

CCTOPS: The Custom Countertops application



CCTOPS, The Custom Countertops application is used by Countertop manufacturers to leverage the power of the Internet to add value to their business by making the Sales Process simpler, faster and more efficient.

CCTOPS Value Propositions...

CCTOPS leverages the power of the Internet to enable you to:

INCREASE THE EFFICIENCY OF YOUR OPERATIONS

- Increase the productivity of your Sales Process.
 - Automate Order generation
 - Cut the cost of your existing Order generation processes
 - Capture Order data electronically for better business processes and better management decisions

GROW YOUR TOP LINE

- More efficient sales practices
 - Immediate Information availability
 - Better Sales Follow-up
 - Customizability
 - Faster response and turnover times.
 - Lesser mistakes.
- Better Incentives management

BETTER CUSTOMER SERVICE, LEADING TO HIGHER CUSTOMER LOYALTY

INCREASE THE EFFICIENCY OF YOUR OPERATIONS

The CCTOPS application helps you, the Countertops Business Owner, to increase the efficiency of your operations. This could add value to your business in the following ways.

INCREASE THE PRODUCTIVITY OF YOUR SALES PROCESS

Automate countertop order generation.

CCTOPS helps you fully automate your order generation process. Countertops orders are generated by the on-the-field Sales Persons (or, occasionally by the Customer directly). These are directly and immediately available to your manufacturing shop. This eliminates the administrative costs of paper based work orders. All this is available online at each sales person's desktop and at the manufacturing shop.

Empower each person with the information they need.

There are 4 critical players in this business. The Customer, the Sales Person, the Manufacturing Shop, and the Business Owner. Each requires his own set and subset of information. The customer needs to know the estimate, the delivery date and of course, the status of the order. The Sales Person would require the list of Customer sin his area, the statuses of his orders, order estimates that can be relayed immediately to a prospective customer along with estimated delivery period. The manufacturing shop needs to know the current orders, what are the prospective orders in the pipeline. You, as the Business Owner need information to select out your outstanding Sales people, find out where bottlenecks are, plan for the future and to know what your customers want. CCTOPS helps you capture this information and let it be available to the relevant people.

Capture more data for better business processes and better management decisions at a lower cost

CCTOPS helps you capture electronic data at the Order generation level in a much easier and less expensive process than before. This means that you may now capture data about your field operations that you could not collect before. This newly available data could be put to use to improve your business processes and help your organization make better management decisions.

Using simple intuitive interfaces, data is easily captured in electronic format over the Internet. Significant cost savings are made from the elimination of the labor intensive retyping of paper forms (if at all) and of course those dreaded faxing and re-faxing of orders. Data is also more accurate because the 'error generating' faxing process goes away.

GROW YOUR TOP LINE

MORE EFFICIENT SALES PRACTICES

In an increasingly competitive business environment, the difference between closing the deal or not relies on your sales force's ability to provide your prospects with accurate and pertinent information. To do so, your salespeople need to instant access to your latest enterprise data.

Close the deal there and then.

The CCTOPS application allows your salespeople to have instant access to your entire catalog, price list, and inventory levels. They may configure and price customized offerings that best fit your prospects' needs. If need be, they can create rebates on the spot to help close the sale. Once the deal is closed, the order is booked into the application, for automatic transmission to manufacturing and delivery.

Provide best of class sales follow up.

In todays zero stock and make to order business world, building durable business relationships depends on committing to delivery dates and respecting them. By configuring your CCTOPS application to your inventory levels, manufacturing shop resources and other factors, you can do just that. Your Customers are told if a specific order could be manufactured, and when they can expect to receive their order.

Customize it.

Different customers have different needs. This is especially true with the countertop cutouts. Occasionally a customer would require cutouts that are nowhere else to be found. The CCTOPS application allows your Sales persons and Customers flexibility to order non-standard Cutout shapes and

dimensions.

