

## eg e-commerce and portal consulting services

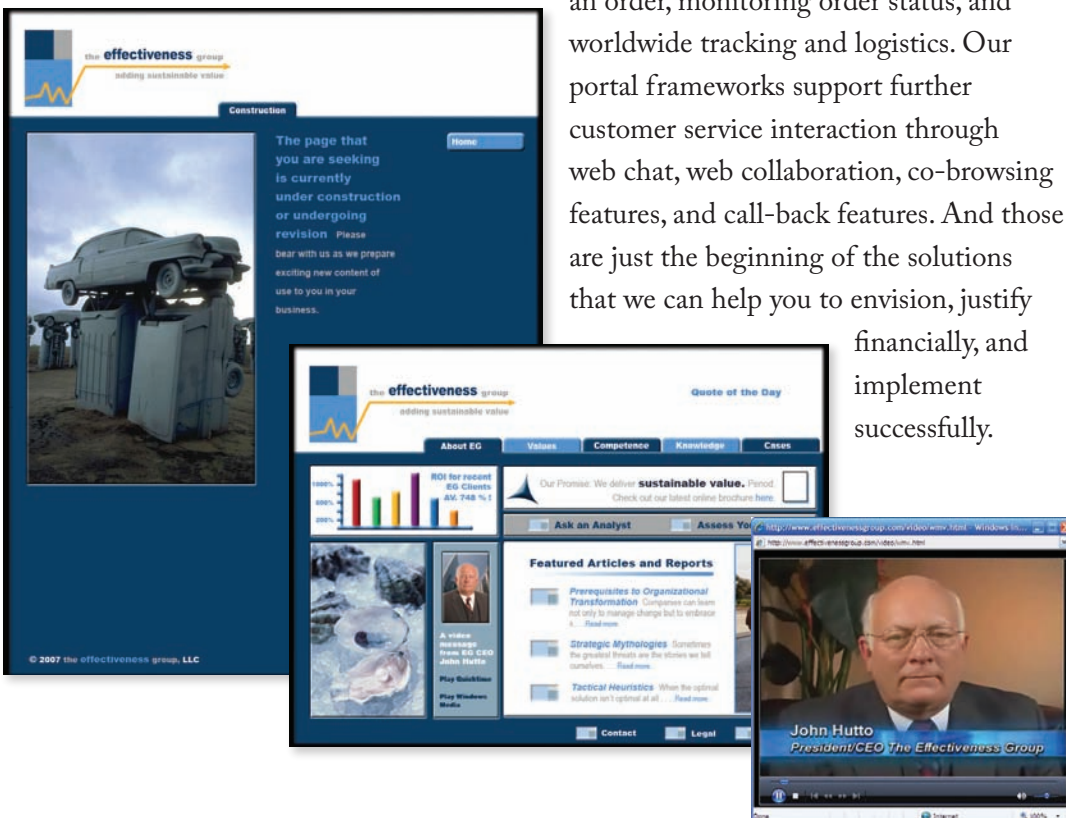
Before you leap into doing the nifty graphic design of your next-generation e-commerce portal, you need to ask a great many questions: Have you defined a cost-effective solution? Have you defined the business benefit? Is the solution that you are contemplating truly innovative? Does it offer real competitive advantage? And, importantly, will it serve your customers optimally?

Many firms compete in the portal development space. eg does, too. But few can compete with us in developing an e-commerce business model and portal strategy that is justifiable as a bottom-line financial decision. Everyone may have one, but does the one you are contemplating make financial sense? What is the ROI? And what are the customer benefits? These are the questions that eg asks as no one else does.

E-commerce portals not only extend your reach but can also provide a self-service channel that is more cost effective than traditional call center support. We can do the heavy lifting to demonstrate these savings through our value analysis program and activity-based costing.

We can define and integrate a portal solution with an overall customer contact channel strategy and help you to integrate the solution with your legacy technologies. We can also integrate newer technologies, like RFID and GPS, for innovative business solutions. And the best news is that we can leverage our existing portal frameworks and platforms to improve our value proposition to you and reduce your entry-point cost.

An eg-designed e-commerce portal customer contact channel can facilitate placing an order, monitoring order status, and worldwide tracking and logistics. Our portal frameworks support further customer service interaction through web chat, web collaboration, co-browsing features, and call-back features. And those are just the beginning of the solutions that we can help you to envision, justify financially, and implement successfully.



“Web portals are all about serving customers. The customer’s experience is, therefore, THE primary consideration. The customer needs WHAT he or she wants, WHEN he or she wants it, and it all has to be done right the first time through the browsing path. A portal’s users, like the users of a call routing system, will have a very low tolerance for defects. That’s why a portal has to be executed at a Six Sigma level or greater.”

—Don Gene Copeland, Jr., VP and ITIL Master, the effectiveness group