



Which store has it in stock? An affordable answer for retailers.

A common question asked by a customer ready to buy is do you have product X in stock? If not, which other branch has it or when will you get it in? This is a moment of truth, and depending on how you answer this question can be the difference between a sale to a delighted customer or a disgruntled customer telling their friends horror stories about your perceived lack of customer service.

A friend passionately told me of one such horror story when she asked about the availability of a specific item at a large retail chain. She was told that the item wasn't in stock at the store she had called, and that she should contact the other stores in the chain to see if they had the item in stock. After calling over twenty alternative stores, each time being told they didn't have the item in stock either, she was extremely frustrated and her opinion of the retail chain had plummeted.

Imagine how delighted she would have been, had the first store she called been able to look up a single stock list for all locations and been able to direct her immediately to alternative stores that had the item in stock or completed the sale and arranged for the item to be delivered from an alternative store on her behalf.

When a store manager from the retail chain was asked why they weren't able to tell stock availability for other stores in the chain, the store manager responded with a common misconception that this would require an expensive new stock control system that only big business can afford.

Most businesses have the information they need for a central stock list within their business already. They already have systems that record purchases, sales and manage inventory. However, this information is often spread over several isolated computer systems.

Using data export facilities of your existing software, and internet technologies, inventory and sales event information can be securely transmitted to a central collection point from any location. At a minimum this information can then be distributed as a single consolidated stock list report. Alternatively by storing the information in a database, authorized people can securely connect to a web site, enter the product they are searching for and get an immediate answer on what stores currently have the product in stock.

By leveraging off the information and software you already have, and bridging the gap by quickly getting the information from where it is collected to where it is needed, you have an affordable solution that will delight your customers as your sales staff find what your customers are searching for, whichever store it is located at.

Find more information at **www.solutionsfound.com.au**

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we listen, we deliver, and we prepare your business for tomorrow.**