



360 Commerce Limited

eCommerce Website Feature Check List

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Why do people make eCommerce so hard?

eCommerce shouldn't be hard. And yet so many companies and web agencies make it harder than it needs to be.

Instead of spending months specifying, building and testing functionality for your new eCommerce website, we just need to configure your site. This will provide even better functionality than a custom site – faster and at a lower cost.

360 Commerce will work with your ERP solution, seamlessly, to deliver all the features you should expect of an integrated eCommerce platform.

That's why we can have your eCommerce site up and running so much faster, and with a lot less hassle.

To help you understand what you need from your eCommerce solution, we've created this handy checklist.

Discover a better way.

In talking to hundreds of clients over the years we realised that their biggest frustrations were:

False Promises - Features promised but never delivered

Long Lead-times - Sites that take months to develop, meanwhile sales are being lost

Lack of support - No-one wants to help when there are issues

With 360 Commerce you will avoid these problems.

How to use this Checklist

1. To get the most from this Checklist, take a pen and then read through it ticking Yes against all the features you believe you need in YOUR ecommerce system.

Tick No for those that you definitely don't need.

2. Hand it to the managers in each division of your business so you can then collate everyone's requirements.

The 360 Commerce Difference

Once you complete the Configuration document which is the next step on the journey, we can have your eCommerce site up and running for content population within a few days.

Your go live date will be dependent on how quickly you can get all your content into the system and how much work is needed to integrate to your other systems.

Table of Contents

1	Customer Group Functionality	5
2	Search	5
3	Products and Product Pricing	6
4	Ordering	8
5	Shipping	9
6	Request Return Authorisation	9
7	Custom Forms with Workflow	10
8	eCommerce Components	10
9	Page Design Components	11
10	Media Library	12
11	Marketing and Customer Support	12
12	ERP Integrations	13
13	Integration Features	14
14	Features of Advanced Integration Modules	14
15	Other Optional Modules	14

1 Customer Group Functionality

	Yes	No
B2B customer functionality for selling to businesses		
B2G customer functionality for selling to local and central government bodies		
B2C customer functionality for selling to consumers		
B2C guest customer functionality (no login required)		
Ability to hide or show products, product categories, blogs or pages for different groups of customers		
Ability to hide all or any content until a user is logged in		
Custom pricing - Ability to assign customers to a pricing level group		
Custom shipping - Ability to assign customers to a set of shipping cost rules		
Custom search results - Ability to restrict product search results by customer group		
Different payment methods - Ability to assign customers to different payment method combinations such as On Account OR Credit Card OR Bank Transfer		

2 Search

	Yes	No
Search for both products and web pages		
Restrict search results by customer group		
Fuzzy search		
Look ahead predictive search		
Grammar stemming search		
Customers can refine search results and categories by child categories and/or facets and/or flags and/or tags via check boxes		
<ul style="list-style-type: none"> Any number of custom facet groups can be added by your staff 		
Search by hidden product keywords		
Place a search component on any page		
Search Result Restrictions		
<ul style="list-style-type: none"> Option to show or not show prices in search results 		
<ul style="list-style-type: none"> Option to show or not show SKU in search results 		

Apply flags such as "SALE" to display on product images in the search results		
Option to boost selected products higher in search results		
Option to have different images and text for presentation of product information in product search results than is shown on product pages		
Ability for your staff to style search results		
Quick order button on each product search result		
Multiple browsing menu options including megamenu with images		

3 Products and Product Pricing

	Yes	No
Stock Levels		
<ul style="list-style-type: none"> Optionally show actual stock levels 		
<ul style="list-style-type: none"> Optionally show custom stock availability messages based on quantity 		
Variants		
<ul style="list-style-type: none"> Unlimited number of product variant attribute groups 		
<ul style="list-style-type: none"> Custom product variant attribute groups – E.g. Computer specs 		
Add to favorites list from product page		
GST		
<ul style="list-style-type: none"> Custom GST labels for B2C and Guest customers 		
<ul style="list-style-type: none"> Custom GST labels for B2B customers 		
<ul style="list-style-type: none"> Option to show prices GST exclusive or inclusive for B2C customers 		
<ul style="list-style-type: none"> Option to show prices GST exclusive or inclusive for B2B customers 		
Multiple product pricing options		
<ul style="list-style-type: none"> Consumer price (B2C) 		
<ul style="list-style-type: none"> Standard B2B customer price 		
<ul style="list-style-type: none"> Multiple B2B price levels with the ability to assign each customer to the same price level across all products 		
<ul style="list-style-type: none"> Multiple B2B price levels with the ability to assign each customer to different price levels for different groups of products 		
<ul style="list-style-type: none"> Quantity break pricing – B2B and B2C 		
<ul style="list-style-type: none"> Contract pricing (Customer-Product Matrix) for B2B customers 		

