

# I/D/E/A Inc. Uses eDirect PLUS for Transactional Emailing



I/D/E/A Inc., an automotive catalog marketer and manufacturing innovator, wasn't all that happy with their transactional messages. For one, their event-triggered emails weren't outfitted with any color or graphics, hurting their brand awareness. By extension, these plain-text messages weren't equipped with any cross-sell and upsell proposals. By not giving customers the chance to purchase other products or services at the time of the sale, I/D/E/A wasn't able to generate any additional revenue from the sales they processed. On top of that, the lack of shipment tracking information meant customers couldn't check the shipping status of their orders, further jeopardizing their sterling reputation as a customer service ambassador.

## The Anatomy

*Branded  
Company  
Communications*

With the limitations of their current e-commerce system, it was clear that they would have to look elsewhere to increase their text appeal. After a thorough product evaluation, I/D/E/A Inc. concluded that Minisoft's eDirect PLUS could work with their existing RedPrairie Direct Commerce system to help bolster their transactional messages.

With eDirect PLUS, plain-text messages are transformed into glossy HTML documents. I/D/E/A quickly put it to use, crafting emails fully furnished with linked images and an array of colors, boosting their brand awareness. They inserted the information that their customers cared about most, including the ability to track the shipment of their order, in a clear, attractive layout. Of course, if anything wasn't quite right, contact information was placed front and center.

