

Junction Solutions



Connecting With Your Customer
Has Never Been More Important

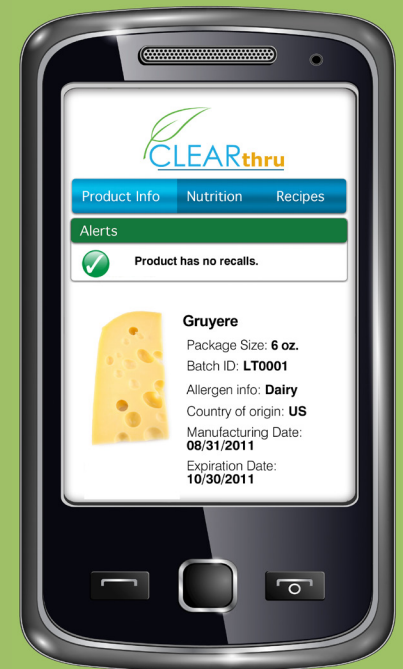
Optimize the Customer Experience For Greater Confidence and Loyalty

A Complete Solution for Customer Communication and Product Source and Safety Information for Growers-Shippers, Producers, Processors, and Distributors.

In an environment where the customers of growers and processors interact through online and mobile websites, social media or call center, expectations for service and communication have never been higher. It's no longer enough to simply offer the ability to see where a product has come from or send out timely recall alerts. Customers expect more and, in exchange, will offer their loyalty and their dollars.

Take advantage of this opportunity. CLEARthru™ provides the ability to not only provide accurate and timely product information to the customer, but to also create a feedback loop with that customer or extend coupons and offers to entice repeat business.

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Feed the Appetite for Information and Reinforce Customer Loyalty

The customer's appetite for information is insatiable, whether it is about the product itself and where it comes from, the company creating it, its food safety, or new ways to prepare the food item. CLEARthru is a solution that helps processors, grower-shippers, producers and distributors meet these needs, while also providing complete visibility and transparency throughout the value chain – from field to shelf. Stand apart from the competition, create a stronger connection with your customer and drive preference and loyalty with a solution that is powerful, yet user-friendly.

CLEARthru is the first solution of its kind that is ERP-based. This means that information is readily available, timely and accurate. CLEARthru is also easy to implement and use, so new information, whether it is a recipe, coupon or recall notice, can be added easily, keeping customers up-to-date without allocating significant time and resources to system upkeep.

CLEARthru enables grower-shippers, producers, distributors and processors to move beyond standard traceability and offer a more comprehensive way to create customer connections. The end result is stronger customer preference, driving repeat purchases and greater revenue opportunities, while also providing peace of mind.

// Consumers are 12% more likely to buy a product that can be traced... //

– BBC NEWS, WASHINGTON

Customer-Centric Communication and Value

CLEARthru provides a means to connect with customers in a unique way. With one solution, timely and accurate product safety information is provided, as well as information on the company and the product. In addition, there is the flexibility to offer value added information, including recipes, or deliver coupons and special offers to entice consumers, driving additional revenue and repeat purchases.

For growers, producers and processors, CLEARthru creates unparalleled transparency throughout the value chain. This means greater responsiveness in the event of a food safety issue and minimizing risk exposure through timely alerts to distributors or grocers.

After applying a unique CLEARthru coded label to a case or individual item, product information is linked to a specific grower, packer, manufacturer or processing facility. CLEARthru also provides a two-way communication vehicle for growers, manufacturers and distributors to receive customer feedback or extend coupons and special offers to customers to entice them to buy when they enter the store or scan the QR code.

CLEARthru is designed to be user friendly, whether you are in the grocery store, picking up a bag of lettuce or in a distributor's warehouse scanning a case. Product information detail level can be customized and branded individually or by brand, commodity and more. Information is easily accessed through a smart phone or online.

Why CLEARthru?

Foster Loyalty

CLEARthru enables the customization of coupons and offers to consumers as well as feedback capture to encourage repeat purchases and drive revenue. It is a highly configurable solution that accommodates dynamic changes in messaging and campaign branding by company, product line, label, retail trademark, and more. This level of flexibility helps build brand recognition, loyalty, and customer preference.

Cultivate Confidence

Manufacturers and retailers strive to deliver maximum value to consumers and ensure brand protection. Consumers want to feel secure about their food purchases. CLEARthru meets both needs. With a simple scan, consumers access a comprehensive dashboard of product information not only to view recall notices, but also to receive value-added product information and promotions.

Simplify Compliance

CLEARthru helps with compliance and is especially valuable for short shelf life products. Quality assurance departments can automate many daily functions, and in the event of a significant food safety event or recall, easily place relevant holds on production and fulfillment processing.

Value Chain Control

CLEARthru provides a flexible, open architecture solution. The entire solution is maintained by Junction Solutions with no third-party applications or requirements to integrate. The result is a comprehensive solution that is customizable and has a low total cost of ownership.

Timely, Accurate Data

CLEARthru is taking traceability to the next level. As the first ERP-based solution of its kind, CLEARthru provides an essential security layer of real-time information, adding an extra safety net to catch recalls before they snowball and supply critical traceability and communication capabilities to manufacturers and consumers alike.

Easy to Use and Maintain

CLEARthru enables timely look ups and active push notifications. Manufacturers and stores can prevent tainted items from entering the supply chain, while consumers can validate items with confidence. No special software or app is needed to tap into the wealth of knowledge in ClearThru. Any free barcode scanning software for the Smartphone will access ClearThru's information stream – easily accessible and easily digestible, without compromising accuracy.

Created and Maintained by Industry Experts

Junction Solutions has deep expertise in the food and beverage industry and our experience helping grower-shippers, producers and distributors shows. Our customers can be confident that CLEARthru reflects years of industry experience and a significant background in the needs and requirements of food and beverage organizations. CLEARthru enables end users to configure their solution set to individual or dynamic business needs. This configurability is critical to enable rapid adoption and help our customers address the needs of their marketplace.





Junction Solutions is an award-winning provider of vertical-specific on-premise and on-demand software applications and services that help organizations enhance operational performance, optimize and expand delivery channels, reduce costs and strengthen customer relationships. Built on Microsoft Dynamics® AX, and designed specifically for Food & Beverage, Distribution and Multi-Channel Retail companies, Junction Solutions' innovative offerings focus on enterprise resource planning (ERP), and provide users with 360-degree visibility across complex B2B and B2C operations including supply chain management, human capital management, merchandising, order entry management, call-center management, eCommerce engagement and fulfillment.

Where technology meets innovation for Food & Beverage, Distribution and Multi-Channel Retail companies.
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