

Channels® by BlueLink Solutions is a complete CRM system that is personalized for beverage distribution companies. Based on the best business automation platform today, Channels® is built on top of Microsoft Dynamics 365® CRM Solutions to deliver to you 360° customer knowledge and definitely higher retention rate.



QUICK ORDERING

Sales Agent can quickly and easily place a new order for calling customers using a single screen product configurator. Tools such as [Repeat My Last Order], helps the agent to quickly copy the last order this customer placed by one click.

A customer can be assigned a pricelist that reflects his discount level and automatically applied to his orders.



AUTOMATIC SCHEDULING

Scheduling is advised automatically for each order based on production and delivery capacities, which can be configured on a daily, weekly or monthly basis.

Advised delivery date is made available for the call center agent while taking the order, which helps him to give accurate promise to the customer on when will the order get delivered.



AUTOMATED PROCESS

Built-in automated Order fulfilment process that is customizable and capable to connect multiple teams (warehouse, logistics, finance, sales, etc.) with step-by-step activities to prepare and deliver the ordered items.

Logistics team can be notified to pick delivery requests based on geographic locations, which increases fleet utilization ratio.



SMARTEST KYC

With every order a customer places, the system automatically tracks **average consumption** of each ordered product. This great feature helps you forecast future orders for each customer.

When a customer is late ordering his usual product quantities, an [Out of Frequency] process is **Automatically** triggered, assigning the call center team a reminder to call this customer for ordering follow-up.

Best in Class CRM Solutions

- Sales
- Marketing
- Customer Service
- Social Listening
- Marketing Portal
- Productivity Features
- Extensibility & Integration



Microsoft Dynamics 365 Certified Solutions

- Customer Engagement
- Social Marketing
- Mobile Apps
- Contact Centers
- Rewards & Loyalty
- Online Surveys
- Complaint Management



“ Unless conventional merchants adopt an entirely new perspective – one that allows them to integrate disparate channels into a single, seamless omnichannel experience – they are likely to be swept away. Successful companies will engage customers through **omnichannel** retailing: a mashup of digital and physical experiences. ”

Customers are

57%

through the buying process before they engage

Omnichannel retailing is the way forward for retailers seeking to satisfy customers who increasingly want everything



CUSTOMER MOBILE APPS

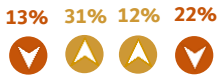
Get them closer to you

SOLUTION
ALL
IN
ONE

Why do you need a mobile app?

> Mobile is the growth channel

People mostly ordering using their:



“Consumers prefer electronic ordering channels. Mobile Ordering are getting more trendy year to year”

> E-Channels are better customer service



Connect with your Customers

Keep your customers connected through online ordering mobile apps. Put yourself not just on their minds, but in their pockets as well.

Get your own application and engage with your customers on a whole new level

- Present your products & services
- Distributing latest news or discounts
- New marketing, social and sales channel
- Covers all platforms
- Data stored in one place – no duplicates



- Multimedia Support
- E-Commerce
- Location Services



App features for Loyalty Programs

Capitalize the value of your potential clients with your own loyalty app. With loyalty cards, coupons and deals, available on the phone, customers can easily manage all their reward programs from one place, without the worry to loose plastic or paper cards.

- Barcode, 3D, ID loyalty cards
- Scan the barcode to instantly load the loyalty card
- No need to carry plastic cards
- Protect loyalty cards with a passcode
- Reminder for card expiry
- Check-ins, and sharing on different social networks, Facebook, LinkedIn and Twitter
- Push notifications, text messages, and emails
- Available on iOS and Android





CONTACT CENTER

Keep in-touch with them

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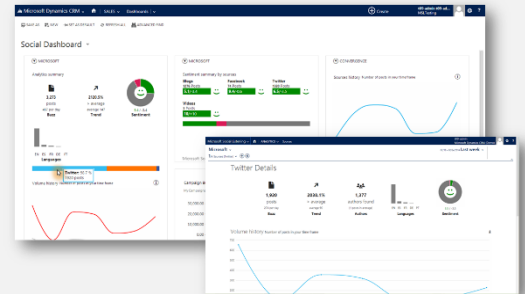
Multi-channel Contact Center Integration



- ✓ **Syncing Call Information**
Automatically post all call information to a customer's record, removing the need for reps to do so manually, and setting them up for successful interactions in the future.
- ✓ **Inbound Record Retrieval**
Automatically populate agent screens with a customer's record the moment a call is connected, enabling them to deliver fast and informed assistance to clients, without delay.
- ✓ **Embedded Click-to-Call**
Add a convenient click-to-call button to every customer record, removing the need for reps to search for and manually dial a client's contact information.