*The Order  
Breakdown*

*Customer  
Service  
Information*

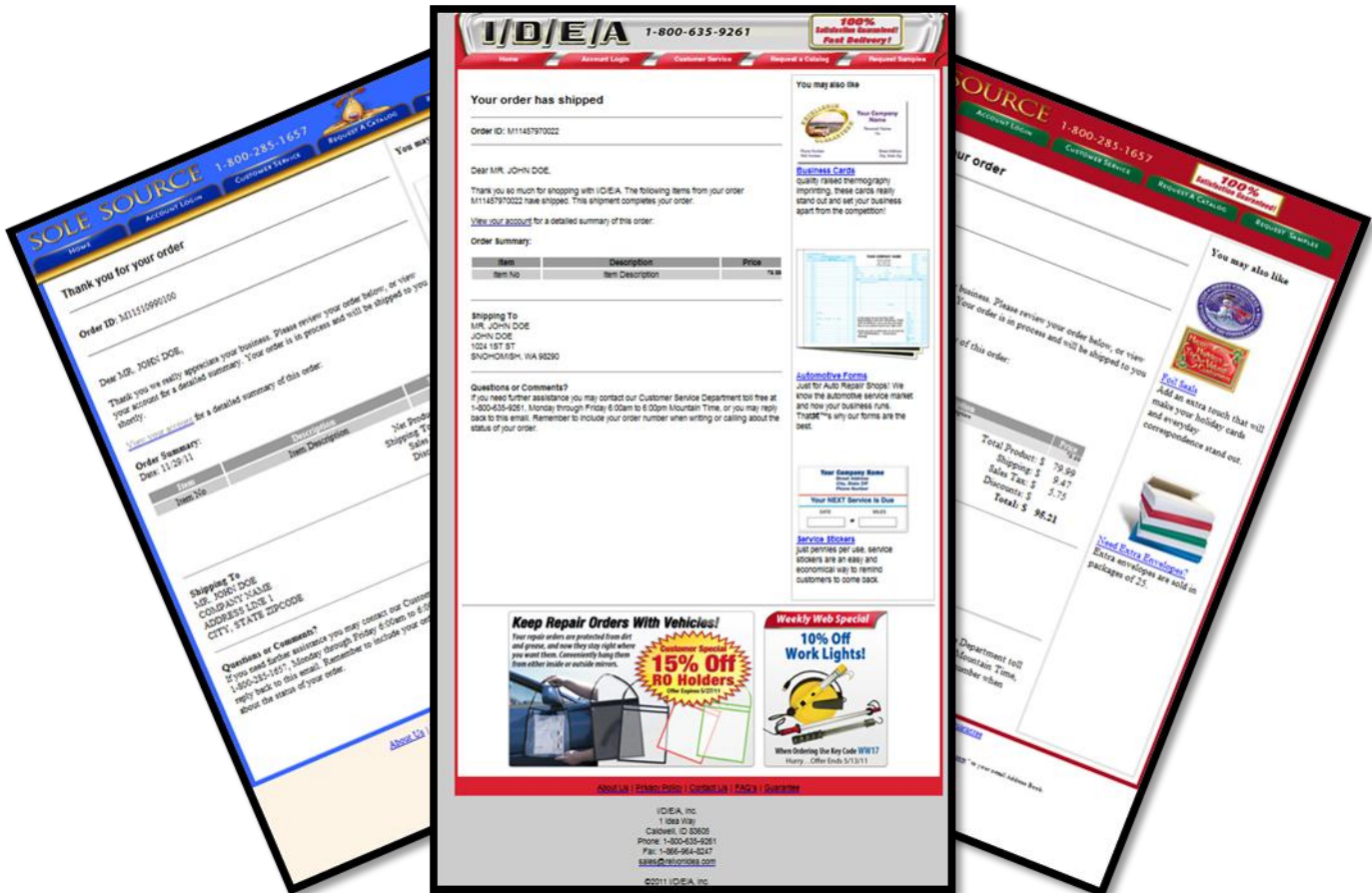
*Loyalty  
Offer*

*Cross-sell  
& Upsell  
Proposals*

*Special  
Discount*

**I/D/E/A Order Confirmation**

With the renovation of their transactional messages in full swing, I/D/E/A's next task was to incorporate cross-sell and upsell offers. They set up SQL tables containing images and descriptions of products that were similar to a given item purchased. By referencing those tables within eDirect PLUS, relevant product recommendations would be placed in the email. They didn't stop there. I/D/E/A linked loyalty offers and the Weekly Web Special from their homepage, giving customers easier access to exclusive savings. The finished product was such a hit, they used eDirect PLUS to accommodate all of the company's divisions!



*The I/D/E/A Confirmation Suite*

With eDirect PLUS, the days of plain-text transactional messages are a distant memory. As relationship emails continue to grow in popularity, it is incumbent upon all companies to employ them in style. After all, event-triggered emails are one of the most effective tools for enhancing the overall shopping experience. From order confirmations, shipping notifications, special discounts and beyond, eDirect PLUS can handle the full complement of transactional messages. The possibilities are endless.

Drawing upon their traditions of excellent customer service and innovation, I/D/E/A's full-fledged foray into service-based emailing should come as no surprise. With automated, enticing event-triggered messages, decked out with graphics, relevant information and a slew of suggestive proposals, I/D/E/A Inc. realized the possibilities of transactional emailing with eDirect PLUS!

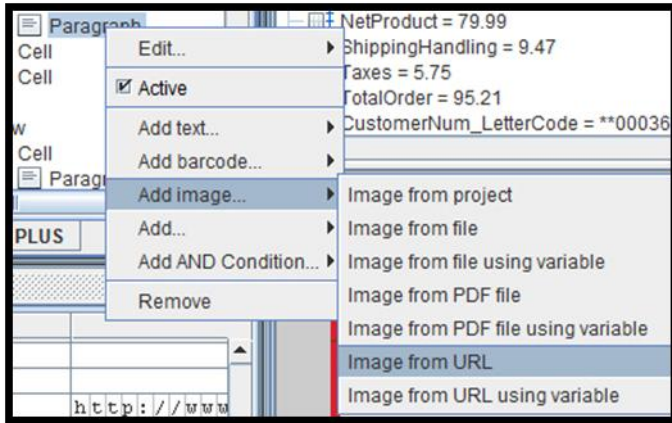
**I/D/E/A Inc.**  
1 Idea Way  
Caldwell, ID 83605  
1-800-635-9261



