

The most easy to use software on the MARKET now includes ONLINE ORDERING!

Integrate HireEzy with the Web

Changing trends in Sales Leads

The major party hire companies in Australia and the USA now generate over 50% of all new sales inquiries from their web site. This can be a combination of direct web submitted inquiries or customers who have checked out their web site prior to calling.

Furthermore, most now find Yellow Pages or Yellow Pages on Line a rapidly declining source of new business.

One customer with a long established business, cited that his father use to spend \$25 000 a year on Yellow Pages, they now spend less than \$2000. The reason is that yellow pages is no longer the major source of new business for them, rather it is business from the web.



Benchmark Yourself	Your Answer %	Australian Party Hire Benchmark %
What percentage of your new business sales inquiries come from the Web?		55%
What percentage of converted new business sales come from inquiries that started from the Web?		35%

If you are below the benchmark then consider the following?

Question	The Need	Recommendation
How often do you change or update your web site?	The more frequently you change your content on your site the higher your search engine ranking?	Twice per week
Customers come to your web site to find information and products	Your primary content value is your Catalogue, what you have, information on each item and how much it costs.	Catalogue available with images and descriptive text, (optional pricing)
How long do on-line customers stay on your web site?	The longer you can hold on-line customer interest the more probable you will convert them to a sale. You do that by having the information they want.	Data on this is poor. Ideally you want 25% filling in an on-line quote form.

The problem most Small to Medium Hire Companies is the **COST** both in **TIME AND MONEY** to achieve these recommendations!

But your solution is now here!

The Solution

You already maintain a Catalogue within your **HireEzy** system. The System has your product name, a description, images and price.





So why not just publish that **straight to your web site?** *Well now you can!*

Every product item (that you select), including the Category the item belongs too can now be **published to a Web Site.**

Item ID	<input type="text" value="10"/>	<input type="button" value="Edit"/>	<input type="button" value="Sort"/>
Item Name	<input type="text" value="Chair - Orange folding"/>		
Item Description	<input type="text" value="Plastic chairs which are stain resistant PVC plastic. Ideal for any function."/>		
Category	<input type="text" value="CHAIRS"/>	<input type="button" value="Edit"/>	
<i>Prices Include GST</i>			
Daily Hire	<input type="text" value="\$1.30"/>	4 Day Hire	<input type="text" value="\$10.00"/>
2 Day Hire	<input type="text" value="\$1.95"/>	Weekly Hire	<input type="text" value="\$15.00"/>
3 Day Hire	<input type="text" value="\$3.00"/>	Bond	<input type="text" value="\$50.00"/>

Even go so far as make selected items a special, and have these published to the web site!

Benefits

-  Most companies have reason to change or edit their catalogue or specials item at least twice per week. Every change you make creates a change to you web site, so improving your search engine page ranking.
-  Attraction of online customers is increased because your site has the information they are seeking, i.e. your Catalogue information.
-  Finally the system enables customers to select the items they want and produce a online booking request – that is directly placed in your HireEzy leads section!
-  Cost in time and money is reduced!

Hire Item Screen

Below is the hire item screen of HireEzy where you add the details of your item including images, pricing, security bond and description.

Available promotional items

Date created	Description

Item Images

1 2 3 4 5 6 7 8 9 10

Title:

File Name: Chair-LHS.jpg
Format: JPEG
Dimensions: 303 x 432
Resolution: 72 x 72
Quality: 1024
Size (bytes): 38112

EMAIL
IMPORT IMAGE
EXPORT IMAGE
EDIT IMAGE

Web Module Settings

Put this item on special.

