

Rental software redefined



**insp**hire



**Kerridge**  
Commercial Systems

# Enable your customers to buy and rent equipment online with an out-of-the-box solution

There's no doubting that trading online has helped many businesses to create new

revenue opportunities and grow successfully over recent years. Like any other business strategy, there is no doubting that there are many plus points and the benefits of ecommerce can help your rental business excel. That's why inspHire is delighted to introduce the new WebPro ecommerce solution that integrates with inspHire Office Edition!

## What is WebPro, and what can it offer to my business?

WebPro allows businesses using inspHire Office Edition to create an online trading capability for their B2B and B2C customers.

This online capability allows for guest checkout when buying sales items. For your customers who have an account, they can simply log-in, browse your sales items with trade-pricing and make a purchase there and then. The sales orders are automatically created within inspHire, reducing administrative burdens, allowing you to effortlessly process the order and dispatch the goods.

In addition, customers may register and place a request to rent/hire equipment and any associated accessories online. If the customer logs in to their authorised trade account, their special rental rates are displayed. When the order has been completed, this immediately creates a rental reservation within inspHire, where you can process the contract to the next stage.

WebPro syncs seamlessly with your inspHire data, meaning any changes you make to your product catalogue links WebPro and will update your website in real-time. This brand-new offering is an all-in-one complete hosted website replacement that falls under one roof, ensuring data consolidation, supported software updates, and more time to drive a stronger customer service and win new business.

- ✓ One-stop-shop for entire service
- ✓ Hosting included
- ✓ Full website replacement
- ✓ Lower total cost of ownership
- ✓ Dealing with one company
- ✓ Managed by software and integration specialist
- ✓ Easy to setup
- ✓ Simple to manage
- ✓ Self-service driven
- ✓ Responsive design, works on any device
- ✓ Updates and helpdesk included



# Understanding the advantages of WebPro and eCommerce

## Faster buying process:

Customers can easily browse through your product catalogue, with the option to see which items are in-stock or unavailable, driving faster decision making. Users are able to quickly scroll through many items within a condensed time and instantly purchase the items they require.

## Flexibility for your customers:

In a fast-paced and growing market, the need for flexibility is vital. Studies shows that over 80% of consumers research their product in mind before making a purchase decision, and by granting your customers the ability to freely browse and self-serve is essential.

## Reach distant markets:

One of the reasons that eCommerce websites are such good investments is because they can reach more people than a physical depot. Your products and services have the potential to be viewed by thousands every month, with many becoming new revenue opportunities.

## Increase of sales:

It was recorded that 67% of consumers prefer making bookings online due to convenience and saved time. Having an online version of your depot that is open for business every minute of the day will certainly drive an increase of sales for willing consumers.

## Creates more exposure:

You may have a stellar reputation among the local community. But by having an online presence, as well as the capability to sell your services there and then, it's going to attract a new audience and build retention for your brand.

# Discover what WebPro has to offer your business:



## Brochure mode

Once enabled and active within WebPro, Brochure Mode will hide prices for all WebPro viewers except for those who have an account linked to them by the administrator. This allows the users to browse the items, but not purchase them or see prices until the company has approved the account.



## Payment

The WebPro integration for online payments supports PayPal, and a PayPal merchant account is required to use this functionality.



## Attachments

Attached files can be associated with the product (PDF instructions, links to YouTube videos etc) by uploading them directly into WebPro.



## Admin messages

Administration users, i.e., those authorised to access WebPro configuration options, are allowed to create messages that can show for all customers on the site, or be targeted to be displayed for specific accounts only. The messages can also be set to expire after a certain time.



## Google Analytics integration

Optional integration with Google's Analytics package provides a view of data related to site performance, such as engagement, clicks, impressions and goal completions, as well as much more.



## Home page customisation

The homepage of the WebPro site is customisable and allows for text and other details to be added. Product lists, such as featured products, may also be added to the homepage alongside product images.



## Analytics dashboard

The built-in sales analytics dashboard allows for sales values to be captured within WebPro. Daily and weekly sales values are displayed, as are those from previous months.



## Static page editor

The static page editor allows the creation of pages to be added to your WebPro site. Site navigation menus can also be created and managed by administration users.



## Delivery charges

Delivery charges can be set within the site by region, and postcodes can be included or excluded as required. You can also set a minimum charge/weight that can be applied to a specific day of the week. Products can be included or excluded from delivery charges based on product code or product category.



## Images

Product images can be associated with the products within WebPro.



## Reviews

Guests can optionally leave reviews against products.

# Discover a fast, flexible and future-proof way of protecting your business, at-all-times

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## How will the cloud benefit you and your rental business?



### Any device, anywhere

Whether you're at home, out on-site, on the road or overseas, the cloud allows you to access your rental data from any location. Whether it's a client enquiring about available equipment, to discuss a quote you sent or to find contact details for a person or organisation- with the cloud, you can get the job done, from anywhere.



### Automatic updates

There are multiple benefits to hosting your rental business in the cloud, for starters, all updates are automatically rolled out. This means the features are instantly available for all to use as soon as they are updated, rather than waiting for someone available to update each device separately.



### Enhanced security

Because your data is stored in the cloud, it can be accessed no matter what happens to your machine. You can even remotely wipe data from lost laptops, so it doesn't get into the wrong hands, providing much more flexibility and control over your data.



### Save time & costs

Perhaps the most enticing benefit of cloud computing for almost any business is the way that it can help you to reduce costs in almost every department by streamlining processes, enhancing security, and reducing errors and losses a considerable amount.



### Increased agility

The cloud is easier to upgrade and will allow you to scale along with your business, meaning you'll always have management platforms that are capable of handling any increase or decrease in demand. Plus, after the past few years, remote access has never been so high in demand.



### More powerful resources

With the help of the cloud, businesses find that they need not be restricted by their in-house tech, instead they are able to utilise the power of the cloud to boost and enhance operations without the need to alter the physical infrastructure at all.

## Who better than inspHire?

The inspHire team know the optimal configuration and performance for your inspHire system, so who better to supply and manage the IT environment required to run it? Unfortunately, we have witnessed companies use third-parties or attempt to manage their infrastructure themselves who lack resource/knowledge of the entire process.

This can resort to technical issues or your system shutting down altogether due to being outdated, resulting in downtime and an impact on your bottom line. Protect your business and let us manage the whole experience for you, so you can enjoy the freedom and security the cloud brings to you and your business.

# Unlock your potential

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