**Minisoft Inc.**  
1024 First Street  
Snohomish, WA 98296  
1-800-682-0200



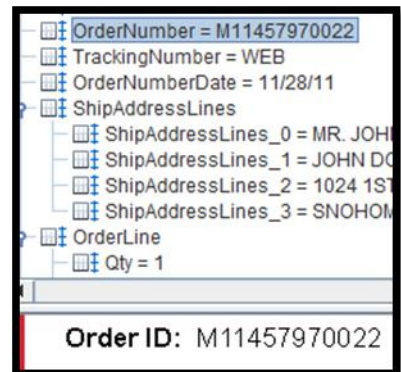
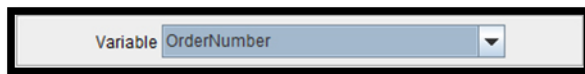
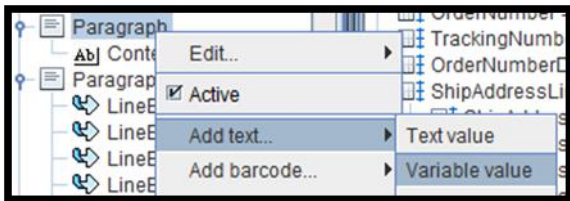
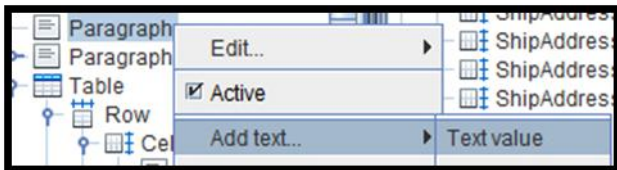
# The Branding



To promote brand awareness with transactional messages, I/D/E/A reinforced the investment they'd already made in their online presence. They linked the banner from their home page at the top of their confirmation emails. To do this, they *right clicked* the *Paragraph* it would display in and selected *Add Image > Image from URL*. They entered the URL in the *Image from URL* field. The home page banner appeared.



# The Order Breakdown



To include the order information that their customers wanted most, I/D/E/A created variables by *right clicking* any data and selecting *Add Variable*. By specifying order information as variables, it could easily be manipulated. First, they added text to describe any information that they intended to place. Next, they *right clicked* the *Paragraph* that the text was to be added to and chose *Add Text > Text value*. Finally, they inserted the *Variable value* adjacent to the text that described it.

# Cross-sell & Upsell Proposals

```

ABDEFAULTPROD
CREATE TABLE [dbo].[ABDEFAULTPROD] (
  [IDEADEFAULTPROD_ID] [int] IDENTITY(1,1) primary key,
  [imagePath] [nvarchar](100) NULL,
  [heading] [char](75) NULL,
  [textPath] [nvarchar](200) NULL,
  [url] [nvarchar](100) NULL)

ABRELATEDPROD
CREATE TABLE [dbo].[ABRELATEDPROD] (
  [IDEADEFAULTPROD_ID] [int] IDENTITY(1,1) primary key,
  [SKU] [char](15) NULL,
  [imagePath] [nvarchar](100) NULL,
  [heading] [char](75) NULL,
  [textPath] [nvarchar](200) NULL,
  [url] [nvarchar](100) NULL)

MCDEFAULTPROD
CREATE TABLE [dbo].[MCDEFAULTPROD] (
  [IDEADEFAULTPROD_ID] [int] IDENTITY(1,1) primary key,
  [imagePath] [nvarchar](100) NULL,
  [heading] [char](75) NULL,
  [textPath] [nvarchar](200) NULL,
  [url] [nvarchar](100) NULL)

MCRELATEDPROD
CREATE TABLE [dbo].[MCRELATEDPROD] (
  [IDEADEFAULTPROD_ID] [int] IDENTITY(1,1) primary key,
  [SKU] [char](15) NULL,
  [imagePath] [nvarchar](100) NULL,
  [heading] [char](75) NULL,
  [textPath] [nvarchar](200) NULL,
  [url] [nvarchar](100) NULL)

