



## Connecting Phone Orders to Online Referrals in NetSuite

**Background:** [iFLOOR.com](http://iFLOOR.com) sells a variety of flooring solutions through their website. To drive traffic to their site, the company engages in a wide variety of marketing activities. Some of these activities (ie: direct email marketing) are relatively easy to track from an analytics and reporting standpoint. Other activities, however, such as partner referrals and phone-based orders originating from web traffic, are more difficult. The company needed a way to track these different sources and, for certain referral partners, automatically submit order data to those partners when sales resulted from offsite referral links.

**Issue:** Some customers who follow up on these marketing campaigns will navigate to the website, but will decide to place their order over the phone instead of submitting their order online. The company previously had no means of tracking this scenario which negatively impacted partner referrals and led to a (negatively) skewed impression of their marketing effectiveness.

**Solution:** Explore Consulting worked with iFLOOR.com to implement a system that would meet the company's business requirements in an automated way.

The solution has three parts: a script on the website to manage session information, a custom record in NetSuite to store session information, and a Suitelet—hosted in NetSuite—that communicates session and order data to an external partner's system.

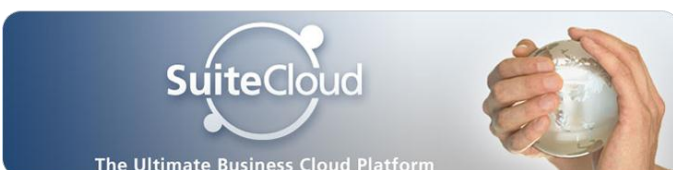
When a visitor arrives at the iFLOOR.com website, a script determines if that user already has a relevant



browsing session. Users navigating to the site from certain referral partners will already have a cookie that contains parameters about that partner; users navigating directly to the site will have a cookie generated by the script. The script uses this information (origin, session, referral partner, time of day, etc.) to create a unique 6-character session ID. This session ID is stored in NetSuite as a custom record entry, along with some default values tied to the referral partner (ie: their unique ID). Once the session info is stored in NetSuite, the value is displayed innocuously in the footer of the iFLOOR.com site by the script. This session ID will be used to link web activity and lead sources with eventual orders placed in NetSuite.

For these customers, the first step the customer service rep (CSR) takes is to ask the customer to read the the 6-digit session ID from the footer of their browser window. The CSR enters this value into a custom field on the sales order, which links the order to the Session ID record created in NetSuite when the user arrived at the site. This provides a link between the web session and the sales order, even though the chain of customer navigation and sales order was broken when the customer picked up the phone instead of submitting the order online.

For those customers arriving at the iFLOOR.com site via one of the selected referral partners, an additional script executes on sales order submission into



NetSuite. This script looks up the linked Session ID custom record and determines the referral partner based on the values stored with that record when the customer's web session began. For qualifying partners, the script compiles the details of the order (date, time, items, quantity, & price), and submits that info via HTTPS web post to the partner's system for tracking. Successful posts (and error handling) are stored with the sales order on the System Info/History subtab, providing a detailed audit trail.

**Results:** The final solution provides several benefits to iFLOOR.com. First, the company has real-time metrics on the percentage of orders resulting from referral

partners vs. phone-in orders originating from the website vs. traditional conversion analytics metrics. For phone-in orders in particular, the company previously had no means of knowing how many web visitors were simply calling to place their order, leading to a (negatively) skewed impression of their marketing effectiveness. Finally, reporting metrics that previously had to be manually compiled and sent to their referral partners are now managed automatically. This solution provides iFLOOR.com with much greater visibility into the success of their efforts to drive traffic to their site, and opens up time and resources by eliminating manual steps for reporting and data entry for partner referral sales.

## About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 10 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 6-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit [www.exploreconsulting.com](http://www.exploreconsulting.com).