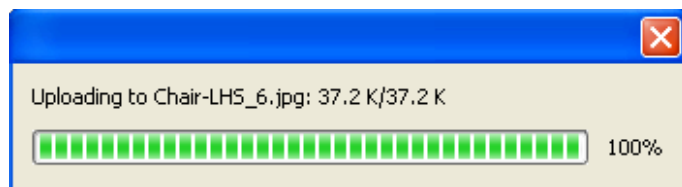
Prices Include GST

Daily Hire \$1.30
2 Day Hire \$1.95
3 Day Hire \$3.00
4 Day Hire \$10.00
Weekly Hire \$15.00

Bond \$50.00

Add/Update

By clicking the update button the images and details are sent to HireEzy.com



Upload Complete!

Now the Hire Item/s have been updated/added to your website.

All details have been sent including pricing, any security bond required and images of the hire item/s



Viewing the Online catalogue generated from HireEzy

HireEzy will create all the categories required and upload all hire items into those categories.

» Categories
» Chair - Orange folding

» CHAIRS

» MARQUEES

» TABLES

» Search Catalogue


keyword(s)

category
..... all categories

price range to
 to

hire type
..... all hire types

[» Find Hire Items](#)






Description:
Plastic chairs which are stain resistant PVC plastic. Ideal for any function.

Bond Required: \$50.00 (refunded upon return of item)

Item Qty: X **Hire Type:** X **Time Qty:** [» Add to Cart](#)

Other Images:

Creating orders

Customers can now peruse the Hire Companies Hire Inventory and add items and requirements to a Request to Book.

» Categories
» Shopping Cart
displaying 2 hire items

» CHAIRS

» MARQUEES

» TABLES

» Search Catalogue



keyword(s)

category
..... all categories

price range to
 to

hire type
..... all hire types

[» Find Hire Items](#)

<input type="checkbox"/>		Chair - Orange folding <small>from CHAIRS</small>	Item Qty <input type="text" value="40"/>	X	Hire Type <input type="text" value="\$1.30 Daily Hire"/>	X	Time Qty <input type="text" value="1"/>	+	Bond <input type="text" value="\$50.00"/>	\$52.00
<input type="checkbox"/>		TABLE <small>from TABLES</small>	Item Qty <input type="text" value="10"/>	X	Hire Type <input type="text" value="\$2.00 Daily Hire"/>	X	Time Qty <input type="text" value="1"/>	+	Bond <input type="text" value="\$0.00"/>	\$20.00

[» Remove](#)
[» Remove All](#)
[» Recalculate](#)

Total Hire Cost: \$72.00

Total Bonds: \$50.00

Upfront Cost: \$122.00

To add more items to the quote, simply keep browsing through the site and click the Quote button on the items you wish to add to the list.

» Booking Request

Full Name

Company

Position

Email

Work Tel.


Mobile

Hire Start Date

Hire End Date

Extra Information / Questions

We are having an engagement party for 40 people



Before confirming your booking request, please note that labour and service charges may need to be incurred.

Our company will contact you to discuss if such charges are necessary. After this discussion, your booking request will be converted to an invoice.

