



# Your easy guide to online ordering

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eCommerce Series  
eBook 1, 2013



# Is this guide right for me?



See here how you can benefit from reading this easy guide to online ordering and check if your personal level matches the content of this guide.



This guide

**INTRODUCTORY LEVEL**

This guide is introductory in nature. If you are new to the subject of using online ordering in your business capacity, this guide is right for you. It includes step-by-step instructions on how to get started with using online ordering. After reading this guide you will be able to start using online ordering for your business.

# Typical reader description

If all or some of the following applies to you and your activities at work, this guide will assist you with online ordering:

- Work for a company that orders online
- Have access to a company account for ordering online
- Order online on behalf of your company
- Specify items to be ordered for your company

## What will I learn from this guide?



- What online ordering is
- Why online ordering is the way to go
- What you need for easy online ordering
- How to order components online

Reading time estimate: 20 to 25 minutes



### Feedback

Email: [r.eguides@rs-components.com](mailto:r.eguides@rs-components.com)

To help you on your way to easy online ordering, we're only a phone call away.



Phone: **086 000 7772**

# Your easy guide to online ordering

by **Samantha Swanepoel**

Samantha Swanepoel is an accomplished chartered marketer who holds a masters degree in marketing. Experienced in eCommerce, she is passionate about how excellent online service can improve customer experiences.

With her love of cooking you can often find her in the kitchen, trying out new Nigella Lawson or Gordon Ramsey recipes. Known informally as Sam, she loves music and plays the viola, violin, saxophone, cello, double bass, clarinet and piano. But it's her opera singing credentials that took her to Nelspruit in 2010, where she performed with the Johannesburg Philharmonic Orchestra.



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## Extra

- More about online ordering at RS Components
- Corporate social responsibility: Save the Wild Dogs



**What is online ordering?**



# What is online ordering?

Online ordering and buying, often called electronic commerce (eCommerce), refers to the buying of goods and services online via the Internet. It also relates to using the Internet to access services previously only available in the physical world, such as online banking.

eCommerce means doing business online using the Internet. This includes the ordering of products and services. (Online banking is one of the eCommerce services used most often.)

## 1.1 Most of us personally use online ordering

In our personal lives we use the Internet to order many things online. Online retail services such as [Kalahari](#), [Yuppiechef](#), [Zando](#), [Style36](#) and [Woolworths](#) have become popular South African destinations for online ordering. (Consumers also refer to *online shopping* when using the Internet for online ordering.)

These days booking and paying for plane tickets online is second nature. The airline industry is a good example of how easy and useful online ordering is.

Accommodation is another online ordering success story. For instance, have you tried the private accommodation service [Airbnb](#)? With this online service people can easily list, discover and book private accommodation in South Africa and around the world.

## 1.2 Online ordering for your company

Business-to-business (BTB) eCommerce (online ordering between businesses) is becoming popular. One reason why businesses are using online ordering is its ease of use. It's as easy to use online ordering for a business as it is to do it personally.

## What is online ordering?

Businesses have learned from consumer companies how to make online ordering easy, quick and safe. The experience of ordering online for your business is now as easy as ordering yourself a new book from Kalahari.

Using online ordering as a business credit account holder is even easier, as no credit card or other direct payment procedures are required.

When you read this guide you will discover how to easily and quickly use online ordering in your business capacity.



### **ORDER ONLINE AT ANY TIME**

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*Time is money. There is therefore nothing better than going to a single website where I can find all the components I am looking for. Ordering online is an absolute pleasure, as it can be done at 6am in the morning, or any other time, allowing me to manage my time more effectively.*



**Shaun Lamberg, J2S Research and Development**

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**Why should I consider  
online ordering at my  
company?**



## Why should I consider online ordering at my company?

The most important reason to switch from manual ordering via phone, fax or email is **convenience**.

By ordering online you are in control. You decide when to order, regardless of where you are at the time. It's as easy as using the Internet.

