Turn every sale into a revenue stream

Gain cross-sell and upsell income by keeping track of your products

When used in conjunction with Papertrail equipment management system, record creation can be done quickly and accurately."

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Every sale is a bonus for your business. But if you don't keep track of your products after the sale then you could be waving goodbye to future earnings.

Each sale is potentially the beginning of a long and profitable relationship where you create growing trust with your customer and help them overcome new challenges through upgrades, accessories, supplementary services and replacements.

You can only do this if you have the right data on ownership and use, though. The most obvious opportunity to capture this is through warranty registrations, but many customers do not even complete this simple formality because they think it is too much hassle.

Now you can make it easier than ever with Papertrail, a cloud-based registration and inspection management system you can use to provide added value to your products while increasing profitability at the same time. Papertrail lets you:

Improve customer service and enhance loyalty by allowing you to contact your customers with new offerings throughout the lifetime of their products. Entice them with extended warranty cover, for example, or supplementary products.

Provide unique or non-unique compliant product data for your customers by allowing them to search and view product information from your website or via branded mobile applications.

See the accurate status of products by adding inspection records, test results, upgrade reports or user feedback to each product file. This gives you a snapshot of your installed base and helps you spot upsell and cross-sell opportunities.

Increase your return on investment in new technologies, such as radio-frequency identification (RFID) tags or Internet-of-things devices, by integrating them into Papertrail for greater visibility and improved data analysis.

Capture warranty information easily at the point of sale or via an online customer interface. Show your customers you care about their experience and want them to benefit from your product data and their warranty if they need to.

Simplify administration and protect your brand in the event of a product recall. Create trust in your brand by handling recalls in a fast and efficient way, based on up-to-date knowledge of product ownership and status.

Understand your customers' needs by having access to full lifetime data for each product. See where each customer could benefit from additional help, services and products.

Papertrail is the only asset-tracking system on the market that is:

Designed for easy integration into your existing systems. Papertrail is already being used by a growing range of equipment manufacturers, helping them deliver better customer service and obtain greater insights into post-sale product use.

Compatible with any brand or component. Anything with a serial number, barcode or RFID tag can be tracked and the data sits securely in the cloud, where you can make it available to internal teams or customers, as required.

Mobile friendly. Papertrail is built to work on all iOS and Android devices, making it quick and easy for your staff or customers to update product data from upgrades, inspections, scheduled services, repairs and so on.

Fully customisable. Papertrail allows your customers to set notifications to suit any given asset, making it easy to trigger follow-up campaigns to cross-sell or upsell new products and services.

Simple to use. Implementing Papertrail does not require any additional hardware and the system's simplicity translates into more profitable operations for your business.

Globally available. Companies worldwide use Papertrail and your staff and customers can access the data they need at any time, from the cloud.

Think of the lifespan of your products and ask yourself how many times your customer might want to hear from you with an offer that could help them out while delivering extra revenues to your business.

If you're not taking advantage of this lifelong opportunity, then speak to Papertrail today to find out how you can boost your profitability while adding value to your brand.

Call us now on +44 1248 719270 or write to us at mail@papertrail.io.

Papertrail was created out of the need to find an easier way to keep accurate records and demonstrate compliance for equipment inspections and audits.

Today, industry-leading partners, SMEs to larger enterprise and public sector organisations and their staff and contractors trust Papertrail to drive business efficiencies and optimise compliance by managing equipment inspections, certification and safety records.
Find out more at papertrail.io.

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Record keeping made simple