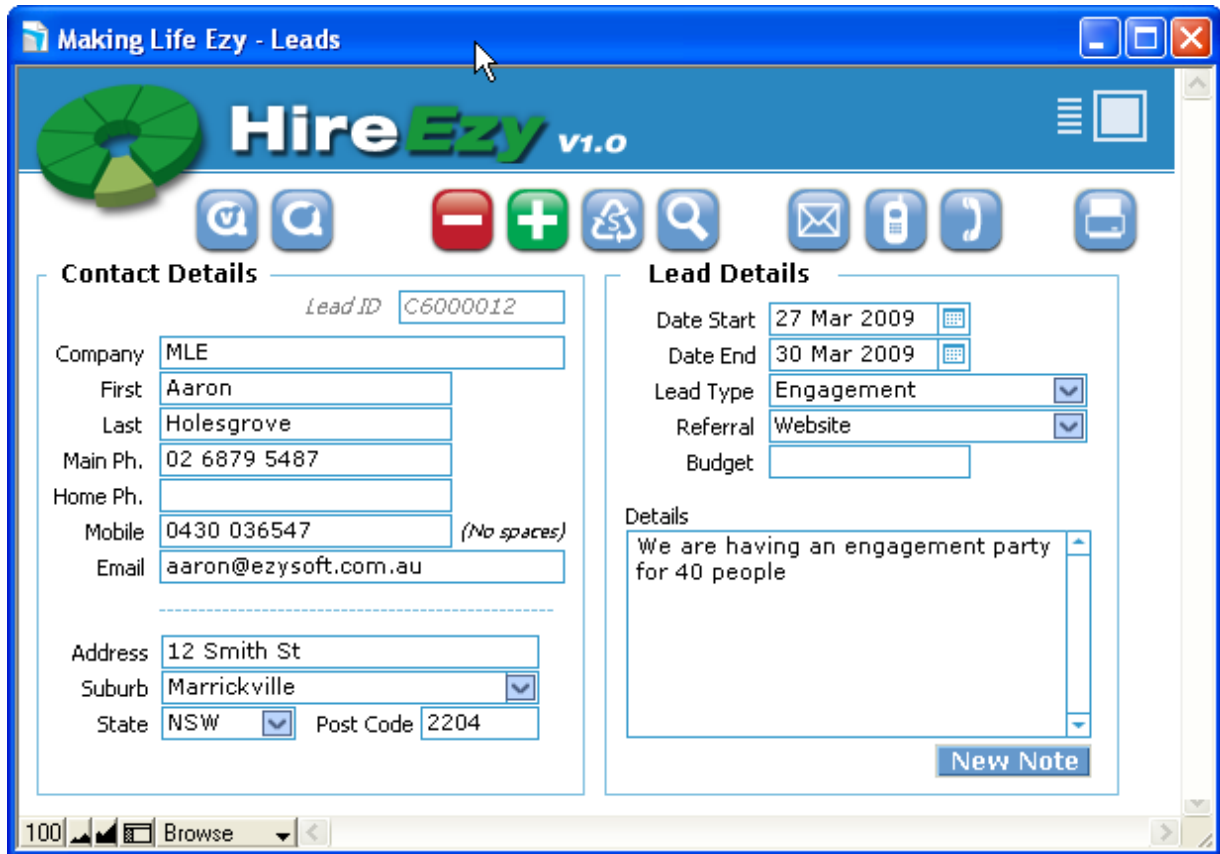
Ready to move on to the next step?

[» Continue](#)

Customer completes details and submits form

Once the form is submitted the details of the order are sent to HireEzy and firstly the software checks if it is a new or existing customer.

If it is a new customer placing the order then a new lead is created in the software. Otherwise the order is attached to an existing customer.



The screenshot shows the 'Making Life Ezy - Leads' application window. The interface features a blue header with the 'HireEzy v1.0' logo and a navigation bar with icons for search, add, refresh, and other functions. The main content area is divided into two panels: 'Contact Details' and 'Lead Details'. The 'Contact Details' panel includes fields for 'Lead ID' (C6000012), 'Company' (MLE), 'First' (Aaron), 'Last' (Holesgrove), 'Main Ph.' (02 6879 5487), 'Home Ph.', 'Mobile' (0430 036547), 'Email' (aaron@ezysoft.com.au), 'Address' (12 Smith St), 'Suburb' (Marrickville), 'State' (NSW), and 'Post Code' (2204). The 'Lead Details' panel includes 'Date Start' (27 Mar 2009), 'Date End' (30 Mar 2009), 'Lead Type' (Engagement), 'Referral' (Website), and 'Budget'. A 'Details' text area contains the note: 'We are having an engagement party for 40 people'. A 'New Note' button is located at the bottom right of the 'Lead Details' panel. The bottom of the window shows a taskbar with a 'Browse' button and system icons.

