

WEBSITE  
INTEGRATION

Outstanding functionality,  
delivered by web experts

Seamlessly integrated with your  
business software

An ecommerce website, or 'eShop', from OGL is offered with outstanding levels of bespoke and customised functionality to reflect the way our customers choose to operate their business. Almost anything is possible from our team of expert web developers.

We have built hundreds of bespoke websites requiring specialist coding so that they operate seamlessly as a sales channel alongside your existing channels. You can offer loyalty points, online promotions and discounts to your customers; gain the power to drive your turnover up.

Our fully-integrated ecommerce websites allow your customers to do business with you 24 hours a day, 7 days a week. And by directing your customers to an online, self-service version of their account, they can handle their own queries (order tracking, invoices copies, purchase history, making payments etc) without needing the costly involvement of one of your employees. Modern convenience for your customers and a huge time-saving for your business.



At a glance

- Grow your business and boost turnover
- Synchronised data flow between prof.ITplus & website
- Very little user intervention needed to sell online
- Comprehensive online customer portals
- Reduce time spent on admin by your staff

## An integrated website from OGL brings even more benefits than you could imagine

### 24/7 online business opening hours

Our fully-integrated ecommerce websites allow your customers to do business with you 24 hours a day, 7 days a week, 365 days a year.

### Seamlessly integrated across your business

Our ecommerce websites seamlessly integrate with prof.ITplus. Data flows back and forth between the two ensuring that information in prof.ITplus and online is always accurate.

### No duplication of data entry required

No laborious data entry is required, our sites are designed to automatically gather the information from within prof.ITplus – hassle free and 100% accurate.

### Self-service customer portals for ultimate convenience

Set up each of your customers with an online portal where they can access key account information, make payments, view bespoke pricing, access copy invoices, statements, proof of delivery and track current orders.

### Save your office staff hours of time

Direct your customers to their online account for most standard customer enquiries, eliminating the costly involvement of one of your members of staff; they can be concentrating on driving new business.

### Encourage business

Provide readily available product information to help new or returning customers make a purchase with you outside of standard office hours.

### Brand image and professionalism

All this whilst reflecting the desired brand image of your business and having all the features required for an outstanding ecommerce web experience.

## eShop: A new sales channel with little extra work required

All information required to run your eShop on a day-to-day basis is managed through prof.ITplus, eliminating the need to duplicate and maintain separate databases. That means data flow between

prof.ITplus and your website is automatic. Stock details, customer records and incoming orders are transferred to and from your website without the need for user intervention.



### Don't just take our word for it...

“ Innovation has always been central to ForgeFix's approach. The launch of our new website reflects that. It can inform and assist our customers at every stage – from product specification and ordering through to after-sales support. Thank you to OGL for delivering exactly what we wanted, and more. ”

**ForgeFix, Whaley Bridge**



**Our business software experts are waiting to hear from you:**



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