

CONTROL – Online Store

INTRODUCTION

Whether you're an online merchant or set to become one, online retailing is becoming more crowded so it's imperative your sales (front-end) and supply chain (back-end) operations work as a seamless whole. This ensures you provide an exceptional customer experience which translates to strong online revenue.

This is where **CONTROL's fully-featured Online Store** helps you get the most out of online retailing with sophisticated ecommerce capabilities tightly **integrated with point-of-sale, order entry and invoicing, replenishment and inventory management, financials, CRM and loyalty programs, sales analysis and performance management.**

With CONTROL Online Store, the 'look and feel' of your website is highly configurable. You can choose a style from one of the many available or customise your own. You then add your corporate details and imagery. Categories and product details are automatically added from the CONTROL Inventory. Finally, choose your payment gateway and delivery options, and you're ready to start taking online orders.

CONTROL Online Store also enables you to take full advantage of multiple sales channels with complete integration to the following:

- > Integrated mobile-friendly online website
- > eBay integration
- > integrated Facebook store
- > Comparison shopping site integration

CONTROL ONLINE STORE FEATURES

Detailed product information and easy search facilities help drive sales and customer satisfaction

Stock categories and items added or altered through the CONTROL Inventory module can be automatically added or altered on the online store.

The CONTROL item maintenance includes facilities for specifying all the information required for the entry in the online store, including:

- > Price (or "list" and "current" price)
- > Image of the item
- > Detailed item description, possibly including additional images, diagrams, etc.,
- > All categories an item should appear in
- > Product features which can be used for filtering search results.

Depending on your requirements or business rules, a stock item in CONTROL can be configured to:

- > Always appear in the online store
- > Only appear in the online store when there is stock available
- > Never appear in the online store

If an item is set to appear in the online store only when there is stock available, then the stock level in the online store can reflect the stock level in one physical location, e.g., the warehouse or main store, or it can reflect the combined stockholding across all physical stockholding locations. This feature ensures you have accuracy about stock availability, and thus minimises customer disappointment or frustration when expecting a product to be available when it is not.

Items can be searched or browsed on the online store by department, sub-department, description, feature, hot deal, product-of-the-day, featured products, best-sellers, price, etc. This feature enhances the customer experience making it a faster and easier process to search for the right products, and add them to their online shopping cart.

Easy and fast online Purchasing encourages customers to buy

CONTROL Online Store makes online purchasing simple and easy for your customers and encourages them to buy, via the following functionality:

- > Items can be added to the shopping cart easily and without leaving a catalogue page.
- > If an item is available in multiple variations, e.g., multiple colours and sizes, and the item is selected, the shopper will be prompted to select from one or more lists of possible variations. When a colour is chosen, a matching image can be displayed. The shopper is also notified if certain variations are no longer available.
- > The shopping cart can be reviewed and altered at any time.
- > Finalising the sale is as simple as providing delivery details and arranging payment.
- > CONTROL Online Store supports a large variety of PCI DSS compliant online payment gateways.
- > The completed transaction appears in CONTROL as a customer order just like other customer orders entered through other CONTROL modules, but these are sold by the "Internet" salesperson.
- > Any new customer details go straight into the CONTROL Customer Relationship Management (CRM) system ready for any future targeted marketing campaign.
- > An online purchase will immediately update the availability of stock in the online store as well as any associated "bricks and mortar" stock location. Similarly, items sold or transferred from the "Bricks and mortar" location will update online availability. Again, this ensures customers are not left frustrated and unhappy by ordering unavailable items.
- > CONTROL Online Store helps you keep on top of your online sales where one or more staff members can be automatically emailed details of new online purchases so they can be actioned promptly.
- > The status of the online order is updated when the order is completed in CONTROL.

Integration to other sales portals lets you sell to customers where they shop

Whether you're already online or thinking about moving into online retailing, you're jostling to compete with other online retailers looking to lure savvy consumers. This means it's more important than ever to offer your customers something 'special' or 'different' while also providing them with an enjoyable and easy purchasing experience.

The digital revolution in Australia has seen an unprecedented uptake of smart phones and an increase in consumers going online via tablets and PCs to search for the best deals or unique products. This means that your product needs to be where your customers are.

Thus in addition to providing you with your own online presence, CONTROL's Online Store also enables access to other digital sales channels, such as:

eBay Store

- > Simple listing procedure including automatically choosing best eBay categories
- > Can reserve stock for the eBay listing
- > Can cancel a listing if stock is no longer available
- > eBay listing details can be the same as those in the online store
- > eBay sales are fully integrated into the order processing system
- > eBay sales automatically update stock levels on all other sales channels.

Facebook Store

- > Facebook store embedded in Facebook business page
- > Stock levels in the Facebook store are updated by sales in all other sales channels including associated "Bricks and Mortar" stores
- > Facebook store automatically updated to reflect new items and stock levels.

Comparison Shopping Sites

- > Automatically updates comparison shopping sites with current data for selected product groups.

Additional features enhance your e-Tailing Operation

The CONTROL Online Store module supports many additional features including...

Gift certificates	Advanced search
Recently viewed	Foreign currency
Hot deals	Wish list
Compare list	Tags
News	Sharing by social media
Order tracking	Account creation and maintenance

Take e-Tailing further with Add-On features

The CONTROL Online Store module also comes with many add-on features such as...

Third-party store skins	Live chat
Mobile themes	Video Player
Product image zoom	3D image display

SUMMARY

CONTROL Online Store can help you thrive in the online market whether you're a pureplay operator or a bricks and mortar retailer moving online. As well as a sophisticated web store, CONTROL's Online Store can be fully integrated with CONTROL's retail management modules providing an end-to-end, retail business solution, including sales, customer and inventory management, financials and more.

Importantly, integration with the front and backend of your business instantly provides a 360 degree view of your operations which enables you to proactively respond to customer demands and retail challenges.

Additionally, CONTROL Online Store keeps up to date with the latest retail trends such as use of QR codes and integration of your online store(s) to social media sites and sales channels like eBay.

Significantly, CONTROL Online Store has been designed by Creative Computing, a retail software vendor of more than 25 years where we aim to deliver practical retail software innovations that assist retailers to compete better locally and internationally.