```

Stored Procedure

## eDirectProducts SQL Tables

ABRELATEDPROD	
PK	IDEADEFAULTPROD_ID
	SKU imagePath heading textPath url

ABDEFAULTPROD	
PK	IDEADEFAULTPROD_ID
	imagePath heading textPath url

MCRELATEDPROD	
PK	IDEADEFAULTPROD_ID
	SKU imagePath heading textPath url

MCDEFAULTPROD	
PK	IDEADEFAULTPROD_ID
	imagePath heading textPath url

The eDirectProducts SQL tables are referenced by a stored procedure. The ABRELATEDPROD table contains similar auto body product advertisements to the item purchased. The ABDEFAULTPROD table has general product advertisements if no associated stock-keeping unit is found for the purchased product. The MCRELATEDPROD table contains related mechanical products, and the MCDEFAULTPROD table has the default advertisements if the purchased product has no related SKU.

```

                                STORED PROCEDURE

USE [eDirectProducts]
GO
/***** Object: StoredProcedure [dbo].[RelatedProducts]    Script Date: 09/20/2011 15:24:50 *****/
SET ANSI_NULLS ON
GO
SET QUOTED_IDENTIFIER ON
GO

CREATE PROCEDURE [dbo].[RelatedProducts]
    @input varchar(2000),
    @custNo char(10)

AS
Begin
set nocount on
declare @type char(2)
declare @start int = 1
declare @end int = len(rtrim(@input))
-- Creating the table to contain all the related items
declare @items table (ident int identity,
                      imagePath varchar(100),
                      heading char(75),
                      textPath varchar(200),
                      url varchar(100))

```



```

-- Creating the table to contain the stored procedure return data
declare @output table (division char(2),
    imagepath_1 varchar(100),
    heading_1 char(75),
    textpath_1 varchar(200),
    url_1 varchar(100),
    imagepath_2 varchar(100),
    heading_2 char(75),
    textpath_2 varchar(200),
    url_2 varchar(100),
    imagepath_3 varchar(100),
    heading_3 char(75),
    textpath_3 varchar(200),
    url_3 varchar(100))
select @type = CUSTTYPE from ECOMVER.dbo.CUSTOMERS where CUSINO = @custNo

```



```

-- Parsing the input data to extract the sku then doing a lookup in the related products table
while @start < @end
begin
    if @type = 'AB'
    begin
        insert into @items(imagePath, heading, textPath, url)
        select imagePath, heading, textPath, url
        from dbo.ABRELATEDPROD
        where SKU like (SUBSTRING(@input, @start, 11) + '%')
    end
    else
    begin
        if (@type = 'AO' or @type = 'MC' or @type = 'MT' or @type = 'ND' or @type = 'UD' or @type = 'ID'
or @type = 'WT' or @type = 'GS')
            insert into @items(imagePath, heading, textPath, url)
            select imagePath, heading, textPath, url
            from dbo.MCRELATEDPROD
            where SKU like (SUBSTRING(@input, @start, 11) + '%')
        end
        set @start = @start + 22
    end
end

```



```

-- Loading the default products into the items table
if @type = 'AB'
begin
    insert into @items(imagePath, heading, textPath, url) select imagePath, heading, textPath, url from
    dbo.ABDEFAULTPROD
end
else
begin
    if (@type = 'AO' or @type = 'MC' or @type = 'MT' or @type = 'ND' or @type = 'UD' or @type = 'ID' or @type = 'WT'
or @type = 'GS')
        insert into @items(imagePath, heading, textPath, url) select imagePath, heading, textPath, url from
        dbo.MCDEFAULTPROD
    end
end

-- Initializing the output table
insert into @output values(@type, ' ',' ',' ',' ',' ',' ',' ',' ',' ',' ',' ',' ')

-- Updating the columns in the output table with the first three rows from the input table
update @output set imagepath_1 = imagePath, heading_1 = heading, textpath_1 = textPath, url_1 = url from @items where ident= 1
update @output set imagepath_2 = imagePath, heading_2 = heading, textpath_2 = textPath, url_2 = url from @items where ident= 2
update @output set imagepath_3 = imagePath, heading_3 = heading, textpath_3 = textPath, url_3 = url from @items where ident= 3

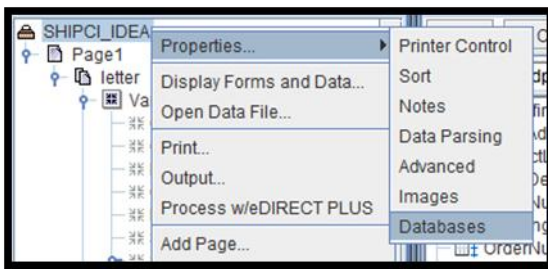
-- Returning the data
select imagepath_1, heading_1, textpath_1, url_1, imagepath_2, heading_2, textpath_2, url_2, imagepath_3, heading_3, textpath_3,
url_3, division from @output

end

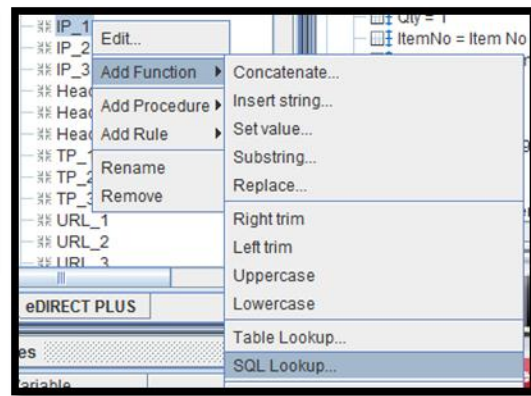
```