Better incentives management.

A Sales person is motivated when there is recognition and reward for his efforts and results. The CCTOPS application could help you and your Sales force keep track of their sales numbers. Steering their efforts towards specific products is also made easier.

Lower the turnover time.

By providing online and immediate order information to the manufacturing shop, the order gets processed faster and subsequently delivered faster, significantly lowering your turnover time.

Cut down those errors.

Orders entered through CCTOPS is not only more accurate because the 'error generating' faxing process goes away, but also because all data entered by the sales person is verified there and then, thus drastically reducing the amount of error. *Above all this, the application can generate a comprehensive report and preview of each ordered countertop before being submitted.*

**BETTER CUSTOMER SERVICE,
LEADING TO HIGHER CUSTOMER
LOYALTY**

According to McKinsey & Company, the cost of "acquiring" a new customer is six times that of creating similar business with an existing satisfied customer. Also, loyal customers are more profitable because they are less price sensitive. CCTOPS will definitely increase the quality of your service.

Key Features...

Mimics the real world scenario.

The CCTOPS application has been created keeping the real world

scenario. The forms and displays are as close as possible to the real world forms and displays that the Sales People are used to.

Easy Maintenance and Configuration.

The CCTOPS application is intuitively easy to configure and maintain online. You could configure the entire set of Countertop profiles, the cutouts, the available shapes, accessories, special services, and your list of customers over the web.

Separate Laminates Database.

The Laminates Colors (Materials) are maintained separately and can be independently configured and maintained.

Show them the picture.

A picture can speak a thousand words. CCTOPS not only allows your customers to select a Laminate color online, but also shows them how exactly their Countertop would look like, by creating a two-dimensional to-scale image of the Countertop.

Immediate Estimate and Expected Delivery time.

The order estimate and delivery schedule can be obtained even before finally submitting the order. All this within a span of few minutes, if not seconds.

Online help.

The online help and intuitively designed screens make this application easy to use for any person familiar with the Internet. Besides the usage of help messages at important fields and functions, makes this a very user-friendly Internet application.

Hang on... I want to make some changes to that order.

With the traditional faxing or phoning or posting process, there was no way the salesperson could create the order and still keep it pending for further

change. The advantages could be many. Take one example, the customer orders something today, but the Sales Person knows that there is definitely going to be changes. By using the CCTOPS application he could just log the order as is and keep it as a draft and as soon as he feels the order is final can submit the order for processing. Thus helping the Sales Person better manage his orders without having to search his diary for which specifications were ordered earlier.

Driving Business Value...

For a Countertops manufacturing company, the Sales process of these countertops often is complex, time consuming and costly. Usually, the Sales person fills out printed forms for the Countertop order and faxes these to the Manufacturing shop where these orders are processed. The problems with this process are:

- i. The orders are often incomplete with some specifications missing.
- ii. There is no possibility of the Sales person making changes to the order, once the fax has gone (except, by the way of another fax!).
- iii. Often, estimate for the cost and delivery time may not be immediately available. Somebody has to go through the order details before an approximate cost and delivery time could be provided.
- iv. There are high communication costs.
- v. Possibilities of errors are high. Errors not only lead to Material wastage, but also to unnecessary delays and customer dissatisfaction.

The CCTOPS application tries to simplify this process by using the

Internet. The Sales person can just log in and place his or her orders over the web. The orders can also be saved as drafts, which can then be later changed before submitting to manufacturing shop for Processing. CCTOPS also gives the Sales Person the advantage of previewing a to-scale image of the Order and also get an approximate Cost and Delivery estimate (and all this, immediately!). In addition, the advantages to the entire process are many:

- i. The Manufacturing shop gets to know of the order as soon as it is submitted.
- ii. The mistakes during order logging will reduce significantly.
- iii. The Sales person gets an online record of the statuses of various orders that have been placed.
- iv. Communication costs would significantly reduce.