



Company: Canadian Centre for Occupational Health and Safety

Project: E-Commerce / Data Integration



Site: www.ccohs.com

Overview

Canadian Centre for Occupational Health and Safety (CCOHS) is Canada's national centre for occupational health and safety (OH&S) information. CCOHS sells health and safety documentation (printed and electronic) to companies worldwide, servicing 129 different countries. CCOHS turned to Evron to deliver a comprehensive end-to-end E-Commerce solution that integrated their front and back-end systems and applications.

Challenge

The challenge facing CCOHS was how to better serve a worldwide client base and reduce their cost per transaction. Traditionally, telephone orders could only be accepted between 8:30 - 5 EST and the cost of processing some orders outweighed the total order value.

They wanted to allow clients to find, evaluate, pay for and download their documentation through an online interface. The solution had to be appropriate for diverse worldwide marketplace including customers with small orders, and rudimentary web browsers.

Evron's Solution

Implement a fully integrated E-Commerce solution using Evron's easyBuy software platform, enabling a 7/24 solution that could meet the needs of a client base within many different time zones and geographic locations. The solution included the following key characteristics:

- **Secure Ordering, Credit Card Payment and Downloading:** As the order is processed, the customer is given the ability to electronically download their health and safety documents. Orders are received as standard POs and quickly processed. Data can flow directly from easyBuy into back-end CRM, accounting and billing systems.

- **Tailored products and prices:** Clients can see different product lists and prices depending on their location. Prices are shown in American or Canadian Currency.
- **Full Storefront Functionality:** Clients search and browse through the CCOHS catalogue, view product descriptions and samples, check their account status, place and receive orders.
- **Integrated with CCOHS's existing front-end Web site:** The catalogue matches the site's existing look and feel and allows customers to go back and forth from the web site to the storefront.
- **Compliant with Diverse Web Browsers:** Many of CCOHS' international clients use older, basic browsers while others have the latest and greatest. The site was designed to function well for both.

Results

- **Increased Sales:** The Web site has expanded CCOHS' market to a worldwide client base.
- **Higher Profits on Low Order Volumes:** The low overhead cost of allowing customers to pay by credit card and download files electronically makes even the smallest orders profitable.
- **Customer Satisfaction:** Customers love being able to quickly and simply place orders and review their order information.
- **Lower Administrative Costs:** Automating the order process saves the time that used to be spent generating and sending invoices.
- **Lower Distribution Costs:** Many clients pay for and download documents electronically; saving hard copy printing, storage and distribution costs.
- **Greater order accuracy:** Letting the client enter orders themselves significantly reduces potential data entry errors
- **Better Intelligence:** Reports give CCOHS the ability to better understand their clients by tracking their behaviour on the site.
- **Simple Management:** Administrators easily control all aspects of the customer-facing catalogue; pricing, business rules, special offers, etc.



Quote: "Evron's eCommerce storefront has helped us turn web visitors in to purchasers and increased our sales to new customers." – Eleanor Irwin, CCOHS