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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.

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MINERVA is the exclusive provider of QAD Enterprise Applications in the Czech Republic and Slovakia and serves as a QAD distributor in Eastern Europe.

Minerva Česká republika is a company with a strong customer focus and strategy oriented towards enterprise applications for manufacturing and distribution companies. It is committed to helping customers improve their overall company management with greater efficiency, control and productivity through the implementation of the correct IT system. Minerva ČR provides its customers with a full line of services, from software implementation through business process optimization consultancy, system integration, world-class e-business solutions and outsourcing. Apart from the Czech Republic and Slovakia, Minerva also operates in Ukraine, Lithuania, Hungary and Romania, serving more than 150 manufacturing and distribution companies. The QAD Enterprise Applications system has been rated by independent analysts on a long-term basis as an industry-focused ERP system with the shortest period of implementation and a low total cost of ownership (TCO). The solution's flexible and open architecture provides a solid foundation for further company growth. QAD Enterprise Applications software is available in 26 languages. For detailed information please visit www.minerva-is.eu.

