

MINERVA PRESS RELEASE



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United Bakeries and Minerva ČR Streamline Customer Ordering

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Minerva ČR, the exclusive provider of QAD Enterprise Applications (QAD EA) in the Czech Republic and Slovakia, today announced that United Bakeries has successfully gone live with e-shop, a B2B portal developed for the company which will enable the it to further streamline its order acceptance process.

In 2010, United Bakeries launched a new call centre, significantly increasing its order processing capabilities, as well as guaranteeing smoother order processing, a lower error rate, and an overall capacity saving. Based on the needs of United Bakeries, Minerva ČR developed a customized application to integrate QAD EA with the United Bakeries' call centre system. The application enables customer identification via the caller's number and the option for operators to work directly in the QAD EA ERP system. One of the functions provided by the application is the ability to call customers back from the ERP system.

In addition to the call centre, another automated sales channel used by United Bakeries is the B2B web portal which handles the total flow of orders, approximately 10,000 a day, across multiple sales channels. The B2B portal is used by stores with Internet access to place orders without making phone calls. United Bakeries' customers have quickly mastered the use of the B2B portal and greatly appreciate this new opportunity.

Because the B2B portal directly accesses the QAD EA database, it is possible to carry out online price calculations with the use of standardized rules or display other relevant information including current orders, sales history, summaries of refunds, and customer complaints. Customers can choose products in several modes as well as create their own groups of popular products that are ordered regularly. They can do so by either a graphic or text-based catalogue, or by directly entering product codes. And of course it is also possible to monitor the status of all orders. Furthermore, customers can create order templates for individual weekdays and use these for easier ordering in the future.

The B2B portal supports up to six language versions simultaneously and incorporates additional levels of CRM functionality. For example, using the Market Research module, United Bakeries is able to collect responses and evaluate them in the form of tables or charts. United Bakeries therefore now makes use of the QAD EA ERP system throughout all its operations, as it provides comprehensive visibility of all corporate processes including finances, manufacturing, and logistics.