<ul style="list-style-type: none"> Recommended retail price 		
<ul style="list-style-type: none"> Discount codes can be applied 		
<ul style="list-style-type: none"> Gift card codes can be applied 		
<ul style="list-style-type: none"> Display of “was” and “now” pricing 		

Quantities		
<ul style="list-style-type: none"> Optionally show quantity price break table 		
<ul style="list-style-type: none"> Option to show quantity price break percentage saving 		
<ul style="list-style-type: none"> Option to show units per pack 		
<ul style="list-style-type: none"> Option to show a price note 		
<ul style="list-style-type: none"> Option to set a minimum order quantity 		
<ul style="list-style-type: none"> Option to set a step quantity above the minimum order quantity 		
Enquiry form option to have a custom enquiry form on all or some product pages		
Hidden pricing - option to hide the price and add-to-cart button if a site visitor is not logged in		
On Sale - apply custom flags such as “SALE” and “NEW” to display on product images in the product page and search results		
Price per unit. - option to display price per unit. E.g. If cost per metre for a 50 metre roll is \$2.50, \$2.50 would be displayed but the customer would have to purchase a roll		
Products can appear in more than one category. Note that if a product is more than one category, the top one in the list will be the canonical instance for SEO purposes		
Related Products		
<ul style="list-style-type: none"> Any number of related products components can be placed anywhere on any page for any purpose such as up-sells, cross-sells, accessories, on sale or anything else that you can dream up 		
<ul style="list-style-type: none"> Automatic population of related products components by category, product flag or keyword 		
<ul style="list-style-type: none"> Style and configure related products components with minimal website experience 		
Unlimited product page layouts for different types of products.		
With the optional Advanced Product Loading module much of the product page content is loaded automatically.		
Multiple product images option		

Product images carousel for multiple images per product		
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4 Ordering

	Yes	No
Single page checkout		
Add to cart component can be placed on any page		
Simple add to cart buttons		
Classic retail product variant drop-down selection with add to cart button. E.g. colours, size or any other custom variant type		
Show product options with mouse over image		
Table of product variants selection for add to cart – better for professional buyers ordering multiple products at a time		
Collection of products for add to cart – ideal for sets		
The Add to Cart button floats on the user’s screen for both the table of product variants component and the collection of products component. This means it always in view and eliminates scrolling to the bottom of a table to add all the items to the cart.		
One-click product options for add to cart		
Allow or disallow ordering of products with insufficient stock		
Order from a favourites list		
Ordering on behalf of someone else		
<ul style="list-style-type: none"> Ordering on behalf using another person’s favourites list – ideal for items that are centrally purchased such as uniforms 		
<ul style="list-style-type: none"> Your sales team can order for their assigned customers 		
<ul style="list-style-type: none"> Your customers can order for their own staff or for staff in a sister company or subsidiary 		
Order from product order history (online and offline orders are viewable)		
Order from past orders		
Purchase Order - purchase order number field in the checkout page that can be optional or mandatory from customer to customer		
Cost Centre for an order – a cost centre field in the checkout page that can be optional or mandatory from customer to customer		
Automatic address verification via NZ Post API		

Customer Addresses		
<ul style="list-style-type: none"> Setting to allow or disallow address changes in the checkout page 		
<ul style="list-style-type: none"> Automatic storage of the first address that a user enters in the checkout page 		
<ul style="list-style-type: none"> Setting to allow users to change stored delivery addresses 		
Additional information		
<ul style="list-style-type: none"> optional forms in checkout to collect additional information 		
<ul style="list-style-type: none"> Optional back order messaging in cart and checkout 		
<ul style="list-style-type: none"> Ability to add any content components to the checkout page such as messages 		
Bulk CSV order upload for applications such as a bill of materials		
Find a branch, distributor or retailer component		

5 Shipping

	Yes	No
Unlimited shipping methods		
Assign customer groups to the desired shipping methods		
Optional free shipping trigger point by customer group		
Advanced Shipping Price Calculator module		
<ul style="list-style-type: none"> Price by size and quantity of products 		
<ul style="list-style-type: none"> Price by distance through hidden Google Maps integration 		
<ul style="list-style-type: none"> Premium for Rural Delivery through NZ Post API integration 		
<ul style="list-style-type: none"> Discount by number of items in order 		
<ul style="list-style-type: none"> Reducing prices according to the number of products in one order 		
<ul style="list-style-type: none"> Set a dollar or percentage price 		
<ul style="list-style-type: none"> Unlimited shipping calculator rules 		