The stored procedure creates the table to hold all of the related items and the table to store the return data. It parses input data to extract the SKU and does a lookup in the related products table. It then updates the columns in the output table with the first three rows from the input table, and finally, returns the data to eDirect PLUS.

They right clicked Properties and picked the Databases option.



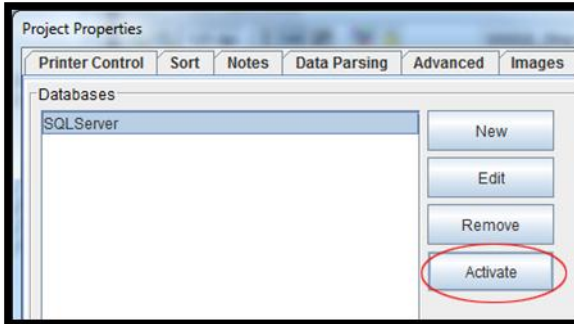
1



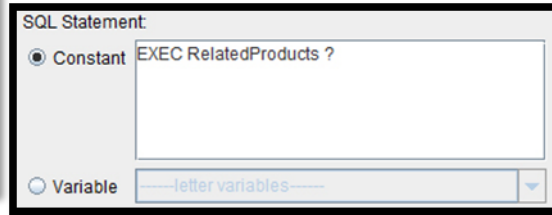
A variable representing the imagepath\_1 column was created By position. An SQL Lookup function was added to it.

5

The default database, SQLServer, was activated.



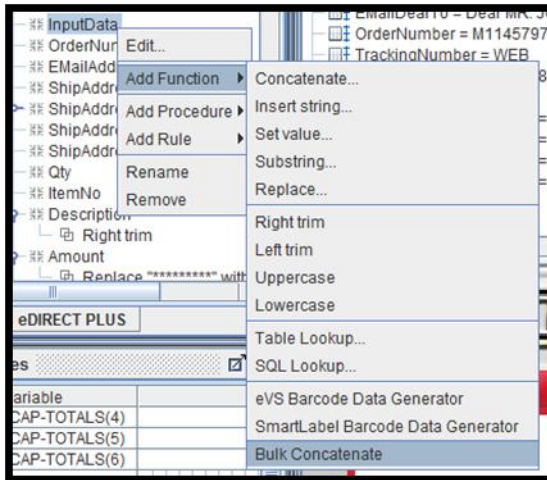
2



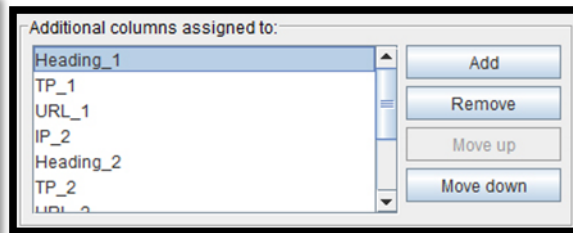
The stored procedure was to be executed.

6

A variable called InputData was created by right clicking the document and selecting Add Variable > By position. To this variable, a Bulk Concatenate function was added.

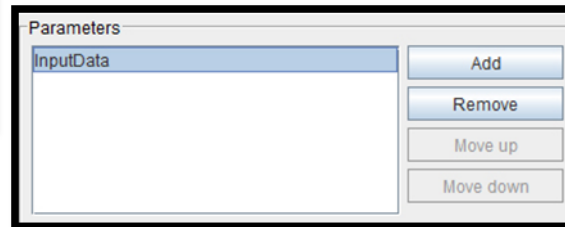


3



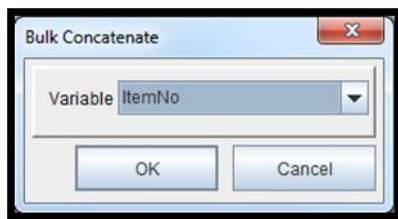
7

The other columns from the table were assigned.



