

Syrox E-Commerce Features

Having developed many sites over the years, our E-commerce solutions are robust and reliable in operation, flexible and easy to integrate, innovative and user-friendly for both you and your customers.

Designed using industry standard Microsoft .Net framework and Microsoft SQL database our feature-rich solutions are among the most flexible and scalable platforms on the market. Our sites are truly ground breaking with the ability to incorporate any feature you require, be it customer browsing, admin functionality or integration with any 3rd party software or hardware.

Administered through an intuitive graphic user interface (GUI) with a wealth of tools and workflow methodologies for customer orders, catalogue, product and site management including powerful marketing tools for all your e-commerce needs.

Offering merchants complete control of their destination with many innovative features including time saving product control, automated metadata creation, category linking for auto generating products relationships, 100% SEO optimised, shopping basket abandonment with variable voucher discount and basket regeneration emails to name just a few. Representing remarkable ROI the following list will provide you with an in-depth insight to what we consider to be one of the most powerful and flexible solutions anyone has to offer.

For a full comparison of Syrox E-Commerce solutions visit <http://www.syroxmedia.co.uk/Web-Services/E-Commerce.aspx>

Solutions

E-commerce Sites
Content Management Sites
Image Management Systems
Web Development

Development

Bespoke Programming
Architecture Design
Database Design
Application Development

Consultancy

System Analysis
System Specification
Project Management
E-marketing

E-Commerce Features

Introduction

E-commerce Features

- » [Site Management](#)
- » [Catalogue and Category Management](#)
- » Product Management
- » Pricing and Stock Control Management
- » Customer Category Browsing
- » Customer Product Browsing
- » Customer Basket and Summary Page
- » Customer, Checkout and Payment
- » International Support
- » Delivery
- » Order Management
- » Customer and Trade Accounts
- » Marketing and Promotions
- » Newsletter Management
- » Shopping Basket Abandonment
- » XML and 3rd Party Integration
- » Search Engine Optimisation
- » Analytics and Reporting

Site Management

- Orders, products, customers and more, managed via a secure web browser over the internet
- All components and features administered through one interface (apart from the Google suite)
- Manage multiple websites and stores from one administration control panel
- Supports multiple or shared domains, payment gateways and branded email alerts
- Add, edit and control multiple sites content on a global or per site basis
- Flexible user access and control, restrict users accessing admin sections and or features
- Full Content Management System (CMS) for homepage and all information pages
- CMS image management for content pages, image mapping, cropping, thumbnail creation etc
- CMS textual content management using 'MS Word' like text tools and templates
- Custom CMS Press Section, upload cover and article with added text and metadata for SEO
- Full CMS News Section including, deep linking, archiving, read more, tag cloud, metadata, etc
- Contact us, wholesale and other enquiry forms with or without captcha
- Google Web Master Tools and Google Analytics integration
- The ability to add or customise the administration and workflow as much as you require

Catalogue and Category Management

- Ability to add, edit, hide and deactivate top level and sub level categories
- Flexible layouts for category pages with banners, textual content, SEO content and metadata
- Categories with or without category landing pages, text, banner and metadata options
- Multiple layouts for category pages for different products/categories types
- Brand category pages with brand bio, logo/banner and metadata options
- Flexible banner and content options, for creating different look and feels, SEO
- Specific collections and campaign category pages for example shop the trend, newsletters
- Products can feature in multiple categories each with their unique sort/display order
- Display or don't display active categories/sub categories within the navigation
- Flexible navigation sort/display order for brand and all levels of categories
- Sites can have more than four levels of flexible products categorisation
- Create category relationships for automate product recommendation and up-selling
- Automated sale category when items are reduced
- Flexible 'category list' ordering organised via a 'drag & drop' system
- Control the number of products and when first viewing category pages or view all
- Browse and search filtering, on brand and categories for administration proposes

