

# Improving Customer Experiences Through Successful e-commerce Integration

We often talk about ecommerce integration as if it only affects the company undergoing integration. But have you ever thought about the customer experience pre-integration?

Pre-integration, if customers had questions about their orders, they were often funneled through a confusing recorded menu of options, only to reach a service agent who had to put them on hold multiple times just to check on a simple order. It must have been maddening for a customer.

Fortunately, with tools such as [Sage 100 and IN-SYNCH](#), you can now integrate your web shopping cart with your ERP system. Whether customers call your office or your service department, the answer remains the same, because everyone in your company is working from the same database. You're all looking at the same information and able to give consistent and accurate answers.

## Why Integration Matters

I was talking to a friend the other day who can vouch firsthand why integration matters. He started his own ecommerce company several years ago. Like many entrepreneurs, he started with simple accounting software, a separate website builder, and a shopping cart that led to a separate payment gateway. None of these systems were connected. Since his "warehouse" was a spare bedroom in his home, there was no need for automation or connection to the shopping cart. When an order pinged into his inbox, he could reply personally to his customers since he could literally look over his shoulder at the inventory shelves.

Now fast forward to this year. His company is successful, and he's long outgrown his home office space into a nice building downtown. He's got 20 employees, a big warehouse, a new accounting system...and he's still using separate systems.

"I'm going nuts with all the manual data entry," he said over coffee. "It's like the right hand doesn't know what the left is doing. We're always out of stock or overstocked, and because my shopping cart doesn't get updated directly from the inventory spreadsheets, we can't automate out of stock messages. I have to keep refunding customers who want their money back, and my payment gateway charges me a little each time I issue a refund. It's like I'm leaking money!"

We talked for a while, and I helped him figure out how much he could save annually by investing in a major software upgrade. Thanks to cloud-based solutions, such upgrades aren't as expensive as they were years ago.

Now my friend is using [Sage 100](#), IN-SYNCH and [Amazon](#) shopping cart, and he couldn't be happier. He can see at a glance how productive his company is, can fill orders faster, and can run reports that help him forecast his business. "It's easier now that all my systems are integrated."

We couldn't agree more!

## Integration Is Within Reach with IN-SYNCH

My friend is a smart guy, but like many business owners, he gets wrapped up in his daily work. If you're a business owner or an entrepreneur, you know the challenges I'm speaking of: managing people, processes, production, marketing, sales, operation, finances, human resources, accounting. The list goes on and on. Often, technology drops to the bottom of the list until you're in a position where the pain of staying with what you're using is worse than what you can bear.

Here at ROI Consulting, we can make integration and upgrades easier for your company than you ever thought possible. We work with you to understand the business challenges that you face and to help you select the best tools for your needs. With products such as [IN-SYNCH](#), integration with your ecommerce platform and shopping cart becomes easier than you ever thought possible.

[Contact ROI Consulting](#) online or call us at 402-934-2223 ext. 1.