

The Wallace Haines Company

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Special Orders, Mail Orders and Courtesy Cards Create a Loyal Customer Following

Strategic customer service supports, informs, and rewards loyal buyers. Loyal buyers become repeat customers. And they like to be recognized. Loyal buyers sometimes have special requests. And they expect, as well as deserve, competent service.

Wallace Haines goes beyond special order fulfillment and delivers software tools for designing strategic customer service plans. A mailing list records customer interests and special shipping instructions. Reports inform customers of order status and alert staff to potential special order snags. Customer "Courtesy Cards" link sales to customers and award discounts or credit bonuses to repeat customers.

The Wallace Haines Company equips independent booksellers and musicsellers with tools for swift, flexible and effective customer service.

A program list follows:

Special Orders

Enter & Edit Special Orders
 Customer Status Reports
 List of Special Orders not Received
 Out-of-Stock Advisory Labels/ Report
 List of Redirected Special Orders

Mail Orders

Set up Subject / Customer Interest Areas
 Enter/Edit Customer Database

Mail Activity Report
 Mail Order Sales Register
 Mail Order Transaction Summary
 Generate Targeted Mailings

Memberships/Customer Courtesy Cards

Enter/ Edit Customer Courtesy Cards
 Accept Courtesy Cards at Point of Sale Stations
 Issue Credit Notices

Special Orders

Check stock availability and enter special orders in one smooth process--directly from the Stock Item Inquiry screen. Search auxiliary databases, such as Books_in_Print, Ingram, Alliance or AudioFile and immediately add new titles to the in-house title database from Special Order Entry.

Link special orders to retail customers (for notification), mail order accounts (for immediate charge and shipment) or institutional accounts (for packing lists and invoicing).

Receiving labels automatically mark filled special orders, reserving the earliest arriving copies for open special orders and printing notification labels with customer name and address.

Special order exception reports let

you discover and solve problems fast.

Filled special orders for mail order customers, distributors and corporation accounts post directly to To_be_Invoiced files for immediate sale by credit card, invoice or credit from deposit.

Track sales to Mail Order customers by customer name, ZipCode or area of interest. Conduct immediate on-line checks of customer order status from order creation, to item arrival, from invoicing to shipping.

Create Customer Courtesy Cards. Reward regular customers with discounts for purchases. Look up year-to-date sales activity for courtesy card customers.

Mail Orders

The Mail Order "cash register" simulates a retail cash register and adds mail-order features. The mail order cash register assigns each sale to a mail order customer. Within the mail order register, you can enter or edit a new customer. The mail-order register records customer credit balances, so you can record a payment with a check and reserves the balance as a credit amount under that customer account. The mail-order register, of course, accepts payment by credit card.

Maintain a customer mailing list with addresses, internal memo, credit card numbers, special shipping instructions, and subject areas of interest.

Set up subject areas. Link mail order customers to subject areas. Assign special discounts to subject codes. Define subject areas by grouping segments of the in-House database. Courtesy Card customers automatically receive Point-of-Sale discounts for each qualifying purchase.

Target customer mailings to specific subject codes or set up newsletter mailings and notifications to parts of your mailing list.

Sort mailing labels by customer name, zip code or subject area. Print a range of labels or selected labels. Exclude inapplicable categories. Limit labeling to active customers. Restrict labels to customers entered after a certain date.

If you arrange for a mailing house to handle an outside mailing, we can prepare a disk for the mailer.

Customer Courtesy Cards

Issue "Customer Courtesy Cards." Assign customer 'membership' numbers to card holders or scan in preprinted bar codes. Do quick, pinpoint searches of "Courtesy Card Customers" at the cash register. Enter new card members through the cash register program.

The "courtesy card" system is a flexible marketing tool. You can design incentive programs awarding discounts or customer credits based on purchased amounts. You can sell courtesy cards, fix expiration dates or issue them for free.

To reward loyal frequent buyers, you can automatically set up rules for customer credits. Frequent buyer credits automatically print at POS stations as soon as frequent buyers reach qualifying levels.

So unlike, airline frequent-buyer programs, loyal customers can get instant credit rewards instead of applying for earned rewards.

Case Studies: Wallace Haines Customer Service Software

Case 1: Master Inventory Lists and Customer Reports on the Internet Expand the Customer Base to Global 'Neighborhoods.'

A technical bookseller sends custom master inventory list and order status reports to the Internet. Inventory lists are open for browsing. Order status reports are secure--open only via special customer codes.

Case 2: Courtesy Card and Frequent Purchase Credits Reward Repeat Customers

An independent bookseller and musicseller in a competitive market rewards repeat customers with credit toward future purchases for each \$100.00 they spend. Tracking is automatic. At Point of Sale terminals, sales clerks scan in card bar codes. As soon as a customer reaches a preset buying level, a credit issues in their name.

Case 3: Targeted Mailings Reach the Right Customers

A MusicSeller with a large multi-state client base sends announcements and newsletters to customers with special

interests.

Case 4: Special Offers to Courtesy Card Customers

An independent BookSeller uses "subject codes" assigned to courtesy card customers to coordinate special sales available only to Courtesy Card customers.

For more information...

An **Accounts Receivable** module tracks sales and special orders to customers who pay by invoice.

The **Distribution System** creates packing lists, ProForma sales documents and customer invoices. Credit card payments post immediately to customer accounts. See the **Distribution System** packet.

See the **Point-of-Sale** packet for descriptions of cash register selling programs.