

URNAMEONIT.COM / MUSE MARKETING, INC. OPENS ONLINE STORES

In-House Fulfillment and Concierge-Style Service Make Shopping Easy for Companies and End User Alike

Urnameonit.com, powered by Muse Marketing, Inc. quickly and easily allows company management, marketing departments, franchise offices and employees to purchase corporate approved branded apparel and promotional items online on their own "Company Store." The online store is set up by urnameonit.com, but made to appear and fit seamlessly within a company's own website, making the shopping experience especially easy for the end user.

A store is designed with printed items (such as business cards and letterhead), apparel and promotional pre-determined items selected by corporate headquarters. This way, corporate management controls the product selection company wide, assuring brand presentation consistency throughout the company.

Maintaining the system is easy and user friendly. Users simply select the stationary, apparel items or promotional items pre-approved by the company's corporate headquarters and then choose the appropriate logo selection, size and color choices from pre-populated fields. A company's store can be accessed by any computer in the world with an internet connection, being connected to a specific server or intranet is not necessary. Upon order processing completion, items are shipped directly to the designated shipping destination supplied by the user.

"The whole process is very company specific and easy to navigate," Windy Gallagher, founder of Muse, explains. "By having us handle all the behind the scenes work, from store design to inventory to shipping, the entire online store experience becomes a lot smoother for both the company and the shopper."

All of Muse's online stores come with a usage reporting detail--another added bonus for Muse's clients. The easy-to-read reports help corporate to determine usage requirements and activity by product and by users, thereby controlling costs and determining need.

Muse is happy to be revolutionizing the way companies handle the purchase of their branded apparel and promotional items; saving substantial time and money while making the materials more accessible, affordable and most importantly, maintaining critical control of the company's brand image. But Gallagher insists that the really groundbreaking part of what they're doing comes in the way they provide their services.

"We like to think of ourselves as our clients' own personal concierge. Every company we create a store for is assigned a dedicated in house concierge/customer service person on call 24/7." A company's concierge is available to help with anything from last minute orders to tracking issues to inventory, to the weather in Dallas should a client happen to be traveling that way.

And the price for such personalized service? For just a moment, Gallagher sounds confused. "Extra price? No, the concierge doesn't cost anything extra. It's not an option or an add-on. It's ingrained in the way we do business."