# Ways to Engage Online ordering tips using InTouch

Your monthly update on getting the best from our online ordering tool **www.techdata.co.uk**

## Family favourites Top tips from the front line

TO VIEW INTOUCH GO TO **WWW.TECHDATA.CO.UK**

**The E-Commerce team at Tech Data are working with InTouch and all our online systems every day – here we meet some of the team and find out what they think is the best feature of InTouch**

If you want to learn more about InTouch, it may be useful to attend a Tech Data weekly webinar, held each Friday at 11.00am – visit **www.techdata.co.uk/inTouch/Webex** to register.

### Emma Crawford
ebusiness Manager

Emma's job is to be the UK advocate of Tech Data's e-commerce solutions, ensuring the most is made from this best-in-class website and tools to enable business growth and improved productivity. A lot of her time is spent on-site with customers and supporting teams. After spending five years in corporate sales, Emma moved into e-commerce two years ago and during that time, has seen the introduction of new features such as InTouch Mobile, Webchat and the Bid Portal, as well as the weekly InTouch Webinars. In 2017 Emma was proud to win the *PCR Woman of the Year award for Technical Excellence* in recognition of her work on InTouch.

**FAVOURITE FEATURE ON INTOUCH**

**Quick Add**

This enables you to add a list of part codes to a basket as well as carry out a quote with one click. This saves time and is just one of the features that are helping to constantly improve the customer's experience on InTouch. It can be found on the home page to the right of the search bar.

### Chris Bird
ebusiness Manager

Tech Data's expert on eCommerce solutions both in-house and from external providers, specialising in Electronic Order processing through systems integration for both our Customers and Vendors.

Responsible for full end to end testing of new developments into Tech Data's website and providing 2nd line support working directly with developers on all aspects of our eCommerce platforms from InTouch our e-procurement site, Product Data files to Integrated Partners and Vendors.

**FAVOURITE FEATURE ON INTOUCH**

**Compare Tool**

This allows customers to view more than one product, side-by-side. It gives full information and specification of the products, allowing them to compare and understand what product is best for them. This feature can be found underneath the product picture on the product information page.

### Marcus Beattie
e-commerce Business Support Analyst

Marcus supports both customers and in-house users using Tech Data's on-line systems. He assists customers going through the integration process to ensure a smooth transition from the test system to the live environment.

**FAVOURITE FEATURE ON INTOUCH**

**Quick Quotes**

This allows a customer to download a PDF and send it to one of their customers without leaving the product description page. They can also include further information before they send the file. This is an undervalued feature, and I think it would help a lot of customers if they became more familiar with this useful tool, which can be found on the product description page.

### Joseph O'Dell
Webchat Executive

The first online contact for specific enquiries from Tech Data customers via the Web Chat facility. Joseph's role is to resolve any enquiries in a quick and efficient manner and enable the customer to move on and, hopefully, place an order. After spending a placement year with Tech Data as an e-commerce Executive he returned to the team after graduating from Bournemouth University.

**FAVOURITE FEATURE ON INTOUCH**

**Related Products**

Found on the product description page, this feature provides a quick and simple guide to add-ons that can be offered with the main product. It's really useful because customers can be confident the accessories shown will definitely be compatible.

### Laura Crossley
e-commerce Executive and Business Performance Analyst

Laura's role is to support the continued growth and development of new features and functionality and accelerate usage of all e-commerce tools, both internally and externally. Laura is also involved in ensuring that the best promotions and information are always available on InTouch and works alongside the product marketing teams and vendor partners to identify new ways to further enhance the platform.

**FAVOURITE FEATURE ON INTOUCH**

**Virtual Environments**

The Virtual Environments provide an easy and interactive way for customers to find suitable products for their end-users. As they also include attachment products, they can be used to find other products and help build a better solution for the specific environment. You can find them under the InTouch tab on the left-hand side of the home page.

### Rosie Bovingdon
Sales & Business Performance Executive

Rosie supports the e-commerce business team in driving the growth of e-commerce through business planning, execution, and sales floor and customer enablement and engagement. Rosie has been involved in working on large projects to gather customer feedback and understand how best to improve the Tech Data website to enhance the customer experience. Rosie also provides support to Joe on webchat.

**FAVOURITE FEATURE ON INTOUCH**

**Software Stores**

This enables you to narrow down your findings through filters and find the specific software option you need. There are dedicated Vendor Stores, so it's easy to navigate and manage licensing and renewals.

If you have any questions or you'd like to know more about InTouch and Tech Data's e-commerce tools, please email **emma.crawford@techdata.co.uk**