

# Lawson<sup>®</sup> Customer Self-Service

Because Greater Customer Empowerment Means Higher Customer Satisfaction

## At-a-Glance

Every company *wants* to deliver superior customer service. Often it's the difference between landing or losing an account. Unfortunately, sometimes there's a disconnect between intention and reality, due to understaffing or other limitations. Lawson Customer Self-Service improves your ability to provide the service your customers expect, while helping your organization cut out redundant steps and reducing the potential for costly data errors.

## Lawson Delivers

Part of a comprehensive Lawson Supply Chain Management Suite, Customer Self-Service allows your customers to directly enter and review orders via the Internet — and that's just the beginning. Are you currently able to:

- Provide your customers with a web-based portal for performing a variety of tasks, such as checking shipping status and reviewing invoices, whenever it's convenient for them?
- Reduce or eliminate the need for your staff to key in data for orders, customer change of address, and other routine information?
- Minimize the number of incoming calls from customers inquiring about invoices, credit memos, and debit memos?
- Enable field sales representatives to add new customer accounts and review current customer order status, anywhere they have Internet access?

If not, it's time to consider the outstanding benefits and features of Lawson Customer Self-Service.

## Key Features and Benefits

Lawson Customer Self-Service is all about helping you increase customer satisfaction, loyalty, and repeat business. At the same time, it lifts a substantial burden from the people who serve your customers, giving them more time to concentrate on activities which add value to the company. Key features and benefits of Lawson Customer Self-Service include:

- Flexible online customer order entry and review, with multiple search options such as item description, sales class, item number, or selecting an image from a diagram
- Hyperlinks to the web sites of FedEx<sup>®</sup>, UPS<sup>®</sup>, or the USPS<sup>®</sup> for shipping status information, such as when the item was delivered, tracking numbers, and who signed for it
- Invoice, payment (including bills of exchange), and statement inquiry function, allowing customers to review which transactions are open, paid, or disputed, as well as line-level payment information
- Change-of-address feature, permitting customers to update their corporate, bill-to, or default shipping address, helping to ensure data accuracy

- View sales history reports by item, item quantity, or item price
- Create a return material authorization, with order detail, before the customer returns goods, which supports more efficient processing
- Communication via e-mail for customers who have a question regarding account information they are currently viewing
- For field representatives: the ability to add new customer account records, place an order for a customer, or review any other customer order
- Franchise sales entry, which allows franchisees to submit sales data to the franchisor at prescribed intervals

## Contact Lawson

For more information about Lawson® Customer Self-Service or other Lawson Supply Chain Management applications, visit [www.lawson.com](http://www.lawson.com), or call 1-800-477-1357 or 651-767-7000 (U.S. and Canada); outside North America, call +44 (0) 1344 360273.

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