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4B / ERC RESCUE - ORDER FULLFILLENT - TAKING THE ORDER

USER ACTIVITY:

Ordering Instructions are provided to guide the user through the order process. 4B's Customer Service employees will use the instructions to instruct/guide the customer through the ordering process. This is included to help the user minimize order time, again, to help the user focus on getting the order asap so they can move on to their other time-driven activities. Simultaneously, this mistake-proofs against the danger of order error and the time cost that could result from order errors—a significant issue for this customer; ensuring that our team and the customer “stays on the same page”.

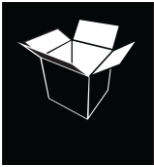
“Way Out” Instructions (unlinked at present) at the top on the first iteration guided the user out of the site by moving up or downstream.

USER SITE NAVIGATION






ROLE OF THE “MISSION SERVICE AGENT (MSA)”

- Mobile solution focuses completely on the mobile needs of target user
- Timely, Clear Order-Taking conceived as central to the process
- eCommerce Orderflow will reflect this carefully thought-out process

- Website/Mobile Site will provide step-by-step assistance at first order
- MSA Walks the Customer Through the end-to-end orderflow chart
- Customer obtains option with sign-up to order themselves
- Shared experience walk-through is preferred in some cases



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A	B	C	D	E	F	D		F
						WHAT IS THE URGENCY ?	WHAT IS THE EVENT TYPE ?	
TODAY	INCIDENT	 FIRE	PREPACK #1	PRODUCT #	QUANTITY #	FEDERAL	PROFESSIONAL	Gov Credit Card
24 HOUR	ENVIRONMENT	 MEDICAL	PREPACK #2			PROVINCE	SMALL BUSINESS	Corp Credit Card
48 HOUR	INFRASTRUCTURE	 LAW ENFORCEMENT	PREPACK #3			TERRITORY	CORPORATION	Pers Credit Card
72 HOUR	OPERATIONS	 MILITARY	PREPACK #4			FIRST NATION	PERSONAL	Cheque
2 WEEKS	AGGREGATE	 SENSOR				MUNICIPAL		Money Order
1 MONTH		* Emergency Symbols licensed to public domain, but are "© Department of Natural Resources Canada. All rights reserved."				VOLUNTEER		Wire Transfer
3 MONTHS		http://emsymbology.org/EMS/docs/EMS_Symbology_v1.0.pdf						Cash