Social Connector

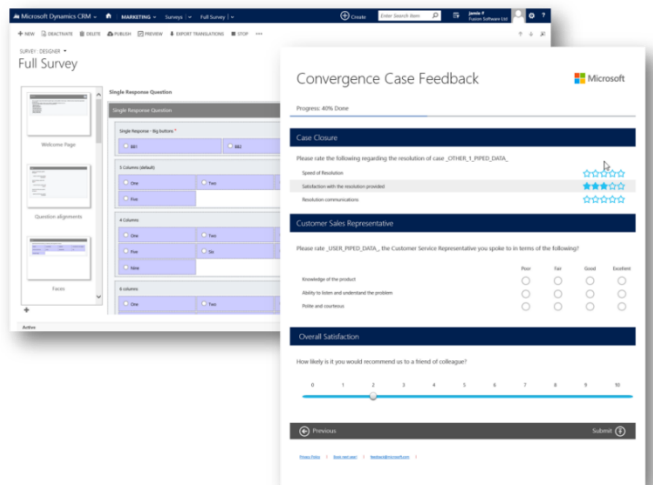
Add artwork to your campaigns and publish it to social networks. Define Landing Page for every post to track responses and interests.



Voice of the Customer

Microsoft Dynamics CRM introduces a new survey designer that to create and send out questionnaires to collect feedback from customers about your products or services. Customers can take a survey on a phone, tablet, or computer. When a customer completes a survey, rules in Dynamics CRM can trigger follow-up actions that occur immediately. Survey responses are stored with a customer's record in CRM, so your teams see the customer feedback history as they work a sale or resolve a service case.

The survey analytics included with the Voice of the Customer for Microsoft Dynamics 365 solution helps you to use customer's feedback to identify gaps in service, run targeted marketing campaigns, or send offers to increase sales.

