



MCS Customer Web Portal builds customer loyalty, cuts costs and generates additional revenue

At a glance:

- Builds customer loyalty and increases satisfaction**
Provides 'up-to-the-minute' and accurate information for your customers to deliver a better customer experience.
- Improves customer service**
Empowers your customers by giving them password-controlled access to their own hire contracts and account information in realtime, 24/7.
- Additional revenue stream**
Gives customers the ability to order from your online catalogue when it is convenient for them.
- Improves cash flow and speeds up query resolution**
By enabling customers to view copies of invoices and explanatory billing text and signed PoDs online.
- Increases efficiency**
By making technical documentation, current safety certificates and signed PoDs available to customers online.
- Creates a competitive advantage**
By making your hire company more attractive and professional to prospective customers.
- Fast and easy implementation**
Minimal training and configuration plus full integration to your MCS hire software application.
- Valuable marketing tool**
Monthly statistics enable you to identify and target customers with high, low or no usage. Also extends your company brand.

Fully integrated with MCS-rm and MCS-vr, the leading hire software solutions from MCS, MCS CWP (Customer Web Portal) enables you to create a unique customer web portal quickly and simply for your customers. A customer web portal is a private, secure, customisable online website where you can offer information and do business with your customers, anytime day or night.

A value-added service

With MCS CWP, your customers have total visibility of their entire contract history and they can gain access to important contract (figure 1), invoice and account information. They can browse your online equipment catalogue to hire or buy, obtain quotes and raise on-hire and off-hire requests at their convenience.

Putting your customers in control of their hire and sales requirements not only empowers them, but enhances their satisfaction and loyalty and increases your revenue.

As a result MCS CWP helps you deliver a more efficient and value-added service. It also improves efficiency, performance and productivity within your hire operation by reducing errors, saving time, boosting sales, increasing revenue and lowering costs.

Furthermore MCS CWP represents a significant competitive advantage because it offers a real point of differentiation for prospective customers looking for the most efficient hire company.

Figure 1 - Customers can see a complete list of equipment they have on hire.

Contract No.	PO Number	Site Name/Address	Plant Code	Description	Rate	Quantity	On Hire	Off Hire	Tracker
01-100707	2	DBC Marlow Marlow Bypass	XH62009	Demolition Hammer	£ 45.00/Week	1	01/08/2007		
01-100355	123	Marlow Bypass Thames House	26D001	Electrically Powered Articulated Boom	£ 40.00/Day £ 130.00/Week	1	15/04/2004		
01-100308	6186714	MCS Thames House	105003	Scaffolding Stabilisers	£ 1.00/Week	10	23/01/2004		
01-100307	6186714	MCS Thames House	105002	Scaffolding Braces	£ 1.00/Week	10	23/01/2004		
01-100306	6186714	MCS Thames House	105000	200mm Castor	£ 1.00/Week	15	23/01/2004		
01-100305	6186714	MCS Thames House	105006	Scaffolding Floorplates	£ 1.00/Week	10	23/01/2004		
01-100305	6186714	MCS Thames House	105002	Scaffolding Braces	£ 1.00/Week	10	23/01/2004		
01-100305	6186714	MCS Thames House	105003	Scaffolding Stabilisers	£ 1.00/Week	10	23/01/2004		
01-100305	6186714	MCS Thames House	105000	200mm Castor	£ 1.00/Week	10	23/01/2004		
01-100106	1234567	David Bryant (Construction) Limited New site work	0033	Carpet Cleaner - c/w Hose / Wand / Upholstery ATT	£ 18.00/Day £ 36.00/Week	1	13/07/2003		

A valuable marketing tool

Quick to deploy, a customer web portal puts you in control with totally configurable data access and customer information. You can even create additional introduction pages promoting your hire company and services even before your customers log in. This not only helps build customer loyalty but also achieves a greater presence in the marketplace for your business.

Once logged on via their own web browser, customers can view, amend and update their account, password and personnel details as they wish. Security is assured with each customer having their own unique password and username.

What's more, using statistics generated by MCS CWP, you can target customers that display little or no online activity to encourage them to benefit from 'out of hours' information and trading.

An additional revenue stream

MCS CWP enables you to put your entire product catalogue online so you can benefit from an additional, low-maintenance revenue stream. Your customers can browse your catalogue (figure 2) in their own time to view equipment images, detailed product specifications and associated documents and information, such as rates and accessories, before obtaining quotes.

In addition, MCS CWP has a quick and simple online ordering process thanks to a unique 'Hire Now' button. This lets the customer specify quantities and accessories, as well as check and confirm pre-agreed rates, delivery addresses, on-hire data, order number and contract details before ordering.

Figure 3 - You can easily run personalised customer reports, such as a weekly snapshot of equipment on hire.