Using online ordering does not mean that other forms of communication are not possible. We all still use the phone, fax and email to discuss things and exchange information.

To help you on your way to easy online ordering, remember that you can always call:

Phone: **086 000 7772**

### 2.1 Benefits of online ordering



#### Always on

The Internet doesn't have business hours. Ordering online means you can do business whenever and wherever it suits you. As long as you have access to the Internet you can easily order online.



#### Quick

When you have an account, the process of online ordering is quick. After you have searched and browsed to decide what you need to order, checkout only lasts a few mouse clicks.



#### Self-service

Ordering online puts you in control. Searching for just the right components, reading and downloading specification sheets, checking prices, requesting quotations and ordering all happen at the same convenient online place.

## Why should I consider online ordering at my company?

### **Easy log in**

Getting to your account online is one click away. Simply add your Username and Password and you're in.

### **My Account**

Access to a personalised business account online means the company you order from knows you. Your personal preferences, company information, business sector, order history, queries and other information are always on hand to assist you with ordering online.

### **Less admin**

To register for online ordering on behalf of your company is easy and quick. Once your personal business access to your company's account has been properly set up, the online ordering process is admin-free. It's as simple as deciding what you need to order, selecting the items and placing the order.

### **Immediate order confirmation**

Online ordering provides immediate confirmation via email. You therefore always have a record of what you ordered, without having to wait for a fax to arrive.

### **Order history**

See all your orders in one place, with all detail included. Repeat order? No problem. Select an order to repeat and it's one click away from being placed.

## Why should I consider online ordering at my company?

### **Saved parts lists**

For frequent ordering of similar parts, saved parts lists linked to your online account turns a laborious task into a one-click ordering process. The online ordering system remembers frequently ordered items. After you've ordered you can quickly and directly access exactly what you need, without hassle.

### **Online, immediate access to all component information**

Order directly from detailed product information pages.

### **Buy recommendations**

Use this handy automatic service to receive buy recommendations that you may not have been aware of. It's this level of service that adds real value to your online ordering experience. By way of example, look out for these kinds of buy recommendations:

*"People who have ordered this product A, also ordered that product B,"* or

*"If you order this product X, you could also use product Z"*

### **Product and service reviews**

Learn from others and share your own views.

Once you are a part of the online ordering community, you can view other people's product and service reviews. You can also share your own experiences and views. The more people place reviews online, the more everyone benefits from shared experiences.



**What do I need for online ordering at my company?**

**3**

## What do I need for online ordering at my company?

### A company account

For you to start using the online ordering system via the Internet for the company where you work, you need to make sure your company has a registered account. Normal company account opening procedures apply.

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### Online registration: My Account

Online ordering for your business means your company account needs to be linked to your personal online profile. This is really easy. (Normal back office procedures apply to setting up and linking your personal My Account and linking it to your company account online.)

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#### **INSTANT EMAIL NOTIFICATION OF ORDERS**