Order Creation

Next step in the process is a quote/order is created in the quotation system where an email or SMS can be sent to a designated staff member who can process the order. Or when that staff member logs in next he is prompted by HireEzy regarding the new orders.



Order/Quote Screen

Below is the quote generated from the website which further charges can be added such as delivery and labor and then the final documents can be sent to the customer for confirmation and payment.

MLE
12 Smith St
Marrickville
NSW, 2204

QUOTE TO

Terms:

SHIP TO
Clear

Add Ship to..

No: **Q00026**

Date: Sun, 8 Mar 2009

Due: Sun, 8 Mar 2009

PO No.

Add a Hire Item

Add a Product or Service

DRINK

Product Code	Description	Wholesale	Retail
DRINK	Drink Coaster	\$9.09	\$22.00
9310717001865	Buscopan	\$10.91	\$24.00
LAB	Labor	\$20.00	\$44.00

QTY	Item	Description	A/C No.	Price Inc	Tax	TAX AMT.	DISC.	Ext.
40	32	Chair - Orange folding (Daily Hire)		\$1.30	GST	\$4.73	\$0.00	\$52.00
10	6	1.8m Rectangle Table, wooden top	4-1400	\$2.00	GST	\$1.82	\$0.00	\$20.00
1	BOND	Bond	4-1425	\$50.00	FRE		\$0.00	\$50.00

Quote Comments

Engagement Party for 40 guests

Memo: Sale: Aaron Holesgrove

Disc. Total	\$0.00
Sub Total	\$115.45
GST	\$6.55
Total	\$122.00

Note:

HireEzy will update your Website/ Online Catalogue, **eliminating the need to pay** for such changes to your web site.

HireEzy includes a quoting and payment system , saving you **thousands \$\$\$\$** in development costs to Web Developers.



Web Developer

PDF quote for emailing

The quote can then be generated to a PDF and sent to the customer for confirmation.



QUOTATION# Q00026
Staff Member: **Ron Neville**
Issue Date: **8 Mar 2009**

Quotation Total: \$122.00
Start Period: **27 Mar 2009** End Period: **30 Mar 2009**

QUOTE TO:

MLE
12 Smith St
Marrickville
NSW, 2204

DELIVERY /SITE ADDRESS

Doltone House Function
12 Bendigo St,
ABBEEWOOD
QLD 4613

QTY	Code	Details	Price	GST	Ext. Price
40	32	Chair - Orange folding (Daily Hire)	\$1.30	\$4.73	\$52.00
10	6	1.8m Rectangle Table, wooden top	\$2.00	\$1.82	\$20.00
1	BOND	Bond	\$50.00		\$50.00

Comments

Engagement Party for 40 guests

SUB TOTAL	\$115.45
G.S.T.	\$6.55
DISCOUNT	\$0.00
QUOTE TOTAL	\$122.00

I hereby accept the above Quotation

Accepted by: Print Name Signature

Company Name Date

Final Payment

Once all documentation is completed and the order confirmed, the customer can log back into your website and **pay for the order** via credit card or BPAY (Optional) which will go straight into your bank account and the transaction straight into **HireEzy!**



Pay Your Invoice Online

Invoice Number

EzyBill Code

Repeat Output
W C 6 3 2 J

POWERED BY
EzyBill

EzyBill Technology uses Secure Socket Layer (SSL) encryption to protect your online transactions.

Can't read image? [Click here](#)

