

JR.bizlink



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A Word from the Editor



I imagine by now that most of us feel like the New Year was not just 3 months ago. In some industries it appears the worst is over with GFC but for others they are still trying to keep their heads above water.

"How do I know if I am paddling or swimming and am I going fast or am I going slow?".

Our businesses revolve around our customers - so being aware of their needs and financial circumstances is paramount to the product/service you are offering them.

Some tips in assessing your customer base:-

- Assess your customer base and where they operate from. If their market is not financially strong consider whether you continue to invest in that customer and/or add a premium to your price to protect yourself.
- Time is precious so ensure your time is well spent between good customers and those that may need your assistance. Remembering that a financial crisis is usually time limited but long term loyalty will out win short term gain.
- Measure the movement in sales by Customer by Region – identify the drivers to any declines.
- Consider your product/service offering and whether it can be changed to suit the customers' current needs which could be very different under financial stress.
- Be diligent in collection of customer debts – entertain extended payment

schedules and keep monitoring. But before doing that do a credit check on the customer even if they have been a customer for a very long time.

To enable you to manage this process talk to the Bizlink Team. There are many standard features available within the system to assist in tracking this information, using the sales information to read your market, keep contact detail and notes on conversations, just to name a few.

Next month I will cover some key performance indicators you could adapt within your business.

-Teresa Hooper

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Profile - Gaye Smith - Consultant - JR.Bizlink

Gaye has recently returned to JR as a consultant for JR.Bizlink. Her previous role at JR was in Pharmacy Services, as a Senior Accountant. Enjoying the transition, she brings over 30 years of accounting and tax experience to her new role. Gaye designs reporting tools that streamline end of month data processing.



Greentree

Approvals & Alerts - Increase the day to day productivity of your business.....

Greentree's Approvals and Alerts can help automate the daily processes in your business using specifically designed workflow tools that allow your organisation to ensure critical transactions, documents, or records are monitored and approved through the appropriate chain of command - automatically.

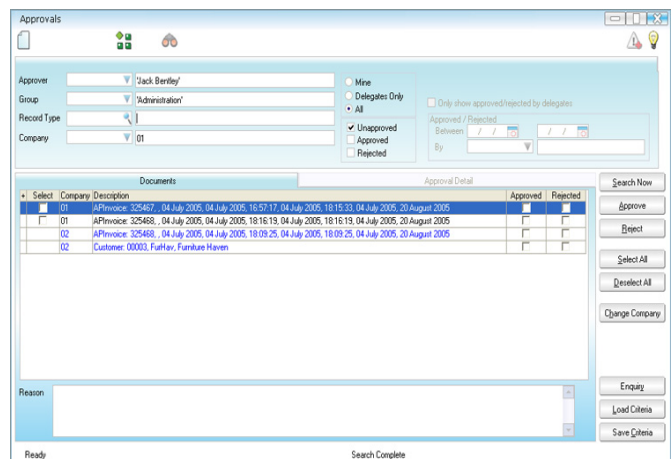
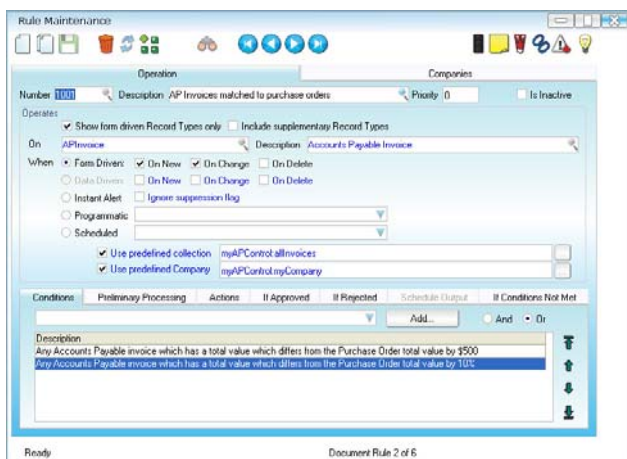
The Approvals and Alerts module gives you back control of your business with a multi-level approach to ensure increased workflow efficiency and the security of valuable and sensitive business information. The rules based approach can be customised to each organisation's needs, with features allowing for individual and group approvals in both sequential and non-sequential business flows.