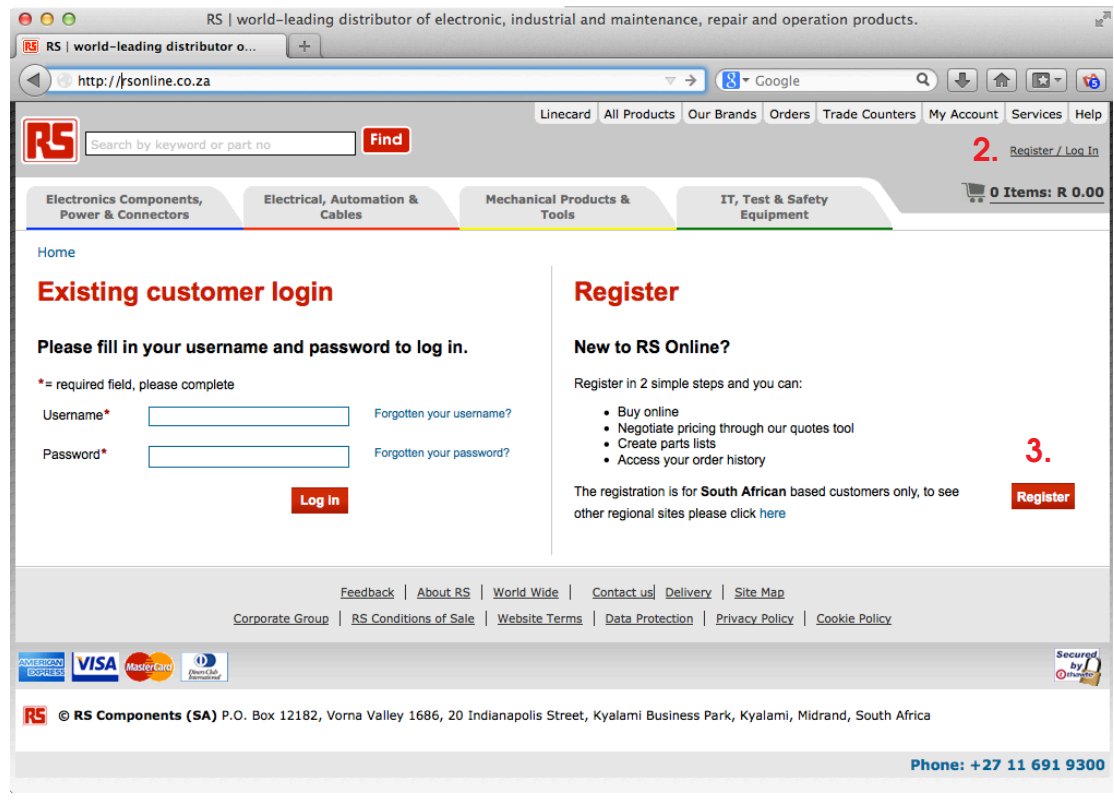
*With online ordering, I can immediately see what the availability of components is. I can also make sure if it's the right item I'm looking for, as pictures are always available of all components. But the best is that I automatically receive email notifications of my orders, with delivery dates.*

**Sunita Cornelius, Siyaphambille**

”

# What do I need for online ordering at my company?

## 1. <http://rsonline.co.za>



## Online registration steps at RS Components

1. Go to [rsonline.co.za](http://rsonline.co.za)
2. Click on “Register / Log In” on the top right hand side
3. Click on “Register” on the right-hand side to register in two simple steps
4. Enter both your personal **Username and Password** details, as well as your **existing RS account details**
5. Follow instructions
  - Provide your company account and other details
6. You are now registered and can do online ordering for your company



**How to use “My Account”**



## 4

# How to use “My Account”

### Online access to My Account

Once your online registration is complete, you click on “Register / Log In” on the top right hand side. Enter your **Username and Password** used for registration and click on **Log In**. The online ordering system will recognise who you are and display your name: You are logged in as **Name Surname**

If you now click on My Account (top right), you will see complete information about you and your activity relating to online ordering:

- **“My Orders”** lists all your online orders placed
- **“My Quotes”** is the best place to manage all your quotes. (Give QuotePlus a try to benefit from advanced quoting features)
- **“My Profile”** provides your personal details, as well as company order information such as your choice of delivery, or for branch collection options, payment and account details, etc
- **“My Lists”** is particularly useful for saving frequently ordered items in a convenient and ordered way. Use My Lists to enable pre-selected ordering that’s just one click away



**Switching from manual  
ordering to easy online  
ordering**

## 5

# Switching from manual ordering to easy online ordering

When you are used to a manual ordering system via telephone, fax and email that worked well over the years, it's sometimes hard to switch to easy online ordering. But to experience the many benefits of online ordering, change is needed.

This process is called migrating from manual ordering to online ordering.

### **Migrating from manual ordering to self-service online**

In today's modern business world, connected via the Internet, online ordering has become easy to do. But you need to keep a few things in mind to migrate to online ordering for your company.

