

# Fact sheet



## WebConnect

### Connect to the world

Achiever's WebConnect pack plugs your Achiever system securely into the Internet. With it, you can automatically capture and process all email and web enquiries from your customers and electronically exchange documents with other companies.

WebConnect slashes postage, handling and administration costs and reduces the time it takes to respond to customer requests from days to minutes. Easy to install, it will further extend the return your organisation gets from its investment in Achiever.

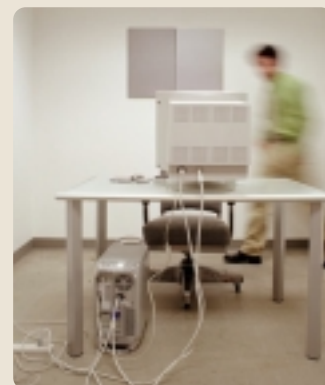
#### What it does

- Automatically captures and processes enquiries arriving by web or email
- Automatically extracts information and attaches it to the appropriate contact in the Achiever database
- Caters for mass distribution of electronic documents or email mailings
- Automatically responds to enquiries by pulling requested information from Achiever
- Supports electronic exchange of documents in email, HTML or Adobe Acrobat formats

#### How you benefit

- Give your customers more choice and a faster service that's available 24/7
- Postage, handling, data-entry and administration costs are slashed
- Manage your own email and web marketing campaigns instead of using costly external agencies
- Improve communications with suppliers, customers and partners to produce a shorter, more efficient supply chain

**“I was surprised by just how easy it was to install WebConnect. It's really cut the time and effort it takes to deal with email enquiries”**





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## Marketing automation

Email mailings are a very cost effective way of gaining wide-spread awareness for your products or services. WebConnect gives your marketing department the ability to manage mass email mailings themselves, rather than relying on expensive external agencies.

Whether it's a response to one of these marketing campaigns or a service enquiry, WebConnect can be quickly configured to intercept, log, action and reply to enquiries that come from your web site or via email. Data entry is minimised as all the relevant information is automatically extracted and entered onto the Achiever database along with any actions necessary to respond to and follow up on the enquiry. WebConnect can then send an automatic, tailored email reply to the enquirer, with any requested attachments.

## Ecommerce enabled

WebConnect is the engine that can power your move into e-commerce. Order information submitted through your web site can be captured and passed automatically to your accounts system.

As well as taking orders, WebConnect can really improve customer service by giving your customers the ability to manage their own enquiries 24 hours a day, 365 days a year – at minimal cost to you! By pulling information from your accounts software\* or your Achiever system, WebConnect can automatically respond to delivery status enquiries, order enquiries, balance enquiries, product and pricing enquiries, as well as automatically scheduling in sales or service visits requested by a customer.

## Web support

WebConnect cuts your costs and gives your customers greater choice by letting them log support issues via the web. The issue is captured and automatically entered into your Achiever system, where the nature of the problem is determined and an action created for the appropriate support engineer. You can also impress customers with your proactive service by using WebConnect to keep them automatically informed of the status of their enquiry at any time.

## Document exchange and distribution

Pull your company into the 21st century and automate your supply chain with WebConnect. WebConnect supports EDI (Electronic Data Exchange) allowing you to securely exchange email, HTML and Adobe Acrobat electronic forms and documents with all your suppliers, partners and customers. By accelerating and automating communications, you'll save huge costs in reduced paperwork, administration and data-entry.

You can also use WebConnect's EDI facilities to provide an automated document service for customers. Whether they want your latest sales brochure or to subscribe to catalogue updates, you can use WebConnect to respond to their enquiries and to mass distribute documents, such as catalogues, when they become available.

\*Requires the FinanceConnect pack to connect Achiever to your accounts system

**Saves money, saves time,  
improves service. WebConnect  
does it all!**



### Want to find out more?

Contact us now for a demonstration!

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Visit [www.achiever.co.uk](http://www.achiever.co.uk)