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Product Management

- Full product control, create new and change product details, images
- Bespoke flexible product detail pages, layouts, product images, content areas etc
- Multiple product types and pages with differing display and ordering characteristics
- Any number product images that can be reordered, re-cropped and watermarked via the admin
- Numerous dynamic content areas, product reviews, size guide, style notes etc
- Link products to press section displaying product specific press articles on product pages
- Interactive zoom images or zoom pop-up with next and previous
- Product size, colour and price options with differing add to basket techniques
- Automated sale pricing when item is reduced
- Recommended suggested items with images, brand, titles and prices
- Automated via category relationship or manual recommended product selection
- Also available in product details and images for displaying different colours, sizes, sets
- Extra keyword 'search' text field for misspellings, abbreviations, unofficial brand names etc
- Auto-generated Metadata with override facility for greater optimisation
- Maintain SEO product links to out of stock items by removing them from categories
- Display key products on search results pages if no results are presented
- Personalised products, add text for embroidery, monogramming, etc
- Customisable and multiple product flag overlays
- Downloadable/Digital Products
- Add flash or video on a per product basis including interactive 360° animations
- Drag & drop products list ordering for all categories
- Comprehensive browse and search filtering, show/hide thumbnail, for administration proposes
- Inactive product archiving, hide and show old products within the administration
- On page-grid editing for batch and global product changes

Thanks to Syrox we are a multi channel retailer and have a site that we are truly proud of. It is now driving significant incremental revenue and a very healthy profit stream

James Leslie
co founder of Trilogy

www.trilogystores.co.uk

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Pricing and Stock Control Management

- Product SKUs for pricing and VAT options for different size, colour and quantity
- Products can display current and sale prices
- Multiple currencies SKU pricing with deferring VAT options
- Cost price for each currency for profitability reporting
- Multiple SKU option, Multi-Tier Pricing for quantity discounts
- Flexible SKU sort/display order
- Zero value items for free gifts
- Post and packing options by size, weight, free shipping
- VAT accounting options, including currencies, billing and delivery regions
- The ability to show VAT on receipts depending on currency, billing and delivery regions
- Four level stock control: in stock, due in soon, out of stock and inactive
- Editable due in soon tags eg 'due in 1 week', 'due in tomorrow' etc
- Manual or automated out of stock at specified stock level
- Back orders, sales items when waiting stock
- 'Email me' when back in stock option, users can quickly email administrator
- Full SKU refund returns item to stock
- Trade customer log-in with different SKU option and prices
- Product page price structure and discounts, depending on quantity and or order total
- Bespoke returns, discounts, re-order polices and workflow
- Extended stock value accounting, cost of stock, storage, logistics for true profit margins
- Integration with existing stock / accounting systems
- Comprehensive browse and search filtering on SKUs for administration proposes
- On page-grid editing for batch and global SKU changes
- Product/SKUs prices downloaded and updated via excel files

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Customer Category Browsing

- Product caching for fast loading times
- Flexible product categories browse by brand or by category
- With or without category landing pages
- Multiple layouts for category pages, brand bios, collections, sale, etc
- Multiple filtering with or without number of search results
- Standard key word search
- Accumulative search for gift finder and advance filtering
- Popular items displayed on 'no search results' pages
- Specific initial product ordering for grouping and displaying best sellers at top of list etc
- Sort products by name, brand and price
- Full breadcrumbs
- Cookie based view all products or view paginated for category list pages
- Flexible product info on category pages, brand, title, short description, price, sale price etc
- Product listing in grid or list formats
- Multiple product roll/hover images and zoom fly-outs on category list pages
- Purchase from category pages including multiple product options
- Select different currencies

Customer Product Browsing

- Previous or next items and back to product list 'buttons' on product pages
- Show previous and next items as scrollable thumbnails/carousel on product page
- Full breadcrumbs
- Multiple product types and pages with differing display and ordering characteristics
- No limitations on number of product, press and other images
- Interactive product zoom, 360° product animations, video and Flash content capability
- Multiple content areas, description, delivery, size guide, style notes, product care, materials, etc
- Product reviews on a per product basis
- Stock availability shown as stock quantity or status
- Out of stock – send email when back in stock function
- Related products by colour, type or group
- Recommended items, Cross-sells and Up-sells
- Add to either cookie or server base wish list
- Write and submit product review
- Ask product related question
- Send product to a friend
- Sale and discount options
- Select product options via dropdown or matrix and add to basket
- Navigate the customer to basket, category list page or else where after adding to basket
- Recently viewed products
- Products displayed on homepages

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Customer Basket and Summary Page

- Add or remove and update products and quantities in shopping basket
- Select and change shipping / delivery options
- Complex basket shopping and discount options, build a bundle etc
- View voucher and trade discounts if applicable
- Multiple currencies gift vouchers
- Persistent or non persistent sessions based baskets, items remain in basket for next time
- Save items for next purchase (simple wish list)
- Gift wrap and message options available
- Add customer delivery instructions if required
- Change currencies, flagging items if not regionally available
- View totals with VAT and delivery breakdowns
- Send populated shopping baskets to friends
- Rolling basket on all pages displaying products, item number, total cost
- On page scrollable shopping baskets

