



Sales Pattern Analysis



The Need

An important part of customer relationship management is understanding customers' buying patterns, not only what products they buy but how many and how often.

The Solution

Sales Pattern Analysis offers easy access to key customer information in a form prescribed by the user.

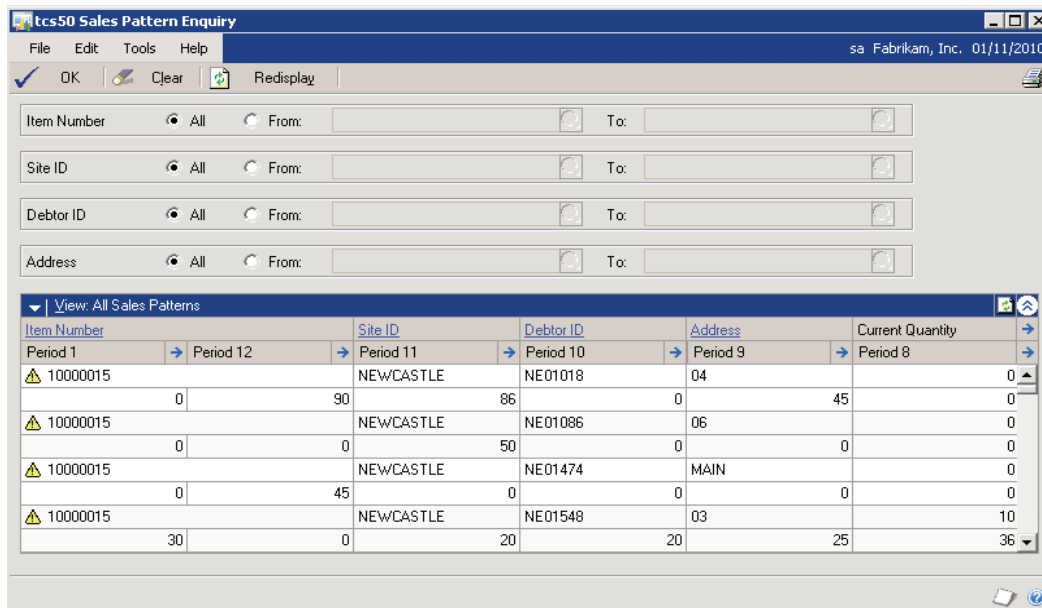
Key Features:

- Sales period definition

Provides the facility to identify meaningful time slots into which a sales history can be accumulated from ship to address level.

- Sales pattern inquiry and report

A summarized Sales Pattern Enquiry screen enables the user to view a summary of transactions by period. There is a drill-down to enable the users to see the transactions associated with these summaries.



Item Number	Site ID	Debtor ID	Address	Current Quantity
10000015	NEWCASTLE	NE01018	04	0
10000015	NEWCASTLE	NE01086	06	0
10000015	NEWCASTLE	NE01474	MAIN	0
10000015	NEWCASTLE	NE01548	03	10

- History take-on

An update routine to bring existing sales transactions into a summarized history.

- Sales pattern warning

A facility to set a rule in SQL that identifies exceptional conditions arising from the sales pattern and alert the user to those items where further investigation may be needed to identify why sales have fallen.

- Links to catalogue sales

When used in conjunction with m-hance Catalogue Based Sales these sales period summaries are available as columns of information in the user configurable item search screen.

What It Means For You

- Interactive selling

Easy availability of sales pattern information at order entry time enables users to sell more interactively by quickly identifying those items where sales should be anticipated.

- Enhance customer service

Helps users provide better customer service by being able to identify for customers the products that fit their needs.

- Proactive customer management

Provides an early warning to management of a possible change in buying behavior by a customer, which may indicate they are buying elsewhere or their needs are changing.



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