

Automating Publication Order Fulfillment

When processing book orders started taking 7-10 days, FontanaTech was brought in to reduce time from Order to Door by integrating iMIS with TASCOS's Order Fulfillment System.

Our client was selling books online and used TASCOS as their fulfillment company to process the book orders due to the daily volume of orders. Although the customer used an online order form, the process remained manual once the order was submitted.

After an order was made on the association's website, an email was generated to a staff member who would charge the credit card and would not enter the data into iMIS. On a daily basis a staff member from TASCOS would log into a secured portion of the associations website and print the previous day's orders and manually add them to the TASCOS fulfillment system.

The typical time for this data entry process was ranged from 48 – 72 hours simply to get the order in place. Once the order was in place, it took another 42-72 hours for the item to be shipped. By automating the order process and data interchange with TASCOS, the time to ship was reduced to as little as 1 hour to no more than 12 hours.

In order to achieve this automated process we implemented a solution from ISG called iWEB. The iWEB product provided an online bookstore that was tightly integrated with iMIS eliminating the need for any specialized shopping cart development. Once live, any online product/book orders would automatically have their credit cards charged in real time, the customer's iMIS record would be updated and all financial data would be added to iMIS.

A separate Visual Basic Application was developed to run every 12 hours that would collect order information from iMIS and transmit it securely to the TASCOS system. The data transferred included customer data, shipping information, and financials as these were part of the TASCOS system. If a customer called to cancel an order, they called TASCOS who could then refund the purchase and stop the order from shipping.

By automating the process the association was able to redistribute their staff resources to other areas and they saw a jump in online purchases by 50% in the first 90 days.