Providing consumers with helpful online tools when registering for a special event is crucial to engaging new customers and retaining current ones.

Making it simple and accessible for the Registrant, the Consumer and the Retailer is the goal of the Eagle Gift and List Registry function.

A conventional lumber yard order or landscaping installation might not sound like a typical gift exchange experience but taking the registration function even further and offering it as a mobile Project Management tool opens up endless possibilities.

Today we will review the Registrants role in initiating a Gift Registry or Project List, discuss what actions the Consumer can take and look at options for the Retailer including list management and reporting.

As was mentioned, there are three main roles involved with this function: the Registrant, the Consumer and the Retailer.

We will first explore the Registrant, or person creating the Gift or Project List. They are initially responsible for creating the list and sharing it through social media or other means.

Major life events such as weddings, baby showers or college graduations provide opportunity for a Registrant to create these lists.

Additionally, housewares, landscaping products and even pharmacy items are all welcome additions to someone with a new home or family. Therefore, almost any market is a potential source for the Registrant.

'Ease of Use' is key for the Registrant when entering their contact information, shipping addresses and list of desired items.

The Registrant will fill out a profile page that can be kept for the length of time that you, the Retailer, determine.

Maintenance of this data and the wish list can be completed by the Registrant or by an Administrator in your store.

Allowing the Registrant to see in real-time what has been purchased, enables them to budget and strategize their future purchases.

Additionally, the ability to share their list and updates through several social media outlets helps communicate their requests to family and friends.

Registrants have the option to make their lists viewable to the general public or to keep them more private.

They have the ability to create a Secret Word to share only with those persons they wish to view the list.

Both Public and Shared lists could be used for fund raising purposes, allowing Consumers to make donations via an online or in-store purchase. In this case the Registrant could be a national or local charitable organization.

Additionally, offering special discounts for the items remaining on a list after the event or completion date occurs, keeps the Registrant shopping at your establishment.

Items can be added manually one at a time   or imported via an Eagle Item List.

Merchandise can also be scanned and added to these Item Lists in the store by the Registrant or the Retailer.

The Consumer is the person that purchases items from the list or makes a merchandise donation to the organization. Again, the Registrant can determine who the Consumer is by setting their privacy level.

Often, the Consumer and the Registrant may be the same person. As the Registry function does not necessarily need to be tied to a traditional event.

The Consumer can utilize it for projects such as the building of an outdoor deck, repairing a broken commode or planning a long camping trip.

By providing online and mobile access to a 'real-time' materials list, your Consumer can see what has been purchased and what items remain for any given project.

The registry is available in the store on any PC with internet capability and Eagle is not required for access.

Consumers can view the registry at home, on their tablet or even on their Smart Phone.

Eagle Gift and List Registry allows Retailers to provide this limitless application without requiring them to participate in any kind of mandatory eCommerce program.

The only current requirements are to have the TFP, or Technology Foundation Pack, in place and be running 'Eagle N Series' software level 25 or higher.

From a functional perspective both Registrants and Retailers can monitor lists, watch as units are decremented and add or make changes as needed.

Retailers can even make their own set of saved lists.

For example you could create a list of all of the items needed to build a shed.

Persons looking to complete a similar project can become a Registrant and utilize this saved list.

They may also choose to share the list with other Consumers through their social media contacts. When this occurs you are creating limitless store exposure along with some very inexpensive advertising.

iNet users will complete online transactions just as they do now. Items on wish or project lists will be reduced as each sale is completed.

If you are not currently using iNet eCommerce, you can manually Record Purchases within the Gift Registry site or easily process them through Eagle Point of Sale.

Configuring your registry site is simple and intuitive.

You can add custom pages,   and links to your store website or social media URLs.

Effortlessly create a carousel that highlights various events and entices users as soon as they land on your site.

Creating an online presence can be a daunting task for today's small business owner.

Without a big box budget and access to a corporate IT department, capturing a piece of the internet market may seem like an unreachable goal.

But with Eagle Gift and List Registry, any size or type of business can offer the same caliber of customer access, support and service.

With a few simple steps you can use your software to provide store-to-door gift allocation, key project management services and limitless donation opportunities.

All the while, exposing local and global users to all that your store has to offer.