

CUSTOMER PORTAL

Expand your sales and snag new customers

What is Customer Portal?

Cavallo's Customer Portal is a B2B sales portal where your customers can order products for themselves. Customers can make purchases, employees can put in requests for additional inventory to be delivered to their location, and your company can do more business.

You should use Customer Portal if:

- Your online sales traffic has increased and demand is growing
- You want to serve your customers with the convenience of online ordering
- You're looking to free up your CSRs' time by letting your customers take the wheel
- You've struggled to sync accurate inventory levels to sales platforms

What does it look like in action?

Customer Portal brings the selling power of Cavallo SalesPad to an online setting while syncing all inventory, customer, and sales data. Accuracy and visibility never take a hit, no matter how much demand you're dealing with. It's a win-win — your customers can conveniently purchase and reorder their favorite products, while your CSRs can focus on delivering quality customer service.

With Customer Portal, you can:

- Create, view, update, or delete customers
- Access sales documents and inventory levels
- Set specific permissions to each user for security and consistency

How can I expand my software tool kit?

Customer Portal is just one tool in your distribution software toolkit. Build out your complete distribution software solution with Cavallo's additional features and modules — including next-level functionality like automated tasks and workflow, CRM tools, EDI, barcoding, and plenty more. Elevate every process in your distribution operations cycle, from selling to order fulfillment to shipping and payment collection, and accelerate their efficiency by uniting them under one powerfully flexible solution.