



# AURIC SCM Client Interface

## Overview

The Auric client module works seamlessly with the Auric eCommerce website using client/server architecture. It is expandable and fully customizable to accommodate your business as it grows.

One of the greatest advantages of Auric's client software is that it allows your sales team to interact with customers in real time. This human interaction is vital to putting customers at ease, building trust, negotiating prices, answering questions, upselling, and handling other functions that would be impossible with a standard website interface. Plus, having a wealth of data at their fingertips allows your sales team to personalize each transaction and deliver higher quality customer care.

Our client software also gives you remote access to the Auric database via phone line or Internet connection... a great plus for sales staff working in the field.

## Features of the Auric Client

**Data Mining:** The single most powerful feature of the Auric client software, data mining allows you to analyze all customer transactions to find trends and patterns that you can use to guide your company's marketing strategy. The data collected includes:

- o Customer's address, relevant dates, interests
- o Detailed sales transactions
- o Affiliate referral records

This information gives you valuable insight into your customers' buying habits. And because all data is warehoused automatically, with minimal involvement from your staff, it's a thorough and cost-effective way to get to know your shoppers.

**Targeted Marketing:** Target your market with unmatched precision using information Auric gathers through sales records, opt-in registration, and online surveys. Create marketing emails that:

- o Announce sales and discounts,



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- o Target overstocked or discontinued items
- o Target market new products based on past purchases
- o Customize customer experience based on special occasions

**Flexible Discounts:** This Auric feature allows you to apply discounts using various criteria, such as:

- o Fixed dollar amount discount (ex: \$5 off)
- o Fixed percentage discount (ex: 5% off)
- o Fixed price reduction (ex: Was \$150, now \$99)
- o Quantity discounts (ex: 5 for price of 4)
- o External referral discount (ex: \$5 off if referred)
- o Time limited discount (ex: discount expires 5/6/03).

**Product Visibility:** With Auric, you can control product information access to specific categories of customers. For example, you can limit the viewing of items that are only for adults, police officers, pharmacists, etc.

**Real-time Product Quotes:** Auric records customer quotes in the system to give you a database of statistics that indicate interest in the product.

**Missed Sales Opportunity Tracking:** Find out which sales were abandoned and why. Did the prospect feel it was too expensive? The wrong color? Fine tune your product line and marketing with this important tool.

**Item Holding:** Just like at the store, your customers can request an item be put on hold for a set time to avoid losing it to another buyer. Auric automatically returns the item to inventory when the hold time elapses.

## Features

- o Seamless interface with your Auric eCommerce website
- o Live customer service
- o Real-time reporting of sales, inventory, and more
- o Data warehousing
- o Targeted, personalized email marketing
- o Flexible discount application
- o Missed sales tracking



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- o Item holding
- o Turnaround time tracking
- o Fully expandable and customizable to meet your growing needs.

