

7 Ways ERP Boosts Customer Service for Builders' Merchants

Serve customers better and faster with these seven ERP-powered plays—each designed to cut errors, save time and drive repeat business.

1. Make Ordering Easy

- Connect every order channel (phone, email, online, EDI) to one system
- Use customer-specific product recognition & quick-order templates
- Check stock, pricing and credit limits in real time



2. Keep Quotes Current

- Store all quotes in a single searchable hub
- Auto-update pricing when costs change
- Convert approved quotes to orders with one click



3. Tailor Customer Pricing

- Apply customer-specific rates automatically
- Manage volume breaks, promotions and branch-specific pricing
- Track contract expiries and view margins instantly



4. Prevent Product Stock-Outs

- Set automated restock triggers for fast-moving items
- Track real-time inventory across every site
- Use barcode scanning to maintain accurate counts



5. Get Trade Customers In & Out Fast

- Pick click-and-collect and pre-orders before opening
- Use barcode scanning to speed up loading
- Let account customers sign and go



6. Deliver with Precision

- Offer narrow delivery windows and live driver updates
- Link split shipments back to the original order
- Capture proof of delivery on the spot with ePOD tools



7. Spot Opportunities & Risks

- Monitor buying patterns and flag at-risk accounts
- Segment customers by spend or sector for smarter outreach
- Use ERP analytics to uncover cross-sell opportunities



All These Plays Are Easy To Achieve With Merlin ERP

Merlin ERP is industry-tailored software for builders' merchants that unites pricing, inventory, orders and analytics—so your business runs on accurate, real-time data.

Download Our Playbook:
Improve Your Merchant Customer Service

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