

## The Perfect Order

### What is the “PERFECT ORDER”?

What does success look like? What does the perfect order look like to our customer's employees? Is it simply a quick order delivered on time? Is it based on dollars? Would the perfect order be one where we have no returns? Would the perfect order have any exceptions?



**Forrester Research, Inc. states, “The perfect order can come through any channel, at any time, from multiple types of stakeholders, engaged in a consistent brand experience, selecting the right product or service with the correct quality and configuration that meets the acceptable levels of quality for the stakeholder’s entitled pricing policy, supplied from the agreed-upon sources, delivered to or installed with the right customer within an agreed-upon period of time to the correct locations in the most appropriate packaging that includes the right documentation over the right frequency with an accurate invoice/order that can be returned via any channel for warranty claims against defects based on agreed-upon service contracts that address repairs and efficiently collect and settle invoice.”**

Shew... pretty specific, wouldn't you say? Is all of that really necessary to create a perfect order? The answer is yes, to some degree. There are twenty different items in the Forrester Research description that must be addressed on every order.

Below are the 20 concepts of the perfect order. More specifically, numbers 4-14 focus on the actual order in the system and high-light what goes into making the order processing so important to EECO:

Forrester Research Concept	What that means to EECO:
1. Through any channel, at any time	Omni-channel: phone, e-mail, fax, internet
2. Multiple types of stakeholders	Field techs, CEOs, purchasing agents
3. Consistent brand experience	EECO message, consistent processes, service, reliability
4. Selecting the right product or service	Product knowledge and needs analysis
5. Correct quality and configuration	No more, No less
6. Meets the acceptable levels of quality	Reliable products
7. With the stakeholder’s pricing policy	Pricing accurate, always
8. Supplied from the agreed-upon sources	Buy American, Foreign, are substitutions allowed?
9. Delivered to or installed with the right customer	Accurate ship-to address
10. In an agreed-upon period of time	Accurate Pick/Ship-date, All necessary shipping instructions
11. To the correct location	Accurate ship-to address
12. In the most appropriate packaging	EECO boxes, fill/packaging, right sized
13. Includes the right documentation	Packing slip, easily located in/on box, shipping labels
14. With the right frequency	1 quote, 1 acknowledgement, 1 packing slip, 1 invoice
15. Followed by an accurate Invoice/order	All information needed for payment included
16. Returnable via any channel	Easy, seamless returns process
17. Warranty claims against defects	Returns for causes outside of our control only
18. Per agreed upon service contracts	Per vendor’s warranty periods
19. That address repairs or replacement terms	Per vendor’s warranty terms
20. To efficiently collect and settle invoices	The only reason for non-payment should be customer funds

Ultimately, success in this goal is a satisfied customer from quote to payment. Each one of the 20 details, if not taken into consideration, will undoubtedly end up with an additional unnecessary communication from the customer; most likely, dissatisfied to some degree.

By ensuring every order is processed as “The Perfect Order”, we increase the strength of the EECO brand in our customer’s eyes.

**AIM TO WRITE THE PERFECT ORDER WITH EVERY ORDER, EVERY TIME!**

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