



## Get Ready!

To deliver an exceptional customer experience.

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a2b helps brands exceed customer expectations resulting in a higher lifetime value.



*as featured in GA Trend Magazine*

With an ever-changing business landscape and technology advancing, **customer demand is increasing at rates that may be hard for your business to keep up with.** Functions like distribution management (b2c and b2b) and Customer Care, although critical, are taking valuable time and resources away from growth functions - including: R&D, marketing and sales. For this very reason, more and more businesses are choosing to outsource these functions, and many are reducing costs in the process.

**How these services are performed are a direct reflection of your brand. Therefore, the choice of partner is critical.**

Since 2001, a2b has earned the trust of hundreds of brands through our specialized, outsourced model. By combining advanced technology, modern and scalable infrastructure and strategic locations we ensure successful back-end processes that for our clients, means happier customers. Each a2b team member is carefully chosen and thoroughly trained to be sure that the highest level of service is always provided.

This brochure walks you through each of the most common solutions that a2b offers. It's my hope in reviewing this that you will feel inspired to reach out to us, share your business challenges and allow us the opportunity to show you how **a2b can help you deliver an exceptional customer experience.**

Best Regards,

*Ayal Latz, President and Founder*

# Your Customers Have High Expectations

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**EASE OF  
ORDERING**



**CUSTOMER  
SERVICE**



**PROACTIVE  
NOTIFICATIONS**

**FAST TURN  
TIMES**



**FREE  
SHIPPING**



**ACCURACY**



**RUSH  
SHIPPING  
OPTIONS**

# A New Way: What is the value to your business?



## HIGHER CONVERSIONS

Telling customers how fast they receive their order will help close more sales



## TRACKING: SEND IT QUICKLY

Reduces cancels and buyer's remorse, speeds up payments and continuity



## SATISFYING CUSTOMER EXPERIENCE

Less negative, more positive reviews - potentially more revenue



## LESS CUSTOMER SERVICE CALLS

Adding more to the bottom line

a complete end-to-end solution, or just the services you want.

# Complex Solutions Simplified



## ORDER FULFILLMENT

- ✓ e-Commerce
- ✓ Direct Response
- ✓ Retail
- ✓ Drop Ship



## CUSTOMER CARE

- ✓ Live Agent, Email, Webchat
- ✓ Save-the-Sale
- ✓ Social Media Management
- ✓ Chargeback Management



## VALUE-ADDED SERVICES

- ✓ Kitting & Assembly
- ✓ Reverse Logistics
- ✓ Warehousing
- ✓ Order Management



# Ship Smart

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- ✓ Fast, Discounted Shipping
- ✓ Shipping Intelligence software reduces costs



**MAJORITY OF US CONSUMERS  
REACHED IN 2 DAYS OR LESS  
VIA GROUND SERVICE**



## Order Fulfillment

Through advanced technology, strategic locations and over 15 years of experience, a2b is positioned to take your brand to the next level. Our proven process delivers near-perfect accuracy, same-day shipping, with support to both your consumer and retail customers.





## e-Commerce

Reach the majority of US consumers within two business days. Easy integration with existing shopping carts makes working with us a snap.

## Direct Response

As a long-time leader in the DRTV space, a2b is both a sponsoring member and expert content contributor to both the ERA and DRMA. With such a keen understanding of the many intricacies and challenges of this industry, we have developed systems and processes that support the unique needs of the DR Marketer.

## Retail & EDI

A specialized Retail Division manages this complex process, including EDI integration, routing guide compliance, labeling and transportation management.

## Drop Shipping

We are no stranger to this hybrid of consumer-direct fulfillment with the complexity of retailer compliance. Our technology does the heavy lifting by integrating with big box retailers, home shopping channels and online marketplaces to make this process seamless.



## Customer Care

Our US-based Contact Center division employs career-oriented professionals with a passion for customer service. We arm them with the latest technology and employ continuous improvement training to both protect your brand and increase lifetime value.



### **Live Agent, E-mail & Webchat**

Contracted in a highly flexible shared environment, with dedicated agents, or via a hybrid of both, your custom-tailored program is assured to remain effective.

### **Save-the-Sale**

From Cost Center to Profit Center, our agents are trained to skillfully save sales in a respectful and non-threatening manner.

### **Social Media Management**

Response in the social media realm can be critical to a brand's success. Our team monitors and responds to questions as well as negative feedback.

### **Chargeback Management**

We take the headache out of chargeback management. Due to a keen understanding and experience fighting chargebacks, we also help employ practices to prevent them.





## Value-Added Services

To round-out the outsourced solution, a2b provides a wide array of Value-Added Services that truly makes us a one-stop-shop for all of your logistics needs. Leverage our scalable warehouse space and labor to perform a number of activities.



### **Kitting & Assembly**

We build everything from high-end presentation packages to complex parts assortments. All builds are carefully managed using a Work Order process with system-controlled bill of materials and quality checkpoints.

### **Reverse Logistics**

We process tens of thousands of returns each week and know how to turn what is generally thought of as a negative into a positive. Our specialized team of Product Refurbishment professionals can also renew and repackage returned product to maximize value.

### **Warehousing**

a2b offers both ambient and climate controlled space. Configurations include pallet racking, bulk/high cube, and shelf/bin location, allowing us to accommodate virtually every product type.

### **Order Management**

Our best-of-breed, PCI DSS Level I Certified Order Management System helps orchestrate all of the moving parts of your campaign, while giving you a real-time, 360-degree view of it all. We help manage complex continuity and multi-pay programs while also providing a feature rich system of record that facilitates advanced reporting and customer care.

Run On

# Powerful, Enterprise-Level Technology

EASY  
INTEGRATIONS



ADVANCED  
ORDER  
MANAGEMENT



INVENTORY  
CONTROL  
SYSTEMS



SHIPPING  
INTELLIGENCE



CALL CENTER  
ROUTING AND  
MONITORING

# Our Goodness leads to Your Greatness

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20 Second Speed-of-Answer

**48 Hour Dock to Stock**

99.9% Inventory and Order Accuracy

**Same-Day Order Fulfillment**

Secure and Pristine Facilities

**PCI DSS Certified Order Management**

48 Hour Returns & Refund Processing

# We don't have customers, we have partners.

"Your team is knowledgeable,  
professional and really cares."

"Loving the real-time reporting and transparency.  
It really helps me keep the pulse of our business."

"I wish we would have come on board sooner."

"You've made our jobs a lot easier.  
It's great not to have to worry about logistics."

