

Mayflex Enhances XTRA Online Ordering System

Submitted by: Mayflex

Tuesday, 13 June 2017

Mayflex (<https://www.mayflex.com/>) the distributor of Converged IP Solutions has upgraded its existing online ordering facility, XTRA (<https://www.mayflex.com/online-ordering>), to provide enhanced benefits to its customers.

XTRA (<https://www.mayflex.com/online-ordering>) is the partner area of the Mayflex website that allows any account customers to view their pricing, place orders and check stock availability. Orders can be placed up until 8.00 p.m. on the evening for next day free delivery (<https://www.mayflex.com/next-day-free-delivery>) to the UK mainland.

New developments to XTRA (<https://www.mayflex.com/online-ordering>) include Mayflex QuickEDI where customers can upload a list of product codes and the quantities required to create their order. Customers can now view and convert quotes to orders, change baskets to quotations (which will also hold the pricing for 30 days) at the touch of a button, and new omnichannel functionality enables them to switch channels at any stage of the ordering process so that Mayflex's sales teams can modify a customer's basket over the phone if assistance is required.

Tracey Calcutt, Marketing Manager, commented 'At its heart e-commerce is about putting customers first, empowering them and giving them the best experience and choice possible. Since launching our mobile friendly site in September 2016, we've continued to develop the user experience and we've talked and listened to our customers to get their feedback. These latest enhancements to XTRA (<https://www.mayflex.com/online-ordering>) mean that the site is not only quicker and easier to use, but we've made lots of little tweaks and improvements based on the feedback we received.'

Tracey continued, 'As well as the enhancements to XTRA (<https://www.mayflex.com/online-ordering>) we've worked with our delivery partners Fedex and Palletforce, and can now provide SMS and/or email updates on the status of all orders, so from the point of placing an order to it being delivered to our customer's doorstep, they will be kept up to date at every stage of the delivery process.'

Tracey concluded 'XTRA (<https://www.mayflex.com/online-ordering>) also includes many existing features such as creating a 'favourites' list for products that are ordered on a regular basis, viewing invoice history, ordering plain packaging and the ability to brand product literature with a customer's logo and address details in our branded literature feature. We are developing further new digital services for our customers and continually working to make those we have even better, remaining focused on providing a seamless omnichannel customer experience.'

To assist new customers with XTRA (<https://www.mayflex.com/online-ordering>), Mayflex has created an A5 XTRA User Guide (<https://www.mayflex.com/sites/default/files/downloads/xtra-user-guide.pdf>) that can be downloaded from the website or printed copies are available by contacting admin@mayflex.com.