



CUSTOMERS

Implement and enhance CRM processes to improve customer communications and enhance your existing relationships

Ensure customer contact information is up to date and correctly stored (customer, prospect and lead)

Consider email and SMS integration for your CRM, for quick and simple communication with customers

If you have eCommerce set up, get your product data sorted correctly, upload photos and proper descriptions, and create categories and subcategories to better help customers navigate through your product selection



PRICING

Create promotional or sale pricing for specific products or ranges to entice additional sales

Set up a simple credit control to effectively track what's happening with incoming cash flow as well as managing outstanding debts in uncertain times



STOCK

Identify and redistribute excess stocks via inter-branch transfers

Improve warehouse set up by creating stock bins and assigning to products, and updating bin locations to printer forms

Begin stocktaking to get more accurate stock levels
–Simple Stocktaking, Product Batch Stocktaking, ABC Cycle Counting

Establish/improve stock replenishment processes to improve inventory levels/costs

Do a SWOT analysis and create projects that support opportunities and reduce threats. (For example, what new markets can you tap into? Can you re-purpose any of your products?)



STAFF

Invest in developing staff—have employees' cross skill one another

Look into Refresher Training courses for staff to improve use of systems and reduce errors



TRANSPORT

Build delivery methods, routes, agents and services, and create a delivery schedule and manifest using Maps

Set up vehicle tracking

Set up mobile capability for signature capture and POD