



**Signature Software** have created a **Back To School Portal** which is being rolled out to news agencies and book stores throughout **Australia and New Zealand**. With more than 25 years experience designing and delivering world-class software solutions, we speak to Rhonda Svensson, Signature Software's Managing Director.



#### HOW DID THE BACK TO SCHOOL PORTAL COME TO EXIST?

Signature Software were approached by numerous newsagents, struggling to compete with larger providers in their area. They recognised that they needed to provide a simple to use online portal and shopping cart in order to capture the enormous potential of the back to school booklist market. It needed to work for them and be easy for parents.

And so Signature Software set to work creating an online ordering portal for one newsagency who were manually looking after 10 schools – big headache! The staff were spending a lot of time manually entering every single form... and then trying to manage stock. The portal required the onerous task of data entry to shift from the newsagent staff, to the parents; after all, it is the parent that has the list and understands what they need for each child. This not only saved a huge amount of time but also reduced errors. From here a system was born and it has continued to evolve and grow to fit newsagents, small and large.

#### WHAT IF I DON'T ALREADY HAVE A WEBSITE?

Not a problem – it is what we specialise in. Signature Software can provide the website, domain and host both the website and shopping portal.

#### IT SOUNDS VERY EXPENSIVE.

Quite the opposite. The software has already been created so all we need to do is understand your unique business and tailor the information. We train you and your team on how to update and manage the data. It is very user-friendly and we provide on-going support if required.

#### DOES THE PORTAL HAVE THE CAPABILITY TO UPLOAD ADDITIONAL PRODUCTS AND GIFTS?

Yes, absolutely and it is one of the many advantages of our software. You can use and promote the site all year round to sell other products and non-booklist items, or services you offer.

#### HOW DOES THE PORTAL WORK?

You create as many schools and booklists as you like. The parents visit the site, selects the booklist associated with their school and year and edit product quantities as required. The parent can choose multiple lists from multiple schools too in the one shopping transaction, making the process very time efficient – something busy parents value.

The newsagency benefits from the comprehensive backend functionality with stock control, customisable pick-up and delivery options, order summaries and extensive reporting options.

#### HOW CAN MY NEWSAGENCY CAPITALISE ON THE NEXT BACK TO SCHOOL RUSH?

Signature Software provide a 40-minute demonstration over the telephone, showing how easy it is to use from both a parent and newsagency perspective. As it is interactive, we can look at certain features in more depth and see how to best use the system to suit your needs.

It is important to allow enough time to upload the booklists before the booklist season starts, therefore July is a perfect time to start planning and with the capability to copy the software into any newsagency or bookstore, we can have you up and running within a week or so!

And voila, there you have it! Once your portal is ready, you approach schools in your local area with the good news!

**With Signature Software, we take the stress out of back to school by creating a simple to use process for both you and for time-poor parent shoppers.**

Simply phone or email Signature Software to organize a 40-minute demonstration.

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**"It had always been in the back of my mind, how was I going to try and target the Back To School market? Signature Software created the online portal. All I had to do was approach the local schools for their booklists, load them and provide my website to the school. The school then communicated to all the parents as a "Support a Local Business" Campaign. The parents don't even have to come into store and I have quadrupled my back to school business. And it keeps growing every year." - Nextra Newsagent**