

Online Literature Fulfillment System

Client Need:

One of the nation's largest online financial, mortgage and banking firms required a web enabled ordering system that would allow sales personnel from all over the U.S. to order custom literature kits for prompt shipment to prospective clients. Orders were to include a custom cover letter electronically signed by the salesperson requesting the shipment. Sales personnel needed the option to choose from over twenty literature and marketing items to create a unique prospecting kit. Orders would need to build and ship on the same day for maximum results.

Our solution:

Replico utilized its existing WebShip fulfillment system to quickly implement a system.

A custom order page was designed to meet the client's requirements including pictures of available promotional materials.

Alert emails were implemented to notify sales personnel when their orders had shipped.

Custom cover letters, electronically signed, were printed with each order.

Order arrival times were established to allow time for kitting and shipment.

Material inventories were managed by Replico, utilizing customer forecasts.

Results:

Within four weeks, our financial client had a system to create custom sales tool kits their national sales force could utilize. Replico managed and produced all kit materials and established inventory reorder points to avoid stock outs. Replico maintains the web order page, adding and deleting items as requested. The site is hosted by Replico and is available 24/7. Extensive reporting tools are available to the client to monitor inventory and order flow. Shipment notifications are sent every 24 hours. The financial client has approached Replico to build order systems for other products it distributes.

About Replico

Founded in 1999, Replico is a leading provider of innovative, integrated supply chain services. We deliver a full range of services including print and package production, final assembly and testing, warehousing, fulfillment, logistics and returns processing. Our expertise in database technology allows us to provide state of the art web enabled solutions that integrate with customer systems to manage inventory and order flow requirements. Our services reduce client costs and deliver a positive out of box experience for the end user. Replico is proud to serve some of the nation's largest and most respected companies in the cable TV, software and financial services industries.