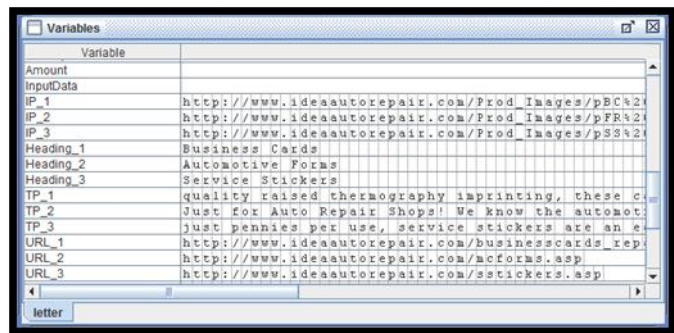
8

Finally, InputData was identified as the Parameter.



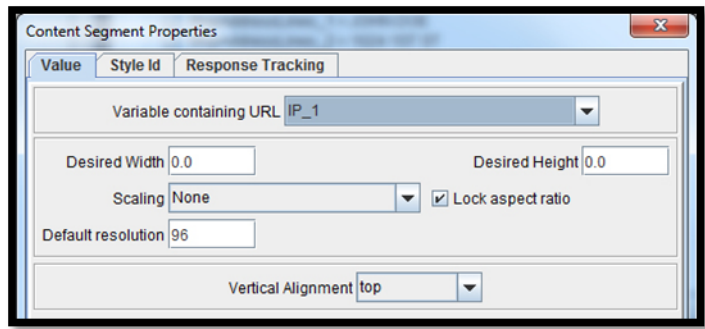
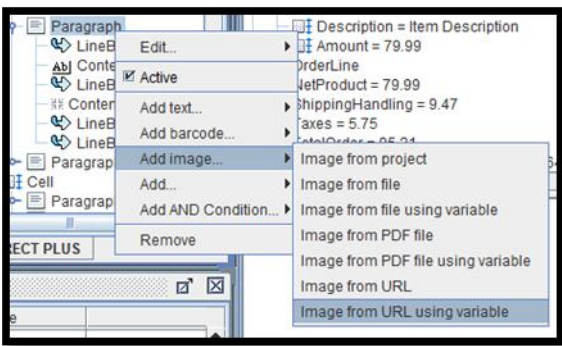
The variable containing item number information was chosen.