Integration

Greentree's Approvals and Alerts is designed to keep your organisation's business on track and reduce time costs to a minimum. Fully integrated with all modules, Approval and Alerts supports multi-level approvals and user defined alerts for any component within the Greentree system, keeping you in complete control of the entire process. This automated cross checking function ensures your company stays on top of information discrepancies, maintaining the accuracy and integrity of crucial data.

Multiple Approvals

Greentree's multiple approval approach is intelligently centred around user specified settings, with notifications appearing on selected user workstations as configured in the approval rules. New groupings and different levels of authorisation can be established or modified at anytime to ensure a quick response for approvals without compromising company procedures. The multiple approvals feature also allows for multi-routing of documents and approvals to specified personnel simultaneously.



Group Approvals

Group approval is the smart way to control your approval workflow by encapsulating your organisation's structure so that a document can be routed to all users within any group. The multi-group support is a further powerful feature allowing users to be in more than one group, or a document to be approved by many groups, giving greater flexibility.



Approvals & Alerts - continued

Sequential & Non-sequential Workflows

Sequential and non-sequential options provide approval structures that can be applied to your organisation's specific needs. With options such as approve in advance, approve previous levels and override previous rejections, sequential and non-sequential options are demand driven, delivering noticeable improvements to your business workflow.

Controlled Authorisation

Greentree's Approvals and Alerts module allows for full control over the authorisation procedure. The module guarantees time efficiency and precise distribution of approval documentation and tasks in real-time. Flexible settings allow for customisation to be applied at all levels to ensure that only authorised staff have access to approvals on specific requests guaranteeing a timely and secure resolution of the approval process.

Multi-layered Rules and Decision Trees

Approval rules are applicable across multiple levels. Unlimited rules can be created that work through a decision tree, re-evaluating a new rule at various steps in the process. For example, a request to purchase a new computer could initially be sent to the IT department for approval. When approved by that department, the purchase order is re-evaluated as to the total value of the order and directed to the appropriate management staff based on a set of value rules.

Delegation of Authority

Greentree has a flexible feature that enables staff the power to delegate their authority to other users on a need driven basis to avoid disruptions to workflow caused by staff absence.

Scheduled & Data Driven Rules

Greentree's Approval and Alert rules can be evaluated as soon as data is entered, or on a scheduled basis, which ever is the most appropriate mechanism for your business requirements.

Key Benefits

- [Integration](#)
- [Multiple Approvals](#)
- [Group Approvals](#)
- [Sequential & Non-sequential Workflows](#)
- [Controlled Authorisation](#)
- [Multi-layered Rules & Decision Trees](#)
- [Delegation of Authority](#)
- [Scheduled & Data Driven Rules](#)
- [Alerts & Notifications](#)
- [External Notifications & Emails](#)
- [Instant Alerts](#)
- [Security](#)

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Into the Blue

-Alex Clark



I came across something that took my attention a while back and I'm amazed it hasn't taken off. I'm talking about Bluetooth marketing or proximity marketing as it's called in some circles.

Simply put blue tooth marketing is a way to push content to mobile phones (and other Bluetooth enabled devices) within close proximity to your shop. There are options to take a transmitter on the road or in a backpack but in the retail sense I prefer the idea of shop based marketing. There are a number of advantages to this new form of marketing, it's free to send or receive, there are no unexpected charges (like with some mobile premium services) and it's near to point of sale.

You can push all sorts of content to the mobile phone, E business cards, vouchers, images, video and sound. The options for any blue tooth marketing campaign are endless, a simple voucher sent to the mobile, a video highlighting your services or even your latest radio advert sent directly to their phone.

With Bluetooth transmitters you can set the distance at which devices will pick up the signal, from 10cm to 40m. Using the ability to adjust the distance gives you some interesting options in terms of how to deliver your content.

A simple broadcast model (long distance) would be where everyone who walks past your shop is offered the chance to download your content. A touch point is a very close range option where you would have a poster or display and the mobile must be touched, not physically but within 10cm, of the advert. And finally think of a virtual pod where you create a small area and the mobile user must walk into that area to get your advert.



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