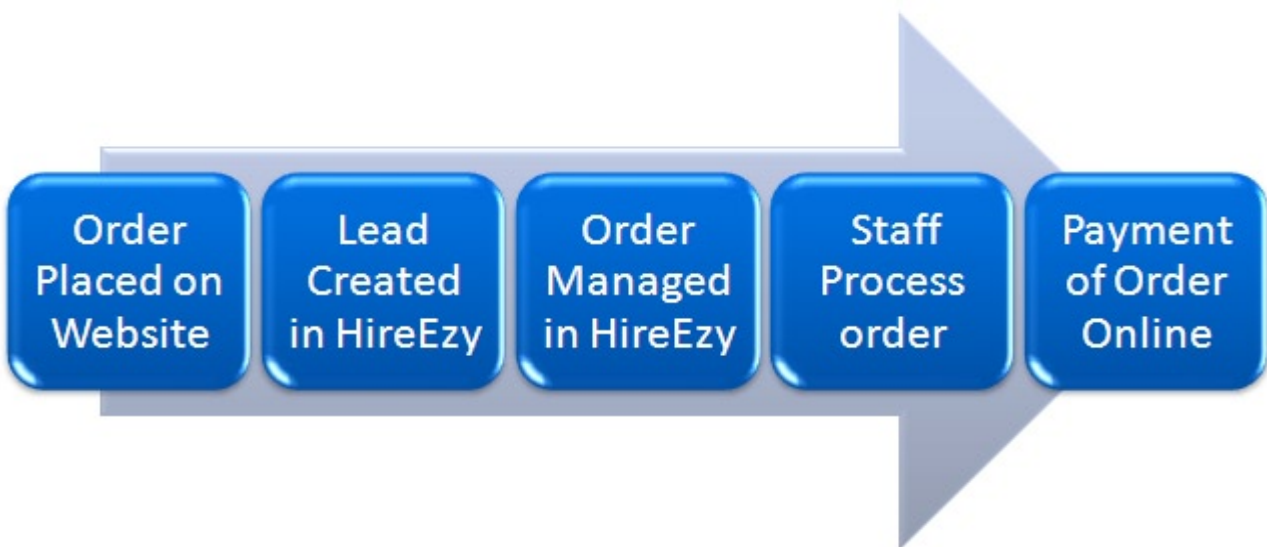
NOTE: All fields are required to submit this form

SUBMIT FORM **CLOSE WINDOW**

demo.hireezy.com

Workflow Diagram

Below is a simplified diagram for the application which demonstrates the automated workflow.



HireEzy makes your website work for you, eliminating duplication, improving your search engine rankings and giving you a true a 24/7 digital sales rep!

If you are interested then your next step is to book an on-line demonstration of the system.

Please call us on (Internationally) **+61 7 56071296** or in Australia on **1300 137337**
or email us at **sales@makinglifezy.com.au**

Features Glossary

Marketing

Customer relationship management
Customer transaction history, including damages
Customer contact records
SMS marketing and reminders
High Graphic brochure production
Integrated web content management – option
Integrated on-line catalogue – option
Product Marketing brochure production
Product Combination brochure production
Inbuilt email for brochures
Lead Source identification and analysis
Management Marketing Reports

Sales and Bookings

Equipment Sales
Equipment Hire
Equipment Availability
Calendar view of equipment bookings
Sales lead management
Process credit card payments
POS – integrates to most hardware
Estimations and quotations for scaffolding and fencing
Licence Scanning
Quote to Invoice conversion
Deposits and Bond management
Damages and waivers processing
Long term hire/ Cross hire
Hire Item Packages – suggests and manages sub-component
hire items
Existing Customer discounts
Management Sales Reports

Inventory

Bookings generate warehouse pick slips
Stock purchasing
Service and Maintenance scheduling
Service and Maintenance history
Inventory levels by product
Bill of Materials – for combination hire items
Management Stock Reports
Delivery/ Collections
Bookings generate delivery requests – where delivery re-
quested

Delivery schedule planning

Complete integration with Google Maps for delivery planning
Integrated collections planning with delivery
On-site servicing or inspections requirements can be integrat-
ed in to route planning
Deposits and Bond management
Damages and waivers processing

Finance/ Accounting

Bookings create accounting transaction records
Payroll (option)
General Ledger
Profit and Loss Statements
Long term hire monthly/ period payment processing
Links to Ezi-debit for 3rd party collection of period payments
Financial Management Reports



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