

GENESIS

enterprise



Genesis eCommerce One Stop Solution

Omni-channel Customer Experience

Vouchers/Gift Cards/Loyalty Schemes can be redeemed across all sales channels. The customer's engagement with the brand is seamless whether trading in store or online.

Repeat Sales and Customer Loyalty

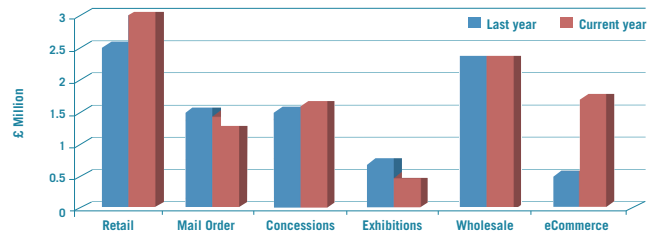
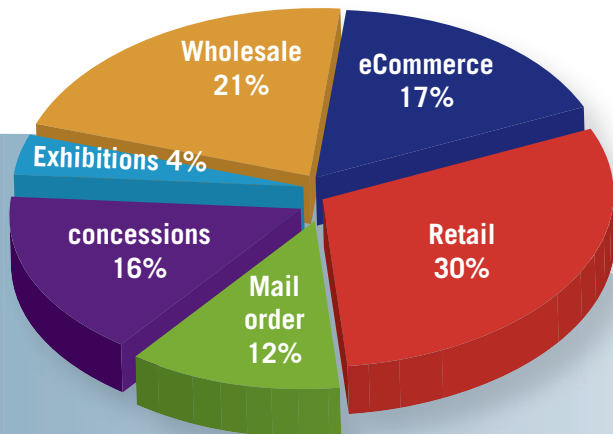
In store or online customers are saved in one database. This holds their contact data and historical buying patterns. Targeted promotional emails can then be sent for repeat sales and enhancing customer loyalty.

Common Reporting

The web store is treated as any bricks and mortar store, so sales can be compared and analysed within one common format in one place for fast and accurate decision making.

Saves Time

There is no need for double entry of products, prices, images, descriptions and stock positions. Data is entered once into the Stock Management System and instantly reflected onto the web store.



Support in One Place

We support the whole system. No need to call different companies and waste your time managing interfaces. You focus on your business and we deal with all the system for you.

Real Time

Product data is transferred in real time onto the web store so stock levels are accurately displayed online. This means that customers are not disappointed when they place orders to be then told it's not in stock.

Robust Solution

Data is not lost via interfaces from different systems. Updates and system changes are done by one organisation that knows all aspects of your system and your business.

Esperus Systems has been supplying solutions to the Fashion Industry for over 30 years. One of a few UK based companies that offer ePoS, Retail, eCommerce, Wholesale and Production within the same package, specifically for the Fashion Industry.

With the launch of their integrated eCommerce module, they now offer a complete One Stop Solution, where the stock management system and the eCommerce web store are one. This saves time and money and provides a single channel to capture customer data and provide customers with a seamless and consistent brand experience, whether shopping online or in store.

"We took the decision to introduce the Genesis integrated eCommerce solution as we have been a long term user of Genesis, and understood its power as a stock management system. When redesigning and renewing our website, we wanted to simplify our business processes by having a single stock control system integrated across our wholesale and online retail businesses. Changes made in Genesis to products, prices, stock etc., are updated instantly on the website, and corresponding sales data is passed instantly to Genesis, with results available within its reporting suite. We can ensure that our stock control matches the needs of our wholesale and online retail sectors, and with confidence that stock is up to date for our online customers. Having just one place to call or email for support is easy and time-saving from our point of view. The system is working well, website stock is always up to date, and we see the benefits of simplicity and integration".

Robert L Craig, Finance Director, mini-la-mode.com

mini-la-mode

ESPERUS

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