

360commerce has been designed to provide all the functionality necessary to run a successful online store for small to medium sized businesses.

The following list shows the standard functionality provided with the 360commerce package. Additional features and reports can be added if required.



Cost-effective eCommerce solutions for businesses and designers

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Store Features

- **Customer Account** Customers can create an account when placing an order, allowing them to place future orders more quickly
- **Quick Checkout** Customers have the option to place 'one-off' orders without the need to create an account
- **Order Status** The status of any current orders can be reviewed by the customer via the 'my account' section of the website
- **Order History** Customers can review details of any previous orders via the 'my account' section of the website
- **Order e-Mail** Customers receive an automated e-mail to confirm that the order has been received and to confirm the details of the order
- **Despatch e-Mail** Customers receive an automated e-mail confirming when their order has been despatched
- **Track & Trace** Despatch e-mails contain a tracking reference number with a link to the courier's website, allowing customers to track the delivery of their order
- **Search Box** A search box is included on every page, allowing customers to easily find products using the comprehensive built-in search engine
- **Basket Summary** A basket summary is shown on every page, allowing customers to see the number of items and the total value of the basket at a glance
- **View Basket** The basket shows the total cost of the order including P&P, making the checkout process clear and concise, minimising abandoned orders
- **Postage Options** Customers can select different postage options in the basket with the P&P charges being updated immediately
- **Discount Codes** Customers can add a promotional or discount code to their basket with the discount being applied immediately
- **Mailing List** Site visitors can add themselves to a mailing list that can be extracted for use in a mailing system
- **Personalisation** Products can be flagged to allow for personalisation, customers can then enter their requirements e.g. initials, during the checkout process
- **Security** All pages that require personal information use an encrypted connection (SSL). All credit card details are handled by the payment service provider
- **Password Reset** If a customer forgets their account password the website can automatically generate a new password and send it to the registered e-mail address

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Store Management

- CMS** The website has a comprehensive content management system (CMS) to update the site content e.g. product details and images, terms etc.
- Postage Costs** Postage charges are calculated using the weight of the order. Different options can be created to give customers a choice of delivery method
- Surcharges** Postage surcharges can be set up to be automatically applied to orders with a delivery address in specified postcode areas
- Free Postage** Free postage can be automatically applied to orders that have a total value over a specified limit
- Promotions** Promotional or discount codes can be created to apply a discount to specific products, brands or categories
- Linked Products** Associated products can be linked so that they are displayed on the product detail screens, thus encouraging multi-line orders
- Advert Boxes** Images can be uploaded to the website for use as advert boxes. The location of the adverts can be dynamically controlled
- Payment** The website can be fully interfaced with all the major payment service providers
- SE Friendly URLs** All product pages have search engine friendly URLs to help with search engine rankings and increase the click-through rate
- Invoice Printing** Invoices can be printed directly from the website. Bespoke invoice designs can be created if required
- Order Details** Orders can be quickly reviewed and managed through the administration reports
- Customer Details** Customer details can be viewed and updated. The order history for a specified customer can also be reviewed
- Delivery Address** The checkout process can be configured to allow a separate delivery address after a customer has placed a specified number of orders
- Out of Stock** Products can be flagged as 'out of stock', allowing customers and search engines to see that the product is normally available
- Google Shopping** Product details can be extracted from the website in the correct format for a Google Base data feed. Other extracts can be created if required
- Reports** A number of standard reports are provided. Bespoke reports can also be created if required