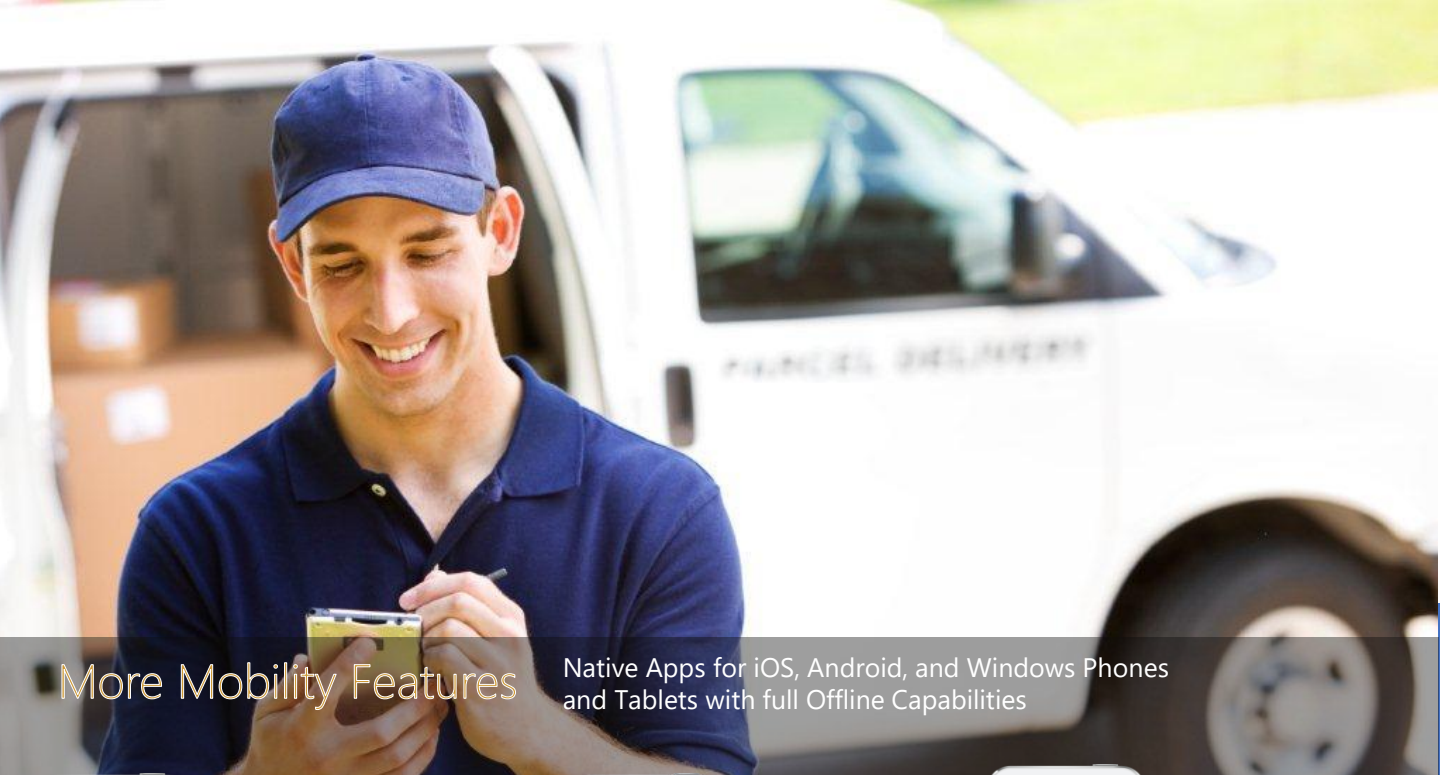




OUTDOOR SALES

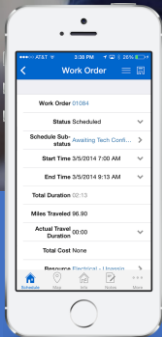
Powerful tools for road warriors

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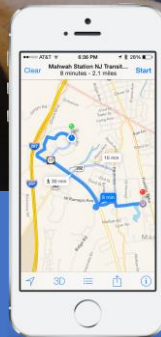
More Mobility Features

Native Apps for iOS, Android, and Windows Phones and Tablets with full Offline Capabilities



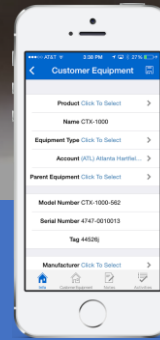
Intelligent Orders

Reduce sales order creation time with automated work processes. Data validation ensures data integrity and guided workflows increase the speed and consistency of service activities.



Turn by Turn Directions

Reduce travel time and expenses with route planning using turn-by-turn directions



360° Customer View

Access key information including customer contacts, equipment, past orders or assets and more.

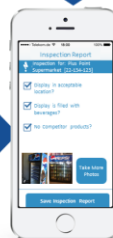
On-Field Cooler Inspection > Easy . Secured . Live Updated



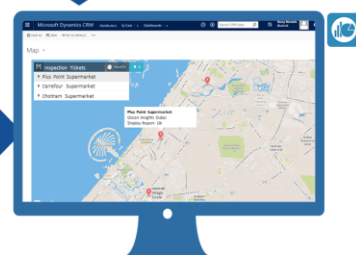
1 With one-click QR Code scan, the mobile app will immediately find the exact record of the cooler and display useful information about the Merchant where it's located



2 Next, you can fill a quick check-list for the inspection report. You can also put some notes and attach media. Mobile app supports also hand-written notes



3 Captured results will be instantly communicated to the back-office team, where they can spot geographic KPIs of the captured inspections and initiate a case management process





SUBSCRIPTION OFFERING

Packages tailored for you

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IN
ONE

Features	Basic	Contact	Connect	Premium
Core Features <i>Internal management features for your employees</i>				
Enabled System Users	5	5	5	5
Customer Management	✓	✓	✓	✓
Order Management	✓	✓	✓	✓
Product Catalogue	✓	✓	✓	✓
Pricelists & Promotions	✓	✓	✓	✓
Coupons Sales	✓	✓	✓	✓
Marketing Lists	✓	✓	✓	✓
Basic Cooler Tracking	✓	✓	✓	✓
Complaint Management	✓	✓	✓	✓
Internal Web Interface Access Anywhere	✓	✓	✓	✓
Microsoft Outlook Integration + Offline Mode	✓	✓	✓	✓
Microsoft Excel Integration	✓	✓	✓	✓
Email Integration	✓	✓	✓	✓
Reports & Dashboards	✓	✓	✓	✓
Free Support	✓	✓	✓	✓
Contact Center Features <i>Multi-Channel Customer Communication</i>				
Integration with your telephony system		✓		✓
SMS messaging		✓	✓	✓
E-Channels Features <i>Enable Engagement</i>				
Branded mobile apps for your customers			✓	✓
Branded self-service portal for your customers			✓	✓
Sales automation mobile apps for your sales team			✓	✓

Channels™

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