SANDERSON

IT Software & Services

Elucid

Specialist Multi-Channel Retail Software

The digital backbone of the connected retailer
connecting every part of your business to your customers

sanderson.com

Next **generation** retailing

Achieve true multi-channel and omni-channel success

Elucid is a specialist multi-channel software solution that integrates ecommerce, marketplace and retail store sales with back office fulfilment operations, giving you complete visibility of your customers and business. It allows you to achieve cross-channel success and to provide your customers with the choice, convenience, consistency and service they demand.

Choice – Elucid helps you maximise sales by providing your customers with the optimum choice of sales channels, integrated with a single back office system.

Convenience – With over half of all e-retail traffic coming via smartphones and tablet devices, the Elucid solution provides ecommerce, mobile and in-store sales channels and flexible delivery options, offering unparralled convenience.

Consistency – Customers shopping across multiple sales channels expect the same high level of service across all channels.

Customer Service – Elucid ensures that your back-end operations live up to your customers' expectations – streamlining your order fulfilment processes, providing accurate stock information across multiple locations and delivering an effective multi-channel returns strategy.

We were able to double sales volumes with Elucid with no performance issues whatsoever.

Getthelabel.com, discounted designer fashion etailer

Retail stores

eCommerce

In-store technology

Mail order

Mobile

Market places

Self-service kiosks

Digital signage

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The **digital backbone**
of the connected retailer

Delivering real benefits for your multi-channel retail business

Elucid provides all the functionality you need to run your multi-channel retail business. It helps you to increase cross-channel sales, whilst delivering supply chain efficiencies and improving customer experience. What's more, Elucid's business intelligence dashboards give you instant visibility of your business and the detailed knowledge you need for effective decision making.
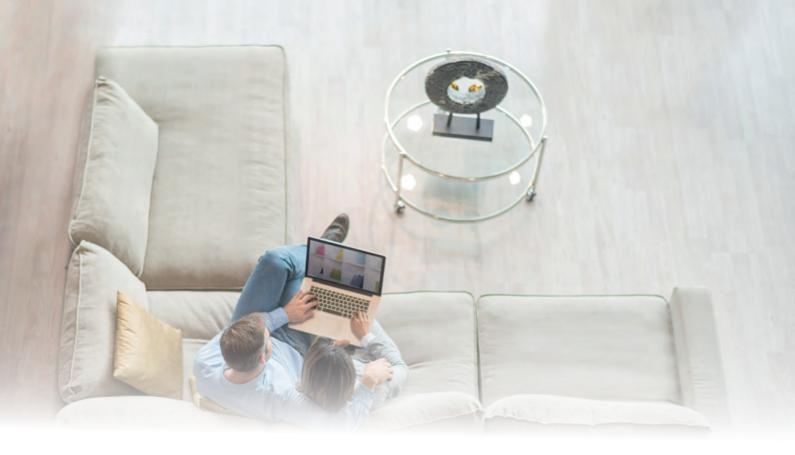
What can Elucid do for you?

- Save time – a single integrated system offers your customers consistency across all channels, saving a significant amount of time with zero duplication of effort
- Increase revenue – and grow your business by maximising choice, convenience and customer service across all sales channels
- Gain control – business intelligence reports give you visibility and a foundation for decision making
- Achieve a single customer view and enhance service levels

- Develop long term relationships – with customers and suppliers
- Generate operational efficiencies – using a single system across all channels
- Exceed expectations – with all the right tools you can deliver a seamless, cross-channel customer experience
- Deliver a return on investment – increase profitability through sales growth and improved customer service and loyalty
- Train staff quickly – Elucid is easy to use; permanent and temporary staff can be rapidly trained
- Maximise security of transactions – reducing fraud risk for your business and offering peace of mind for your customers
- Optimise inventory – with visibility and improved stock control
- Deliver more targeted promotions – to increase customer spend and loyalty

Buying & merchandising

Warehouse management

Business intelligence

Foreign markets

Marketing

Analytics

Forecasting

Multi-channel order management

CRM

Financials

Fulfilment

Responsive websites

Click & Collect

B2B

Payment gateways

EPoS

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eCommerce **Mobile**

Online sales

Elucid provides an exceptional multi-channel ecommerce platform utilising the latest responsive technology, ensuring an optimal viewing experience across multiple devices and platforms. The system offers intuitive tools to help maximise sales across all online and offline channels.

- Secure, real-time integration with other Elucid channels and back office systems for accurate information
- Customer-centric system – your customer is in control of order, payment and tracking
- Multi-brand website capability – diversify into new markets or manage all brands from one central system
- Secure payment gateway, 3D secure and PCI ready, ensuring compliance with frequently changing regulations
- SEO features – canonical links and copy, enhanced SEO, micro data, site maps
- Comprehensive promotional options to increase sales enquiries, conversion rates, basket values, cross-selling and up-selling, and customer retention
- Security/fraud checking
- Powerful search capabilities and customisable navigation to ensure products are found quickly

- User friendly system, easy to maintain, with no need for specialist web expertise
- Excellent 'my account' functionality and customer reminder service
- Multi-currency options for global transactions
- Targeted online promotions to boost order value and encourage customer retention
- Access essential CRM with detailed customer information, tools to manage customer interaction and target marketing
- Sophisticated customer profiling techniques – demographics, buying patterns, RFM analysis, returns history and many more

Driving sales in-store

Elucid makes it easy for customers to browse products online, with product information and reviews, store locators and stock checkers.

