

Self-service Web portal cuts costs, increases service for food & beverage companies

Customers and vendors consult a single location to find related documents and answers themselves...control what content they have access to and track usage to ensure positive results

The Payoff

- Access diverse content and documents in a single location
- Decreases cost of resources to answer customer questions
- Track interest and effectiveness of sales promotions

The Basics

Doing more with less might be a new concept for some industries. But for food and beverage manufacturers and distributors, it's a principle that has been embraced for a competitive edge. These organizations are known for using a single tool in multiple ways to improve customer service and reduce operating costs across departments. A growing supply chain and distributed work force has made this practice a necessity to continue to grow and remain profitable.

The Challenges

Critical business content – like invoices, purchase orders and sales information – is often spread across departments, locations and even companies. This leads to problems not just for the manufacturer or distributor, but for vendors and customers as well.

- Questions about payments, invoices and other service issues take staff away from new work and slows processing cycles
- No single point of contact frustrates customers and hurts customer service
- Sales teams publish customer promotions, but rely on disparate distribution and have no way to track interest

The Solution

Although the problems are diverse, there is a single answer to solve them all. By implementing a self-service Web portal as part of the OnBase document management solution, customers and vendors consult a single location to find related documents and answers themselves. Just as importantly, you control what content they have access to and track usage to ensure positive results. Even increase the value of existing SharePoint by integrating it with OnBase to automatically route content to customers and vendors.

End interruptions from requests for documents

Interruptions happen. Whether it's an e-mail from a friend or a phone call from a colleague, they take staff away from work – and hurt your productivity and bottom line.

But some interruptions are avoidable. Every day, your staff handles phone calls and e-mails from customers and vendors with requests for documents (or information about documents). After tracking down the information and answering the question, it takes time for staff to get back into the groove of their everyday work, draining your resources.

A Web portal from OnBase makes it easy for customers to find everything they need in one place.

With a self-service Web portal from OnBase, however, you can reduce interruptions from vendors and customers. Instead of calling you to request information about a document, like an invoice, for example, your vendor logs on to a secure Web site for answers. You control what content they can access and how they can use it. The result keeps users happy and staff focused.

Provide a central location for answers

Keeping customers satisfied is tougher today than ever before. A Web portal from OnBase, however, makes it easy for customers to find everything they need in one place. You determine what content customers can access – like order forms, records of previous transactions, even images of shipping labels – and they serve themselves. With one place to find everything they need, most customers will call only when bigger problems arise.

Promote and track sales campaigns from a single location

Driving revenue is at the top of every food and beverage company's "to-do" list. Unfortunately, no matter how great a new campaign may be, promoting the new sales tactic is usually a challenge. Spreading the word about a new campaign is a decision often left to each sales representative. This means that your sales promotions not only go out in variety of formats (e-mails, faxes, etc.), but also puts the details of the promotion at risk as well.

A Web portal from OnBase can solve this problem. The portal lets you post all information and content surrounding a new promotion in a single location, and lets you track the promotion's success. The result is consistent messaging, increased visibility and – ultimately – higher revenue.

Why OnBase?

OnBase solves similar challenges across diverse departments. Built for a global marketplace, OnBase is accessible whether users are in the office, at home or on the road.

- Enables vendors and customers to access diverse content and documents in a single location
- Decreases resources spent answering vendor and customer questions
- Tracks effectiveness of and interest in sales promotions

time to make a difference.

Get more information out of existing business applications. Reduce, even eliminate, wasteful, redundant tasks. Now you can spend your time on the things that really matter. That's effective document and process management.

That's the OnBase difference.

Learn more at Hyland.com/foodandbev

OnBase
a Hyland Software solution