Living in a Digital World

How Leveraging Online Tools & Analytics Can Help Manage your Business and Grow Sales

By Anuj Gaur, Chief Information Officer and Judith Statum Toland, Business Intelligence Director, GE Capital Commercial Distribution Finance

In today's competitive business environment, you are likely working harder than ever to help increase revenues and grow. Managing inventory, paying bills and dealing with operations are just a few of the things dealers do on a daily basis to keep business running. However, in order to retain a competitive edge, it is important to spend time focusing on the customer experience. Effectively using online tools and analytics to manage business allows dealers to spend more time on innovation and sales strategies to enable growth.

In today's increasingly complex digital world, online tools can easily become overwhelming to manage. It is important to understand and use the tools that will provide the most relevant information in the simplest way possible.

GE Capital, Commercial Distribution Finance (CDF) provides such a tool with its Customer Online Management System (COMS), which allows businesses to conduct inventory transactions online and manage inventory quickly and easily. A leader in providing online technology to customers, CDF designed COMS as a transactional tool that makes it easy to pay bills and filter critical business data and as an analytical tool that can help guide customer business decisions.

Using Analytics to Connect the Dots

It is vital to have access to information in order to make business decisions. As a dealer, knowing how volume is trending and how many orders are being filled is important. What is even better is a historical view of how inventory is turning within multiple manufacturers and distributors across selling seasons. Putting all of the pieces together, a dealer can forecast product demand based on the previous seasons and optimize proper inventory levels to meet the demands of the customer. This kind of information helps dealers maximize sales opportunities while keeping their businesses strong.
The capabilities provided in COMS now offer dealers easy access to information that helps uncover actionable insights, a combination of performance measures and analytics. These types of insights are available through Analytics Online, a tool within COMS, which gives dealers critical information about their inventory. Its objective is to provide access to real-time data in order to increase efficiency and enable more informed decision making.

Open for Business 24/7

Retail hours may be from 9-9, but businesses are working around the clock. A tool like COMS gives dealers online access to their account information all the time, day or night, which allows more time for customers during business hours.

In addition, the capability to add alerts is another way that COMS helps dealers work more effectively. By setting notifications for critical developments, such as approvals or payments due, a dealer can make decisions immediately in response to the real-time information, rather than having to manually search and then decide.

Other time-saving features of the COMS tool:

- Streamlined and aggregated payments: Centralized on your homepage—pay all open payments with the click of one box.
- Alert settings: Never miss a payment or an important task by setting up alerts. With 24/7 access, dealers can quickly attend to alerts and stay a step ahead.
- Personalization features: Set up how you see pertinent information to increase online efficiency and make more informed decisions.
- Enhanced search: Find exactly what you need across all accounts in a matter of seconds with an intuitive and modern navigation and powerful search features.

In today’s always-on, interconnected world, it is important to find efficient ways to manage information, filter data and handle administrative tasks to be able to spend more time attending to business needs. The tools found in COMS help streamline and simplify daily business operations, while helping to identify new opportunities for growth. In today’s competitive and sometimes volatile business environment, these tools provide an edge to help keep business moving and growing.
About the Authors

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