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CORE Tech News

*Bi-annual Journal of Information
on Core Technology*

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Introduction

We welcome you to our first edition of CORE Tech's bi-annual e-newsletter! You'll find that it is filled with, events, news and updates. We want this newsletter to be valuable for you so please share your feedback and suggestions to help us improve.

We have had a very busy H1 2019 with customer projects such as e-Commerce, Customer Loyalty and Data analytics to name but a few. COREtech R&D team have also been busy expanding our range of mobile apps to include a Stock Take and Proof of Delivery App. The details of these and other projects are contained in this news letter including our award winning loyalty module.

As part of our talent management a whole range of qualifications have been achieved including ITIL, Oracle Certified Associate(OCA), Oracle Certified Professional(OCP) and Project Management Professional(PMP). Please share this newsletter with your colleagues.

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for the Dairy, Grain & Retail Sectors*

CORE Loyalty

CORE have partnered with Azpiral (www.azpiral.ie) to implement a fully integrated seamless Loyalty solution to our Point of Sale Software.

Customers on the loyalty program have the ability to earn and redeem loyalty points in store or online. Sales operators can view live point information on the CORE sales screens.

Loyalty point information is printed on CORE Sales Dockets – meaning that customers can see what points are earned and redeemed each time they visit.

Customers then have the opportunity to redeem their points at the point of sale or to continue to save. Loyalty card numbers can be stored against customer accounts meaning that the most frequent and loyal customers can earn points without needed to present their loyalty card each time they come instore.

Azpiral offer a customer portal for loyalty card holders to view their accounts and check their points balance at home. They also provide a detailed portal for companies using their Loyalty Programs to manage these programs and review their detailed loyalty analytics.



The CORE Azpiral loyalty solution is in place in Glanbia's CountryLife store network and we are delighted that Glanbia's loyalty program recently received the Best Customer Experience award at the 2019 Loyalty Awards (www.irishloyaltyawards.ie)

Employee Spotlight

Niamh Murphy
Senior Customer Experience Executive



Niamh joined CORE Tech in August 2018, bringing with her extensive customer care management experience on a global scale. This included the setup and management of the customer care team in Amazon South Africa. Since joining CORE, Niamh has become an integral part of our team and tirelessly works to ensure that our customers are receiving best in class service and support.

Niamh's extensive experience has allowed CORE to extend and enhance our service program and offerings to our customer base. Her role on the Customer Experience team will allow Niamh to continue to do this going forward – keeping our customer base at heart of CORE Tech's business.

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CORE POD Mobile App

Removing paperwork from your on-site delivery offering creates a more professional image and increases the efficiency of data collection.

The "CORE Proof of Delivery" app replaces the need for manual delivery tracking processes because all deliveries are recorded stored and password protected on the app.

The app also removes order delivery disputes allowing you to focus on business critical needs. This is because the "CORE Proof of Delivery" app enables your business to view where and when the goods were delivered by providing evidence such as GPS location of where the signature was provided and attaching photographs of the delivered goods at its delivered location.

Key Features of the "CORE Proof of Delivery" app

- View where and when the delivery was signed for with built in GPS Tracking
- Attach picture of the delivery.
- Unique ID for each delivery truck in your fleet.
- Ability to view historic delivery's for each truck.
- Security: Each truck ID is password protected.
- Capacity to view multiple orders for each customer.
- User friendly.

"We are currently trialling the CORE POD App and our drivers are finding it very user friendly. Once live, the POD App will complement our fully automated out-loading & invoicing system, eliminate a large volume of paper administration and streamline our delivery process"

John Kennedy
Brett Brothers Limited.



User Training

CORE's Subject Matter Experts (SMEs) have developed a program of workshops and training courses to ensure our clients and their businesses are getting maximum benefit and efficiency from our software.

These workshops and training courses have solved problems for clients who have experienced a significant change in staff over the last number of years. They also enable our clients to keep up to date on a variety of topics which cover key areas of the system.

Our shared training courses provide our clients with an opportunity to meet with other CORE clients where they can discuss best practice, system usability and share their own user experience.

Do you think there are system knowledge gaps among your CORE users?

Would you like to ensure that you're getting maximum benefit from our software?

To discuss our training or workshops, please contact us and we will put you in touch with one of our consultants.

Full details of the upcoming Shared Training programmes are available on our customer portal.

MilkedIn Mobile App

Thousands of dairy farmers are now using the CORE Milk app to access their daily, weekly and monthly information.

The App provides both the dairy farmer and the co-op with easy access to their most up to date information both online and offline while saving money on SMS.

 **CORE** DAIRY



Bandon are the latest Co-op to launch the MilkedIn Dairy App for farmers in Ireland.

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Senior Consultancy Workshop

The CORE Senior Consultants Workshop allows the key decision makers to discuss how their business is currently using the CORE Solution.

The purpose of the workshop is to ensure our clients are getting maximum benefit and impact from all of the CORE systems functionality and features.

During the workshop, our clients work with a number of our senior CORE Tech consultants, all of whom are Subject Matter

Experts and have several years of experience in implementing the CORE solution across a number of businesses and sectors.



How it Works

Prior to each workshop, our workshop facilitator engages with the client to discuss their current usage of the system

To conclude the session, the workshop facilitator will help to outline a plan and suggest timelines on how further functionality or changes within the system can be implemented, ensuring that our customers get maximum benefit and efficiency from our software.

For more information, contact your account manager.

"Having agreed on an ambitious timescale led by the team at Core and in conjunction with Wasp Technologies, we successfully implemented the solution as planned.

It is now an invaluable sales tool making product and customer information available to the reps on the road who are now creating orders which flow directly to the Sales Order Monitor for Despatch."

Kevin O'Connell

IT Manager,

IITC Cork & Naas.

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CORE eCommerce Integration Suite

The CORE Software eCommerce suite of Interfaces and Web services empowers our Clients 's to deploy a multi-channel sales solution. This opens new markets and increased selling opportunities, 24/7, for our Client's business's.

A connected agile IT platform transforms how Clients conduct their business's. Integrating eCommerce sites removes the need for dual maintenance of critical information such as products, product images, product specification, prices, customers, credit limits etc. This centralised solution ensures that your customers have a consistent experience across each delivery platform, whether it is in-store, online or through meetings with your sales representative in the field.

Companies that integrate their eCommerce sites with the CORE Application enjoy huge cost savings, higher conversion rates, shorter order cycles and higher levels of customer satisfaction.

CORE does not build the website front end, as every company will have different requirements and styles to suit their own business. CORE will provide the engine to run the website and manage the products, pricing. You can select a web designer to design and build the front-end and CORE will work with them to ensure a seamless implementation. By using tools such as Webservices and CORE's suite of APIs (application programming interface), CORE and your website provider will exchange data such as product prices, stock levels and ultimately customer orders. This ensures that your customers will see the price that is relevant to them, rather than a generic online price.

CORE have a flexible approach to eCommerce Integration which allows our Client's to create a roadmap for their eCommerce projects. With in-store, phone and email sales orders already in place, the ability to offer customers an online ordering solution ensures your company is delivering a true multichannel solution to meet the needs of the mobile consumer market.