



**The iVend eCommerce module is a feature rich eCommerce and mCommerce platform that allows retailers to easily launch new sales channels in different countries or replace existing eCommerce engines with advanced functionality and a better customer experience.**



It's seamless integration with the rest of the iVend Retail suite and ability to interface to almost any merchandise management or ERP system means that iVend eCommerce can operate in virtually all environments. This level of integration means that the consumers' experience of the brand is the same in whichever channels they choose to shop. This solves a major problem for many retailers today.

The advanced functionality of iVend eCommerce includes many features that will increase sales to a retailer's existing customer base and many of these features are listed on the next page.

If you are expanding globally, iVend eCommerce provides a much lower risk and lower cost way to determine whether a new country offers a market opportunity that you can exploit, compared to opening stores in that country. Different country web sites or different brand web sites can share a common database (and a common stock file). Different sites can be in different languages.

iVend Retail is used by retailers in 46 countries so all of the main payment gateways have already been integrated with iVend eCommerce. The system design makes it easy to add others as necessary. Intelligent fulfilment rules set up in iVend Enterprise, coupled with the iVend Retail single stock file, ensures that customer orders are fulfilled as economically as possible based on your own rules and business preferences, subject to a complete view of inventory availability.

iVend eCommerce can also be used by brand owners and manufacturers to start selling direct to consumers.

### Benefits

- Advanced functionality to help retailers increase sales
- Completely integrated solution for omnichannel retailers, providing a consistent customer experience across all channels
- All channels operate off a common stock pool. This maximizes stock productivity, product availability to the consumer, sales and customer satisfaction
- Accepts a wide variety of payment options including loyalty points, cash on delivery, store credit, gift cards, coupons and digital passes
- Product features designed to maximize the impact of search engine optimization
- Allows retailers to fulfil individual orders from the optimum location according to retailer defined rules. This improves profitability and customer service
- Fashion retailers can post potential new designs in a secure area of the web site and, using the eCommerce user polls capability, can ask the more valued customers in the iVend Loyalty database to vote on designs they would like to see go into production



## Customer Services and Sales

- Fast comprehensive product search
- Manage the product/category/department/brand's name and description in multi-language
- iVend eCommerce can be configured to setup multiple stores backed with single backend admin panel, allowing retailer to use two or more URL's
- Variety of sales enhancing techniques included, such as customer ratings, customer comments, customers who bought this also bought this, related products display, product X requires product Y, recently viewed products, show featured products, show inventory status, ability to include user polls
- Customers can compare two or three products side by side to select the best choice for them
- For an out of stock item customer can leave an email address and be notified when it is back in stock
- Customers can see their past order history
- Customers can define multiple billing/shipping addresses and select the ones to use during checkout
- Telephone orders are supported
- Shopping carts can persist over a defined number of multiple site visits
- iVend eCommerce supports direct delivery to the customer from supplier, from a central warehouse, according to fulfilment rules defined in iVend Enterprise, or pick from store and ship to customer
- A very wide variety of promotions can be configured as standard
- These promotions can apply across all channels and be available to all customers or specific customer segment or types
- Support for recurring orders/payments (automatically shipped products such as certain diet or cosmetics plans)
- Screen layout is responsive design for automatic adoption of the size of the device used by customer
- Voids and refunds are supported including refunds via store credit and to gift cards
- Partial refund and ad hoc charges are supported
- Gift registry is included
- Consumers need never miss a delivery - they can choose the ideal date and time
- Right to left format is also supported (for Arabic language)
- Customer accounts and credit limits can be supported for trade and B2B customers as well as B2C
- Tax exclusive or tax inclusive pricing options to suit country and customer types
- Set minimum order value for an order to proceed
- Customers can enter notes against an order or line items
- Downloadable products supported with emailed instructions on how to download

## Shipping

- Multiple customer pick options are available to maximize warehouse efficiency
- Multiple customer shipping options are available to maximize customer satisfaction
- A wide variety of ways to calculate shipping charges is available including when shipping is free
- Intelligent carrier selection for shipping
- Customers can be marked for free shipping

## Payment and Checkout

- One page check out
- Over 50 payment gateways already supported
- Cash on delivery functionality is available
- Purchase order can be received and processed

- Request for quote can be processed, e.g. when selling fitted carpets or made to measure curtains
- Backup gateways - never miss an order due to problems with your gateway! Simply set up an alternate gateway and the site will rollover to that if the primary gateway fails
- Gift cards can be used for payment and refunds
- Integrated with iVend Digital Passes
- Loyalty points redemption
- Anonymous checkout
- Store can be set to authorize only, or auth-capture credit card mode. You can then capture payment at shipment if desired. Essential for legal compliance in some countries

## Safety and Security

- PCI compliant
- Supports Secure Sockets Layer (SSL) encryption for secure ordering. The shopping cart automatically switches into secure mode appropriately. Supports any brand SSL certificate
- IP address tracking used for safety and auditing
- Periodic administrative password changes enforced
- Password salting and hashing
- Stores Admin can lock out any customer account for security or fraud reasons (or for excessive numbers of returns)
- Marks transactions and orders as potentially fraudulent for follow up
- Bans fraudulent users from site

## Search Engine Optimization (SEO)

- URL rewrite rules so you can easily format your company's URLs the way you want them to look
- Every product, category, and department page can have their own custom search engine meta tags (title, keywords, description, no script blocks, etc.)
- Google XML site maps supported – this a direct Google search engine submission method sanctioned by Google
- Site Map (optimized for search engines)
- Google analytics site metrics and e-commerce tracking compatible
- Search engine meta-tags
- Second tree-form dynamic site map (optimized for users)

## Customer Engagement

- Exit offers can be made to customers abandoning their carts to tempt them to complete their purchase
- Image hotspots can be created in an image displaying various products. A hot spot if clicked describes the product in detail and can be added directly into the shopping cart.
- Today's Offer section can be created to attract shoppers on specific days like Black Friday, Independence Day, etc. to display products on special deals on that day
- Coupon Code Offer at Home Page allows filtering of all the products to for which the coupon can be redeemed.
- Products can be marked as loyalty redeemable. A Point-Price slider shows the required loyalty points or/and additional amount that needs to be paid in order to buy a specific product.
- Products can be marked for preordering before they are launched in the market.
- Redeem loyalty points accumulated in brick and mortar stores and vice-versa. Loyalty points intimation is distributed via iVend Passes or SMS notifications.
- Allows displaying the prices in the shopper's local currency if the site is configured to display the prices in two different currencies