Industry
Solutions

Catalogue • Mail Order

Contents

The **key** to catalogue **success**

Maginus solutions give you a more streamlined, customer-focused platform for your catalogue and mail order business: a seamless, integrated sales and service environment that embraces the Internet, stores and other channels.

The Internet revolution was supposed to mean the end of traditional catalogue selling. Today's successful catalogue and mail order companies know that nothing could be further from the truth. Customers are as likely to browse a printed catalogue, and then order online, as they are to research products on a website and buy over the phone, through a retail store or from a trade counter.

It's a true multi-channel environment, whether you sell to business or consumers - and that puts an even greater emphasis on choosing the right IT system to help run your catalogue & mail order company. It's no longer enough just to be able to maintain a dynamic product database, and publish the results in print or online.

Customers want choice, convenience and service, and that means you have to know them better, make your products and services more accessible, and deliver consistently high service levels through every channel. You need to manage customer loyalty schemes across mail order, the Internet and stores; run promotions online,

in-store and in the media, and track the results; and be able to offer customer-focused services like scheduled delivery when a product isn't immediately available.

The key to success is managing customer satisfaction throughout the customer lifecycle. You can only do that by integrating all of the sales, marketing and fulfilment processes that create long-term satisfied customers into a single, seamless environment.

Maginus has a track record of success helping high-volume catalogue and mail order businesses become more efficient and customer-focused. Our customers use Maginus solutions to increase turnover and average order value; improve customer acquisition and retention; reduce cost-per-order; minimise inventory and increase order fill; and make dramatic improvements to critical processes like returns and refunds.

'Flexible, easily customised, and scalable, this broadly functional solution enables users to achieve high levels of customer satisfaction and increasingly profitable growth'
Ernie Schell. Author of the 'Guide to Catalogue Management Software'

maginus®
multi-channel retail & distribution

End-to-end solutions for
customer satisfaction

Maginus solutions give you a flexible, feature-rich IT environment in which your catalogue and mail order business can flourish. You get total control over the key processes that drive customer satisfaction and long-term profitability: sales, marketing and CRM; supply chain, logistics and warehousing; and financials and reporting.

You can manage your catalogue, customer, product and inventory information in a single system and make it available wherever it's needed - call centre, warehouse, shop floor or boardroom, in print and online.

Maginus gives you a wide range of specific functionality for catalogue and mail order processes, and built-in multi-channel capabilities that let you expand your catalogue operation seamlessly to retail outlets, trade outlets and the Web. The result is more consistent and more customer-focused selling through every channel.

Industry-specific features

Maginus solutions include a wide range of specific capabilities for catalogue and mail order companies. These are explained in the following pages:

- Catalogue management
- Customer and prospect profiling
- Campaigns, offers and promotions
- e-commerce integration
- EPOS integration
- Selling added-value services
- Customer loyalty schemes
- Continuity and subscriptions
- Extensive pricing and payment capabilities
- Anti-fraud capabilities
- Procurement cards
- High volume order picking and despatching
- Carrier integration
- Media management and metrics
- Returns management

Catalogue management

Maginus Catalogue Management gives you a single repository for product information and advanced capabilities for product and catalogue management. You get powerful tools for manipulating product data, product groups, specifications and prices. You can store structured information, such as product spec sheets, free text and product graphics and make the same accurate content available through printed catalogues, the Web, and to your customer-facing staff through the Maginus application itself. Your operators can see exactly the same information as your customers, whether its online or in a printed catalogue, which helps them provide an assured, accurate and professional service.

Maginus integrates with industry-standard Quark Express DTP software for the production of printed catalogues. You can publish catalogue content directly to your e-commerce website using Maginus' comprehensive, real-time WebStore module, or integrate your catalogues with third-party web applications via the Maginus Web Integration Server.

Customer and prospect profiling

Customer data is one of your most valuable assets - but only if you can capture and use it at every step in the customer lifecycle. Maginus lets you record all contact with customers and prospects through every channel - fax and post, by telephone and through the Web. It gives you instant access to complete customer histories, including sales orders, enquiries, quotations and returns, and makes it all available to your customer-facing employees alongside any relevant product, pricing and inventory information. Your employees are better informed, and as a result they're better able to deliver a high-quality, professional service every time.

Campaigns, offers and promotions

Maginus gives you in-depth marketing capabilities and a single point of control for campaigns, mailshots and promotions across multiple catalogues. You can design and implement campaigns quickly to respond to market opportunities and provide clear, concise screens for your telesales staff to work through whether they're collecting marketing information, taking orders or both. You can build in prompts with appropriate messages for cross-selling and up-selling, and make it easy for operators to work on several campaigns at once. Maginus also supports action series marketing, allowing you to schedule marketing activies such as direct mail and automatically generate the workflow actions, mailing lists and other information as required.

e-commerce integration

Because Maginus is designed as a multi-channel solution from the ground up, it makes it easy to extend a printed catalogue to the Web to create a seamless, multi-channel sales and service environment. You can give your customers all of the features they expect from a trusted online vendor: accurate product, pricing and availability information; seamless ordering, credit authorisation and email confirmation; real-time order tracking and online account management.

