Microsoft Dynamics NAV for Retail and Ecommerce

Microsoft Dynamics NAV provides an end-to-end solution for Retail. No matter what size your business, your stock needs to be managed effectively, and if you're serving your customers across more than one platform then it needs to be monitored across them all. The emphasis is on providing a seamless customer experience, as if a customer likes your brand/customer experience they are much more likely to return and spend money again. Our solution provides the framework to manage the behind-the-scenes processes and to improve that all important customer transaction. In this factsheet we will review the challenges the market faces, the key features of our solution, and the benefits for you.

At PragmatiQ Solutions, we understand the challenges Retailers face:

- Ensuring customer engagement across channels
- Lack of real-time inventory visibility and overall stock control
- No single view of the customer across all channels
- Segmented supply chain processes
- Disjointed customer experience between online and in-store
- Operating with B2C & B2B sales channels
- Wasted employee productivity - manually inputting figures and analysing overlapping, unintegrated platforms
- Increased customer churn - if customers can't get the info they want in timely fashion, or regurlarly experience difficulties, they will be less likely to purchase from you in the future

KEY FEATURES:

- Omnichannel customer experience by integrating sales channels
- Data connects across channels to generate an end-to-end view of customers, sales and inventory
- Integrated POS system for all devices
- Rich Power BI and reporting capability to gain overview of your entire business
- Up-to-date inventory with automatic replenishment and intelligent inventory management
- Overview of all stores - sales data, stock levels, pricing, employees and more
- Automated financial transactions from all sales channels to reduce time spent on bookkeeping
- B2B ecommerce and wholesale channel capabilities
- Marketing campaigns based on customer data for re-engagement through special offers

Microsoft Dynamics NAV Dashboard

BENEFITS:

- Reduced inventory levels - you can always check your inventory level and order new goods whether you are in office, at home or on the go. Inventory can be controlled through streamlined reorder processes and easily transfer goods from one location to another.
- Prevent missed sales - you will know when a product is running low of stock and can manage it before it affects the customer experience. Companies who have real-time inventory have seen up to 11% increase in sales.
- Authentic customer relationships - access end-to-end view of your customers, such as purchase history and online behaviour, enables you to market to your customers with relevant offers that are consistent with their previous purchases and preferences. Customers will feel that when they are contacted, the offers are relevant.
- Increased customer satisfaction - give your customers the oppurtunity to use the channels they want, when they want, through a true omnichannel experience.
- Empowered employees - provide your people with all the information and resources to be effective. Less manual inputting means more time on other important tasks. Stats show that companies that engage both their employees and customers, gain a 240% boost in performance-related business outcomes.