- Support from your internal finance and procurement departments
  - The people who are responsible for your company's finances need to make sure that the company has an account at the online supplier to enable online ordering
- Official permission to order components on behalf of your company
  - Your company's normal internal ordering and buying procedures apply
- Internet access and a web browser
- Online registration
  - It's easy. Use this guide and call us for additional assistance

Tip: If you use the Google Chrome internet browser, the RS online ordering system is even faster.

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# **The role of the personal sales team in online ordering**



## The role of the personal sales team in online ordering

**Will I still have access to a personal sales contact when I order online?**

**Yes!**

Nothing changes as far as personal sales and service goes. Your trusted sales team is available to assist you with everything you need as before.

The only difference is that you personally place your order online yourself, rather than using phone, fax or email for the ordering process. Your sales contact will also assist you with making sure your online ordering experience is easy, quick and simple.

Your personal sales contact will even have more time to advise you on your purchases, as online ordering saves everybody time.



**Is it safe to order online?**



## Is it safe to order online?

### Is it safe to order online?

**Yes!**

RS Components uses the best security measures available to ensure the highest level of security for online ordering.

Look out for the padlock symbol and the letters **https** displayed by your Internet browser. The padlock and the letter “s” after “http” indicate you are using a **Secure** Internet browsing service for online ordering.

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**https: and  = secure**

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Just like in the physical world, common sense needs to prevail, but online ordering is just as safe as any other method of ordering. Because a complete record is kept of all online ordering activity, one can argue that online ordering is even safer than manual ordering.

#### **Keep the following safety principles in mind:**

1. Only use your own computer for online ordering. Do not order from an Internet café or from a device that you cannot trust.
2. Keep your own personal Username and Password safe and to yourself. Do not share these with others.

But don't worry if you cannot remember your Username or Password. Go online and follow the instructions for lost passwords, or phone us and you will be ordering online again in no time.

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## **Delivery and returns**





## Delivery and returns

### Quick delivery guaranteed

Online ordering only works well if the goods you ordered are delivered to you quickly and efficiently. This requires an integrated online ordering and delivery system that always works.

At RS our most important service to you is reliable, quick delivery of the items you require. Once your order has been placed online, the system will let you know when you can expect delivery. You are kept in the loop at all times.

Using your My Account personal online profile, you can see when your order is on its way. This information allows you to know when to expect the arrival of your ordered items at your door.

### Returns

Another important advantage of online ordering is the easy way in which returns are handled. The online ordering system is set up for you to easily initiate a return process. If you need to return ordered products, simply follow the returns procedure available in My Account.

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**Concluding thoughts  
on easy online ordering**



## Concluding thoughts on easy online ordering

As time goes by and Internet use increases, many manual systems are being migrated to online, Internet-based systems and procedures. More people around the world and in South Africa are constantly experiencing the significant benefits of using the Internet for online ordering.

At RS Components, we have seen a significant increase in online ordering from our business customers. At present more than 40% of our orders now happen online. We expect this figure to double to more than 80% over the next two years.

Join the migration to easy online ordering now to enjoy its many benefits.





## More about online ordering at RS Components

As a world-wide leader in eCommerce\*, RS Components (and its sister company Allied Electronics) have invested significantly in making your online experience easy, quick and simple. The company endeavours to replicate the ease of use of personal online shopping with business-to-business eCommerce.

At the same time RS remains completely committed to providing customers with a premium level of personal sales and customer service. Online ordering does not replace any personal sales activities and support. It simply makes the ordering process convenient, easy and fast.