EPOS integration

Maginus lets you integrate your catalogue operations seamlessly with EPOS systems in your retail store or trade counter. With all of your critical business information controlled in the same system, you can ensure your customers get the same accurate, up-to-date service over the counter as they get through the call centre or website.

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End-to-end solutions for
customer satisfaction

Selling added-value services

Maginus solutions allow you to link services with physical products, seamlessly capturing the details required during the sales order process. You can integrate Maginus with personalisation, finance and other added-value services to create a more compelling sales proposition for your customers.

Customer loyalty schemes

Maginus lets you manage and control vouchers and other customer loyalty schemes. You can issue vouchers on an ad-hoc basis or as a result of preferred buying behaviour. Maginus also lets you automate bonus point schemes, allowing loyal customers to accumulate bonus points and redeem them against future purchases.

Continuity and subscriptions

Maginus lets you manage closed and open-ended continuity programs, subscriptions and one-off payments. Subscriptions can cover a fixed series or start at any time. Maginus also automates the renewal process, including renewal letters, reminders and proforma generation, and supports renewal cross-sell and up-sell as part of the process.

Extensive pricing and payment capabilities

Maginus solutions give you powerful and flexible pricing and payment capabilities. You can control even the most complex pricing and discounting schemes, including pricing across multiple catalogues, pricing according to catalogue and media selection, multi-buys and a range of other discount types.

Maginus lets you automate credit card payments, obtaining authorisation codes and settling payments without the need for user interaction. Maginus handles cash payments and trade credit as well as different VAT calculations for business and consumer sales.

Anti-fraud capabilities

Maginus offers a wide range of anti-fraud protection for credit card purchases, including CV2 and AVS checks, Verified by Visa and Securcode checking. Maginus can prompt operators to ask the relevant questions and guide them through the authorisation process, helping prevent potentially fraudulent purchases while ensuring a speedy service for genuine customers.

Procurement cards

Maginus includes full support for procurement card purchases common in the public sector and other large organisations. You can make it easy for these customers to make catalogue purchases within pre-approved payment limits. Maginus will generate detailed invoices with a full breakdown of products bought, prices, VAT and other information.

High-volume order picking and despatch

Maginus gives you enormous flexibility in order picking and despatch, with powerful features that let you manage high volume fulfilment operations efficiently and accurately. Maginus supports item or case picking from despatch notes, labels or picking lists; picking by individual order; cart picking, zonal picking and wave picking; picking by product (consolidated picking); and internal pickface replenishment. Picking lists can be generated from a huge range of criteria, with flexible control over picking constraints and integrated checks and alerts.

Maginus gives you the same level of control over despatch, with full automation or manual intervention for despatch confirmation, despatch note printing, delivery confirmation and associated activities such as Customs and Excise calculations and generating Intrastat records.

Carrier integration

Maginus lets you integrate despatch processes with your carriers, automatically producing carrier manifests and enabling real-time tracking and tracing of parcels. Your sales and service teams can see exactly where a customer's delivery is, helping them provide an informed and professional service, and - depending on carrier capabilities - your customers can also track and trace their parcels online.

Media management and metrics

Maginus solutions let you capture information about marketing campaigns and analyse their results against media and revenue. You can record media codes for multiple types of marketing activity during the ordering process, through any channel, and analyse order revenue against different media in order to hone your marketing efforts. Maginus lets you conduct RFM, propensity to spend and other major analyses and use the results to segment customers for future marketing activities - helping you focus marketing spend on customers most likely to generate a return.

Returns management

Getting the returns process right is essential for high quality customer service - get it wrong, and customers may switch to a different vendor or a more reliable sales channel. Maginus lets you provide a fast, efficient returns process with total control over returning stock, RMAs and credit notes.

Maginus lets you issue RMAs validated against the original sales order, despatch note or invoice, and check them against any existing customer warranties that apply. You can fax RMAs directly to customers and use Maginus to support your own collection of returning goods. Once the stock is received at your premises you can use Maginus to check serial and batch references, and manage disposition into a number of statuses according to its condition. You can then generate credit notes, manually or automatically, based on the original RMA documents.

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**multi-channel retail
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Maginus:

- Decades of retail & distribution experience
- Industry knowledge and technology leadership
- Successful track record with many long-term customers
- Wide range of services for customer projects
- Dedicated customer support teams
- Significant, ongoing investment in R&D

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