# 6 Ways ERP Boosts Customer Service

for Wholesale & Distribution Companies

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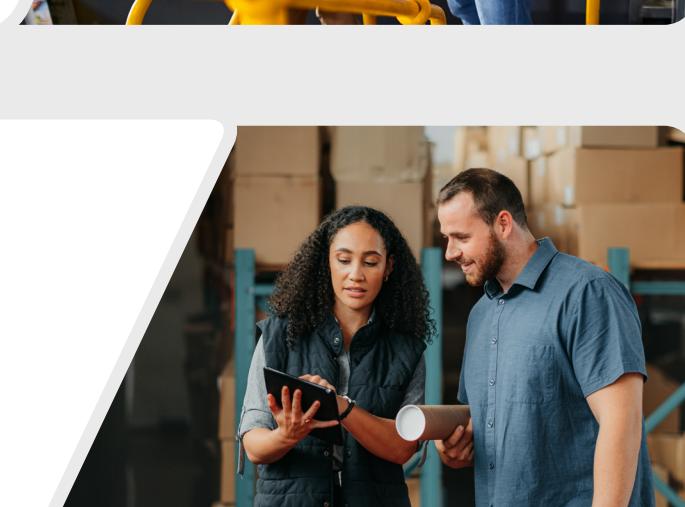
1. Make Ordering Easy

- ❯ 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
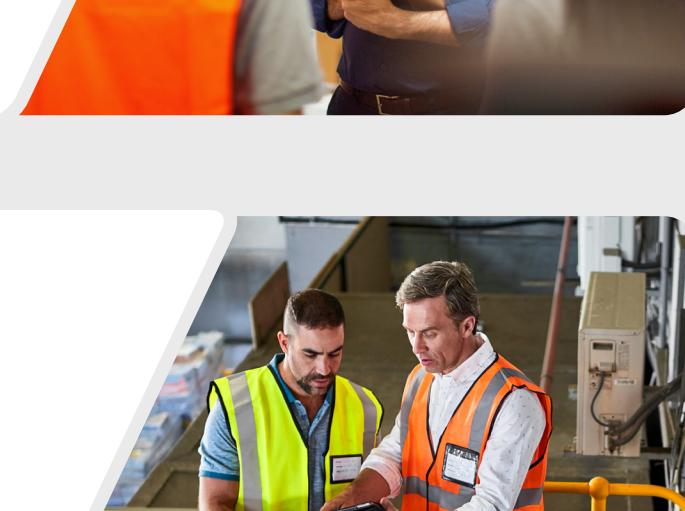
2. Keep Quotes Current

- ❯ 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. 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

6. 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 industry-tailored wholesale and distribution software unites pricing, inventory, orders and analytics — so your business runs on accurate, real-time data.

Request a Demo ❯❯

Download Our Playbook:
Improve Your Wholesale & Distribution Customer Service

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