

# Sample Business Proposals



## Process Improvement Sample Proposal

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## Customer Service Process Improvement

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Nextology, Inc. needs to purchase an upgraded software system that integrates customer service, accounting, and ordering all from the same site.

This is required to realize an increase in sales and customer loyalty by making it easier for our retailers to shop from the distribution center.



# EXECUTIVE SUMMARY

## The Objective...

Improve customer satisfaction by improving our web interface.

- ◆ **Need #1:** Updated merchandise descriptions and product photos for all our catalog offerings.
- ◆ **Need #2:** Updated web page with easy to follow navigation and clear links to the customer service department.
- ◆ **Need #3:** Ability to allow retailers to buy our wholesale products directly via the web instead of faxing or calling in orders.

## The Opportunity...

To realize an increase in sales and customer loyalty by making it easier for our retailers to shop from the distribution center.

- ◆ **Goal #1:** give retailers secure access to their accounts online.
- ◆ **Goal #2:** allow retailers to browse the catalog online and perform powerful product searches.
- ◆ **Goal #3:** allow retailers to order directly from the distribution center via the web, creating a fully automated means of customer orders and invoicing.

## The Solution...

Purchase an upgraded software system that integrates customer service, accounting, and ordering all from the same site.

- ◆ **Recommendation #1:** Contract with NeoWeb Interactive Solutions to develop a new interactive website.
- ◆ **Recommendation #2:** Update online catalog and obtain new product shots from manufacturers.
- ◆ **Recommendation #3:** Integrate accounting and warehouse inventory into new system.





# S A M P L E

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