Ecommerce for Builder's Merchants

Leading B2B, D2C and B2C ecommerce platform and solutions ideal for the building industry.

RED technology.com

tradeit features suited to Builder's Merchants.

My Account features for both Trade & Retail customers

Invoice Management: Allow your customers to view their invoices, download invoices, pay invoices online and use credit note to pay online.

Master & Sub user: Allow multiple users to order against the master invoice and set controls per user. E.g. what they can buy, does order need approving by master user .

Ability to automate promotional & tailored material to individual customers.

Regular Ordering/Fast Ordering : Make re ordering materials easy for customers, quick order functionality, regularly purchased items list, tailored catalogue, ability to pre order and manage back order via my account.

Credit Limits: Allow your customers to see their credit terms & available credit.

Pricing: The ability to provide different pricing for different customers & offer bulk pricing.

Quotes

Build & Convert Quotes: Any customer can build and convert quotes into a sale online by adding to basket.

Call Centre Tool: tradeit's call centre tool gives your office and sales staff the ability to have the same view as your customer. When customers call up for advice

Trade/Merchant Quotes: Ability for trade or merchant customers to generate quotes for their customers that can be transacted online. Trade customers can also build quotes for materials online, add their labour cost & email to recipient.

Quote Pricing: Can work with ex vat, inc vat, multi-currency.

Click & Collect / Click & Reserve from Branches

Click & Collect and Click & Reserve from branch stock, includes the ability to check stock levels at branch(s), see if nearby branch has stock if out of stock at first branch of choice..

Adjust time to collect based on stock movement between branches all done in real time (for one of our customers we do this for 125 branches).

Ecommerce for Builder's Merchants

Your product range

→ tradeit can deal with vast and complex product sets e.g. products available in different sizing, weights, dimensions etc.

→ Customisable products e.g. merchant branded products or materials cut to order.

Integration

→ We will ensure robust and tight integration with key back office systems, ERP, Warehouse management, CRM, Delivery portals etc.

→ Please see our integration capabilities here https://www.redtechnology.com/systems-integration/

Design - Stand out against other Merchants & Competitors

→ Completely unique design to you, no themes and templates. Give customers the familiarity of a builder's merchant layout but with your own look and feel .

Marketing & Promotional Tools – Personalise & Tailor each customers visit to your website

→ **Targeted items:** Push specific promotions, regularly bought items and content to individual customers throughout the website and their account based on numerous conditions, helping to drive conversion and AOV including.

◊ Source of traffic

◊ User activity on website

◊ User group membership

◊ Products in basket / spend level

→ **Customer specific products and Restricted catalogue:** customised products and product catalogues for individual customers or groups.

→ **Personalised Lists:** Allow your customers to see personalised product lists, regularly ordered products & materials for fast ordering.

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