- Click and collect – customers can buy and reserve items online and collect in-store, reducing distribution costs whilst increasing additional sales by encouraging customers in-store
- Allows customers to check stock – joining up online and offline data drives significant in-store sales
- Discounts and promotions encourage customers to visit the store

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In-store retail

Elucid EPoS provides a single customer view across all sales channels, at any touch point. Connect your in-store and digital channels to drive sales and provide a seamless shopping experience.

- Easy to use screens, faster transactions
- Secure, PCI ready payment processing
- Fast capturing of customer details into CRM via EPoS
- Multi-channel returns management
- Gift, loyalty card and other promotional schemes
- Click and collect services
- Sophisticated enquiry function
- Company-wide view of future purchase orders for out of stock items
- In-store ordering for out of stock items

- Stock management – stock transfers, queries, group stock figures
- Real-time visibility of stock

In-store technology

Elucid avoids lost sales by providing in-store ordering, so customers can instantly buy from the full range online utilising the latest in-store technology.

- iPad and mobile apps
- Self-service kiosk apps
- Digital signage apps

"

Now we can identify all our customers in-store and provide the highest levels of service. It's the key to multi-channel retailing, joining up your customer interaction points and recording the entire customer journey. That's what Elucid is all about.

"

Aspinal of London, British luxury leather brand

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Mail order **catalogue** distance selling

Mail order sales

Rapid processing and clear visibility of customer orders helps you deliver an amazing customer experience.

- Access key information within two clicks – for all sales order environments
- Accurate stock information – offers alternative products instantly for out of stock items
- Back orders for out of stock items are automatically created with crucial lead time information
- Promotional offers; product personalisation; gift wrapping and messaging; multiple payment types; secure PCI ready payment processing; substitution analysis, gift card and loyalty point schemes

CRM and customer services

Elucid helps you strengthen customer relationships, so you can increase customer satisfaction and grow order values.

- Achieve a single customer view with all related purchasing information, ensuring a consistent customer service experience

- Capture the maximum amount of customer information, from the minimum time at the check out
- Analyse your marketing campaigns and measure response rates
- Utilise postcode demographics
- Access individual and departmental views of customer accounts including call backs and responses

Marketing and communications

Elucid provides you with innovative tools for creating promotional campaigns and personalised offers for customers.

- Extensive customer profiling, including demographics, buying patterns, returns history, postcode areas and more
- Elucid RFM analysis identifies your most valuable customers
- List extraction – of email and mailing addresses and record activity for campaign analysis

"

By integrating our delivery and returns process we have improved our overall customer service and experience.

We are now able to offer increased delivery options and the time it takes to deal with returns has been reduced by at least 50%. "

Kingstown Associates, specialist multi-brand catalogue retailer

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> *We have achieved a single stock vision, supported by a single supply chain, with transparency of prices, stock data, promotions and sales across all operations and channels.*
>
> *JoJo Maman Bébé, multi-channel retailer of maternity and babywear*

Supply chain

Supply chain management – buying, merchandising and warehouse management

Elucid delivers a supply chain solution combining procurement, warehouse management, logistics and forecasting to ensure maximum product availability, with the shortest possible delivery timescales.

- Manage supplier relationships, monitor performance and optimise purchase options, with suggested purchase orders and direct despatch
- Warehouse management designed for all sizes of B2B and B2C businesses, offering flexible configurations for pick and pack operations and more sophisticated barcode and RF task managed solutions
- Forecasting and re-order calculations ensure products are always available
- Unlimited warehouse, store and bin locations, supported by a configurable inventory management system which streamlines warehouse operations and minimises inventory levels
- Resource management – simulated picking and real-time view of current workload, enables better resource planning

- Automated inventory movement with full traceability for goods received and despatched
- Over 15 carrier integrations – with recalculation functions for best price and best delivery; extensive carrier selection rules; manifests; and tracking via email and website

Reporting and analytics

Elucid provides over 100 standard business intelligence reports presenting detailed, easy to understand information on which to base important decisions.

- Improved decision making process and timescales
- Enhanced customer service using real-time customer information
- Increased control of your business, instant access to critical business information
- Set key performance indicators to keep your business on track
- Identify new market trends
- Create a more responsive business, using reliable information for decision making

Elucid customers

Fashion & Footwear
Office, Joe Browns, JoJo Maman Bébé,
Cosyfeet, Walktall.co.uk, Topgrade Sportswear,
The Savile Row Company,
Joseph Turner, Getthelabel.com

Horticulture & Garden
David Austin Roses, JE Haith,
SE Marshall & Co, Bloom

Homeware
Scotts & Co, OKA Direct,
Kingstown Associates, WCF

Gifts
Aspinal of London, Thorntons,
Beaverbrooks The Jewellers,
Hotel Chocolat, Astley Clarke

Tools, DIY & Electricals
Axminster Tools & Machinery,
Rutlands, Russ Andrews

Lifestyle & Leisure
Ribble Cycles, House of Bruar,
Shore Watersports, Farlows

With more than 350 customers, Sanderson is one of the UK's leading providers of software solutions to the retail market.

If you would like to find out more about our multi-channel retail software solutions, or to arrange for a demonstration, contact us on:

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