6 Request Return Authorisation

	Yes	No
View past offline and online orders and request a return		

Customer can choose quantity to be returned		
Customer can provide a reason for each product		
Customer can provide a message for the whole request		
Your staff can update requests with an authorization number		
Optional Advanced RRA Integration to ERP systems		

7 Custom Forms with Workflow

	Yes	No
Build your own forms with minimal website experience		
Single or multiple page forms		
Conditional questions		
Powerful workflow - e.g. for a B2B customer account application		
Post form data to other applications automatically		
Option for forms to generate emails to multiple email accounts		

8 eCommerce Components

	Yes	No
Components can be placed on any page		
Staff can style and configure all components with minimal website experience		
Multiple add to cart components		
Quick order from within product search results		
Back order message component within cart		
Different payment method components		
Related Products component		
Order history component		
Product ordering history component		
Return Request Authorisation component		
Courier Tracking Code component		
Product Search Results component		

Content Search Results component		
Favourites list component		
Order Confirmation component		
Order Payment component		
Place Order component		
Shopping Cart component		
Single Page Checkout components		
Form Panel component		
Form Anchor component		
Login Panel component		

9 Page Design Components

	Yes	No
Listing option for automatically building content hierarchies		
Different product menu options		
Accordion component		
Tabs component		
Alert Box component		
Banners component		
Super-Banners component		
Call-To-Action Strip component		
Form component		
Form/Listing component		
Form/Text component		
Gallery component		
Grid Layout component		
Links component		
Image Pods component		
Price List component		

“Quote” component		
Related Content component		
Resources component		
Reusable components		
Reusable Image Pods component		
Subpage Listing component		
Site Map component		
Google Map component		
Text component		
Text and Slide Show component		
Image Windows component		
Video Embed component		
Rich Text Editor component		
Headline component		
Two Column Text component		

10 Media Library

	Yes	No
Load images and videos once and use anywhere with automatic resizing		
Change image focus point for every aspect ratio (square, tall, wide etc)		
Automatic cropping for product search results		
Automatic padding for product search results		

11 Marketing and Customer Support

	Yes	No
Google Tag Manager and Analytics		
Chat for customer support		
Video Chat for customer support		
Screen sharing built in for customer support		

Any modern 3 rd Party marketing tool that you want can be added		
Blog		
Social media component		
Lead magnet pages		
Mail Chimp or Campaign Monitor Integration		
Sitewide Call to Action component		
Open Graph images for social sharing of pages		
Search Engine Optimisation tools (SEO)		
Newsletter sign up form		
301 Redirect Module		
Robots.txt file		
Google Merchant Feed RSS file		

12 ERP Integrations

	Yes	No
<p>Because every ERP system implementation is to some degree custom, 360 Commerce integrations also need some degree of customisation to reflect that.</p> <p>Integration module options are;</p> <ul style="list-style-type: none"> • Orders pushed down to the ERP system • Basic product information up to the website • Pull up advanced product information up to the website • Pull up both offline and online orders from the ERP system to the website • Pull up Return Request Authorisation information from the website • Pull up Courier Tracking Numbers from the ERP system • Pull up advanced Customer and Member information so that they only need to be set up in the ERP system 		
<p>Note: Integration is a great strength of 360 Commerce so we can integrate to any third-party system – ERP, CRM, HubSpot, NZ Post, Google Maps etc.</p>		

13 Integration Features

	Yes	No
Comprehensive reporting pinpointing the reason for any issues. This eliminates finger point between the ERP vendors and 360 Commerce. There has never been an instance to date where the		
Customisable to the needs of each client		
Easily extendible to read and write to custom ERP fields		
Use tokens for security		
Uses API's for easy maintenance and development		

14 Features of Advanced Integration Modules

	Yes	No
Advanced Product Loading module. The ERP system or PIM can be the master source of product code, name, description, image, category assignments, publish/unpublish flag, product page layout, pricing Run at a set interval or on demand as you require		
Advanced Customer Loading module. New customers are set up in the ERP system and data is automatically pulled up to the website, including pricing settings etc Run at a set interval or on demand as you require		

15 Other Optional Modules

	Yes	No
Uniform Portal		
Advanced Shipping Cost Calculator		
Order Generation by Bar Code Scanner		
You can have any integration done that you need. Just tell us your requirements		

An Example of the Power of the 360 Component Architecture Over Template eCommerce Systems

Brandstand used multiple components including two add to cart components on this landing page for a marketing campaign.

One page, two products – the customer can decide which flag they want, add to cart right on the landing page then immediately check out.


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100% SATISFACTION GUARANTEE | NZ OWNED BUSINESS

Thank You

We hope you found this checklist useful as a way to capture your requirements for an eCommerce platform that can integrate with your ERP system and any other system.

For more information call Jason Platt 027 573 7424 or David Haysom 027 277 3371