Job	Contract	Equipment	Qty On Hire	Delivery Date
21 Sainsburys job	01-100306	105000 200mm Castor	15	23-Jan-2004
21 Sainsburys job	01-100307	105002 Scaffolding Braces	10	23-Jan-2004
21 Sainsburys job	01-100308	105003 Scaffolding Stabilisers	10	23-Jan-2004
8912 Teurbeg Wind Farm	891200004	0P003 - Paul Spicer - Crane Operator	1	22-Aug-2008
8929 Gold Coast	01-100975	105006 Scaffolding Floorplates	40	8-Mar-2010
8929 Gold Coast	01-100975	2402706 Scaffold Tube 3001- 3500	20	8-Mar-2010
8929 Gold Coast	01-100975	2402711 Scaffold Tube 5501 - 6100	50	8-Mar-2010
8929 Gold Coast	01-100976	1050008 200mm Castor	25	9-Mar-2010
8929 Gold Coast	01-100976	105002 Scaffolding Braces	40	9-Mar-2010
8929 Gold Coast	01-100976	105003 Scaffolding Stabilisers	20	9-Mar-2010
8929 Gold Coast	01-100976	105010 Couplings for Scaffold Platform	10	9-Mar-2010
8929 Gold Coast	01-100976	3404801 Economy panel 1500x350	10	9-Mar-2010

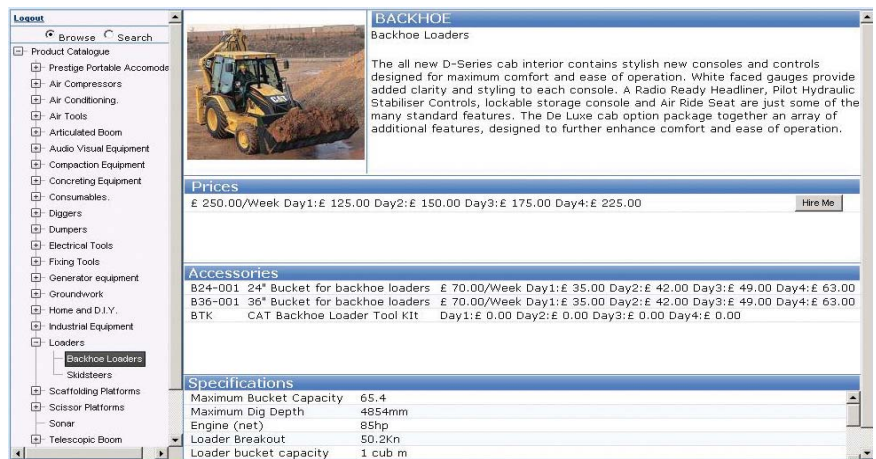


Figure 2 - An online product catalogue allows customers to view equipment details and place new hire orders online.

Once the order has been placed, the booking is automatically generated and a confirmation email is sent to the customer as well as to you.

Finally, your customers can use a convenient 'Off-Hire' button to inform you by email when the hire period is over and the equipment can be collected.

Empowering your customers

MCS CWP offers your customers many more time-saving and efficiency benefits. They can search, list and view their hire contracts, credit notes and invoices by date, status, site or order number. They can switch from jobs to contracts and then drill through to individual contract lines to view job rates, dates, time and equipment on hire.

By viewing their personal statement of account, such as current balance, aged debts, credit limits and any outstanding transactions, your customers are empowered to take control of their own financial dealings with your company. This saves you time and reduces the likelihood of errors and conflicts.

MCS CWP lets you provide personalised reports to your customers allowing them to view pertinent information, for example, their weekly, monthly and annual spend with your business or a snapshot of what they have on hire (figure 3) in a specified time period.

With MCS CWP, your customers can view and print associated contract documents such as operating instructions and safety certificates.

Customers can also view signed delivery and collection notes if you take advantage of the integrated MCS Proof of Delivery (PoD) solution based on bar code technology. Increased document visibility improves organisational efficiency and ensures that invoicing queries are resolved faster – ultimately leading to improved cash flow.

In addition, if you use satellite tracking on your hire equipment, another bonus is the pop-up tracking link on your customer web portal. This useful link makes it quick and easy for both you and your customers to visually locate equipment on a map as well as view meter readings and other data. This helps prevent unauthorised use or movement of your fleet and reduces the risk of theft.

MCS CWP empowers your customers by increasing customer satisfaction and loyalty, whilst reducing errors and conflicts and providing you with an additional revenue stream.

Why not contact us now to discover how MCS can help support and enhance your hire business.



MCS
Ashwood, Grove Business Park
White Waltham
Berkshire SL6 3LW
United Kingdom
Tel: +44 (0)1628 828000
Email: moreinfo@mcs.co.uk
www.mcs.co.uk

