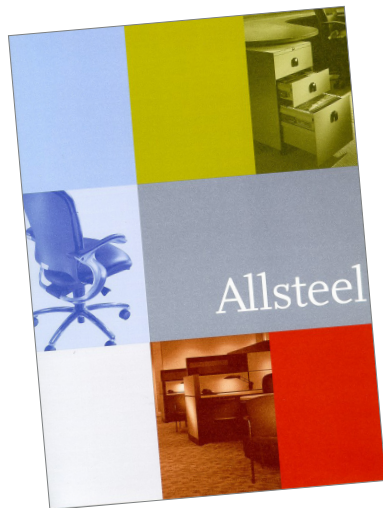


FULFILLMENT

Allsteel, part of HON Industries, is a high end office furniture company. They pride themselves on customer service and quality. HON and Allsteel were named Fortune Magazine's Most Admired Furniture Company in 2003.



CHALLENGE:

Allsteel needed a resource to manage the shipment of literature sets to Dealers and Designers — even when all of the pieces to the set were not available. Shipping partial sets was identified as a critical need because not providing the requested information resulted in missed sales opportunities.

SOLUTION:

Marketing Alternatives proposed using their proprietary MARS system to create backorders for only the items missing from each kit thus enabling the remaining materials to be shipped as needed. MARS adds the missing component(s) to orders as a backordered line item. MARS also lists the item as backordered in the user's online order history. When backordered items do become available, MARS produces a packing slip for the item, identifying it as backordered from the original order.

*Dealers and Designers no longer wait for materials to be fully in stock to speak with prospective customers. Literature kits are sent on demand and backorders are processed as soon as components arrive.*