4

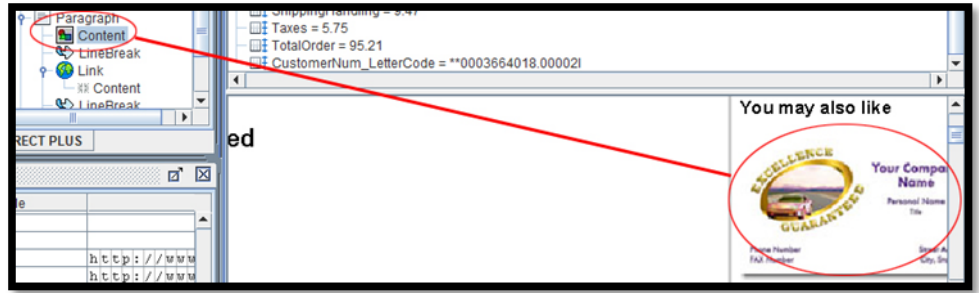


6

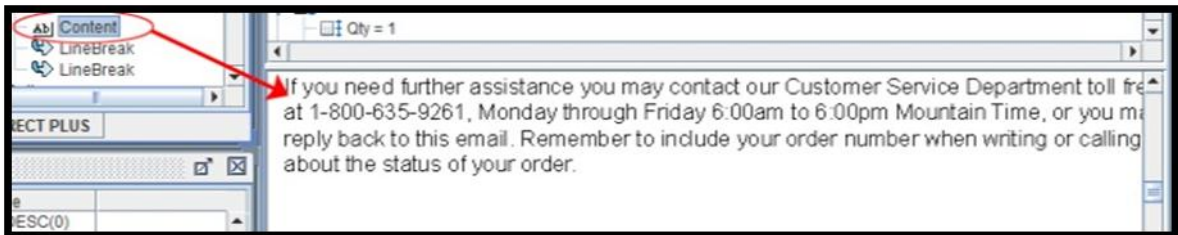
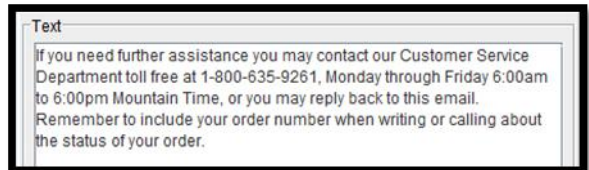
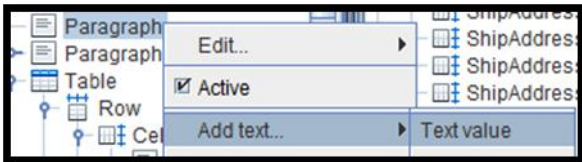
The variables created By position, reflecting the columns of the eDirectProducts tables, were updated with the information from the eDirectProducts tables.



I/D/E/A used cross-sell and upsell offers to generate additional sales with every transaction. They also strengthened their existing customer relationships by providing clients with opportunities to receive more value from their company.



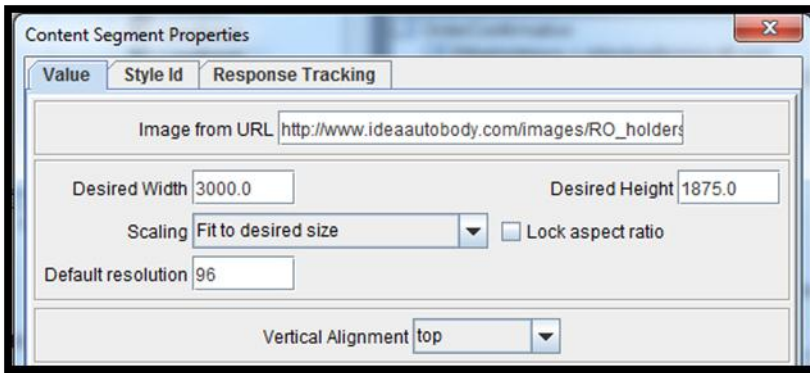
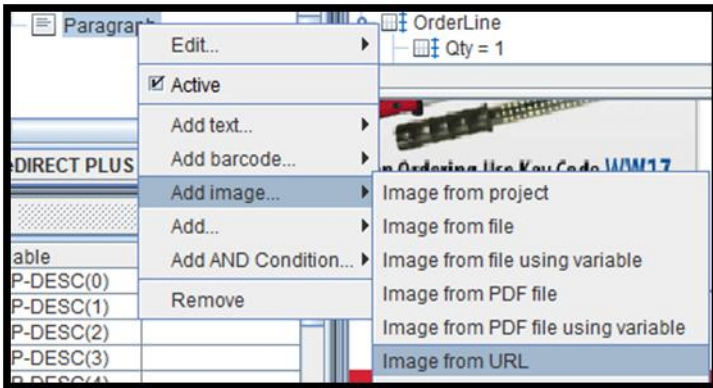
## Customer Service Information



Along with order summaries, shipping addresses and tracking information, contact information is right up there in importance for customers. After all, if the shipment of the product goes haywire or something with the order itself is wrong, a customer will need to get in touch with the company. A transactional message without contact information will be poorly-received, even with glossy branding and cross-sell proposals. I/D/E/A made sure to include multiple ways that their customers could reach them, simply by adding the information as text in eDirect PLUS.

# Loyalty Offer & Special Discount

What better way to reward customers than by giving them special deals because of their status as a customer? Loyalty offers and special discounts give customers exclusivity and savings, while providing companies with better customer relationships and a built-in advantage in garnering more sales. I/D/E/A added both a loyalty offer and a special discount to their confirmations. By navigating to the desired *Paragraph* component and adding an *Image from URL*, I/D/E/A linked their unique, customer-oriented proposals in their confirmation emails.



Loyalty Offer



Special Discount