\*Forrester Research: *Key trends in B2B eCommerce for 2013*, by Andy Hoar (18 October 2012)



### **ONLINE ORDERING IS SIMPLE AND QUICK**

*Online ordering is easy. You can be up-and-running in no time. Once your profile is set up, it's much simpler than to print and fax orders. It also saves money. Delivery is uncomplicated to arrange and is cost-efficient. I often recommend online ordering to others, because this method has significant benefits.*



**Andre de la Guerre, Kuruman & Kathu**





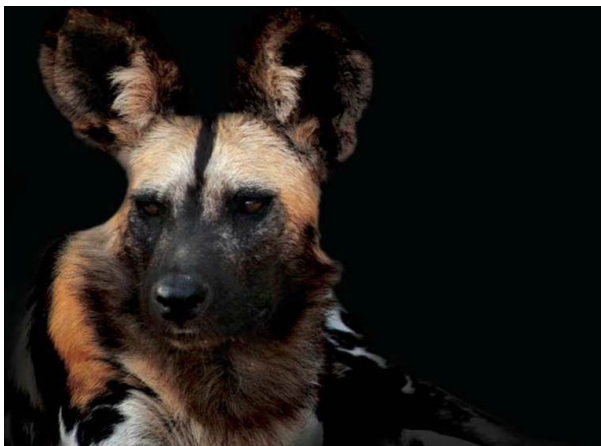
## Corporate social investment Save the Wild Dogs

At RS Components South Africa, we love our country and its wonderful environment. We have therefore chosen *Save the Wild Dogs* as a worthy charity we support.

Save the Wild Dogs started in 2011 with a few members of staff from RS Components who decided to ride the Momentum 94.7 Cycle Challenge for a cause and to raise money for a charity in the process. We decided to raise funds for the Endangered Wildlife Trust (EWT), specifically for their Wild Dog project. This inspired the naming of our group: *Save the Wild Dogs*.

As the idea evolved and with the backing of RS Components, who covers the cost as part of its corporate social investment (CSI) initiatives, it was decided to open up the team to non-RS staff.

The only requirement for riding as part of Save the Wild Dogs is to raise a certain amount of money for the EWT.





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### **Pen portrait of a Wild Dog**

I am a Wild Dog. I live mostly in the Kruger. But I can get all the way up to the South Africa / Botswana border with the rest of my family. I don't like to make too much noise. If you do hear me speak I make a kind of twittering sound. Sometimes I even sound like an owl and almost, softly hoot. In my family there is a lady and a man in charge. They work really hard to keep us safe, help find us food and get us to areas where they can breed.

The best thing about being a Wild Dog is that we all love to look after each other. We take turns at caring for new babies. If anyone is sick we make sure to care for them too.

The worst thing about being a Wild Dog is some people think we are going to kill their animals if they see us around. But we are more concerned about not being run over by the large trucks and cars in our environment. I have lost many family members who died after being caught and strangled in snares. We also try not to be a Lion's dinner tonight.

## This year's plan

### **Student Design Competition: Wild Dog Suit at the Comrades Marathon**

RS general manager Brian Andrew is planning to run this year's Comrades Marathon in a full-body Wild Dog suit. For the design of the suit we invited a few design schools and institutions around the country to participate in a competition to find the best suit. The winner's design will be made for Brian. This effort can generate significant awareness for Save the Wild Dogs. When you watch the Comrades this year, look out for the guy dressed as a Wild Dog and give him your support.

### **Customer campaign: Donation of 5% towards Save the Wild Dogs**

This is your opportunity to get involved. Look out for future promotional campaigns where all customers have a choice to either receive a gift with a minimum spend, or to take 5% of their purchase value and donate it to Save the Wild Dogs.

### **Momentum 94.7 Cycle Challenge**

This is the third year RS will be raising money for the Endangered Wildlife Trust Wild Dog project at the Momentum 94.7 Cycle Challenge.

You can ride in either the Momentum 94.7 Cycle Challenge on 17 November 2013 or in the associated Mountain Bike Race on 10 November 2013 to participate. If you want to do something, email [info@thewilddogs.co.za](mailto:info@thewilddogs.co.za)

## Show your support to Save the Wild Dogs

Join Save the Wild Dogs, or sponsor one of our pack:

[thewilddogs.co.za](http://thewilddogs.co.za)

[facebook.com/SaveTheWildDogs](https://facebook.com/SaveTheWildDogs)