality and a clear roadmap for future innovation.



Award-winning ecommerce sites

Over 15 years experience of delivering **best-in-class ecommerce sites** for our customers that are recognised, and rewarded, across the industry.



Complete ecommerce agency services

Complete range of ecommerce agency services from **Consulting, Design & Implementation** through to continued **Development, Hosting & Support**.



The company we keep

We work with some of the **UK's leading retailers, manufacturers, distributors and wholesalers** on both



Solutions built for personalisation & sales

Don't just take orders, actively **sell to your users 24/7/365** with our powerful marketing & promotions



Our expert ecommerce knowledge

We share our **insight into the ecommerce industry** gained over the last 15 years and **hundreds of successful website deliveries**.



Expert systems integration

Seamlessly joining together your critical business systems for **improved efficiency and ease of management**.



Proven return on investment

Delivering the tools you need for **substantial online growth** and a **significant return on investment**.



International expansion

Fully localised options for tax, language, currency etc... enabling you to **expand internationally into new markets**.

**Call us**

01865 880 800

**Email us**

[info@redtechnology.com](mailto:info@redtechnology.com)

**Visit us online**

[www.redtechnology.com](http://www.redtechnology.com)