Customer, Checkout and Payment

- One-page checkout on PCI compliant servers
- Flexible payment process 1, 2, 3 or 4 page process
- Customers have the option to purchase with or without accounts
- Non registered customers can create an account at end of the shopping process
- Fully editable customer accounts retaining their personal details, billing and delivery addresses
- Customer accounts displaying order tracking, order history and server based wish lists
- Recently and re-orders items via server based wish lists
- Customer automated forgotten password using security question
- Issue new secure password through administration
- Customers can change password and delete their account
- Customer managed, newsletter subscribe and unsubscribe through site
- Integrated with popular payment gateways, UPG, SagePay, PayPal etc.
- Configurable to take payment on order or on despatch (depending on gateway)
- Saved credit card details for offline payments (depending on gateway)
- Failed orders with card failure reasons recorded
- Cheque and money/cash orders process through website with invoice/receipt generation
- Telephone orders purchase without '3D secure' password (agreement with gateway)
- SSL security on your domain for both orders on front-end and back-end

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International Support

- True multiple currencies supporting numerous merchant accounts simultaneously
- Multiple SKU options, currencies and pricing per product
- Cost price for each currency for profitability reporting
- User region tracking, site determines which currency to display via domain local
- Orders locked to delivery and/or billing regions, stopping grey imports
- Multiple currencies gift vouchers (ability to purchase money off vouchers)
- Complex multi regional pricing and delivery structures, UK, USA, Europe etc
- Export/import tax implications with VAT accounting for billing and delivery regions
- The ability to show VAT on receipts depending on currency, billing and delivery regions
- All currencies display simultaneously on dashboard and reports

Delivery

- Delivery pricing by type, weight or size
- Complex national / international shipping options including multiple zones, weight, volumetric
- Next day delivery 'date' displayed on the site based on cut-off order placement time
- Ability to set 'free delivery' threshold for promotions
- Free shipping for products
- Next day delivery enable/disable, (bank holidays, stock-take etc)
- Change / correct customer order delivery address
- Customer delivery comments save with order
- Batch or single printing of despatch/ address dockets including customer delivery comments
- Control which product items to be printed on despatch note
- Seamless integration with 3rd party couriers systems including Despatch Bay
- Customer order tracking/status through their customer accounts
- Disallow delivery to certain counties/ regions
- Integration with post code and address databases

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Order Management

- Automated e-receipts emailed when customers place orders
- Order email alerts for administrator
- View, edit and fulfil orders from the administration panel
- Customer delivery and administrator order comments saved with order
- Orders can be despatched/completed or saved to pending with editable email alerts
- Despatched notes can be printed in full or with selected items
- Batch or individually print invoices and despatch notes
- Edit / correct customer address details
- Call centre orders purchased through site without '3D secure'
- Integration with product warehouse and stock control systems
- Seamless integration with courier / transport companies
- Failed orders with card failure reasons recorded
- Full order refunds replacing stock and generating new invoice
- Partial order refunds, refund postage or item value, generating new invoice
- Refunds and discounts follow strict HMR&C VAT guidelines
- The ability to show VAT on receipts depending on currency, billing and delivery
- Comprehensive browse and search filtering on orders for administration proposes

Customer and Trade Accounts

- Customers can purchase with or without accounts
- Customer accounts admin list displaying details and spend to date in all currencies
- Edit customer details and reset password from front-end and administration panel
- Order history and recently ordered items
- Email customers via administration panel or mail client
- Simple trade percentage discount on a per customer basis
- Complex trade accounts where customers need to log-in to trade sites
- Browse and search filtering on customers for administration proposes

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Marketing and Promotions

- Create specific category landing pages for campaigns
- Set 'free delivery' threshold for promotions
- Zero value items for free gift
- Multiple SKUs option for Multi-Tier Pricing ideal for quantity discounts
- Recommended items cross-sells on product pages
- Send product and or baskets to friends
- Sale prices
- Complex product bundled options with discounts
- Simple trade percentage discount on a per customer basis
- Gift vouchers (ability to purchase money vouchers) including multiple currencies,
- Discount vouchers by currency, percentage or value, amount, threshold spend, time, number of usage per customer, apply to sale and or trade, restrict to a customer or number of customers
- Voucher applications locked to all, brand(s), product(s), category type(s), category(s)
- Simple cookie based wish list for repeat order or send to friend, no need for repeat sign in
- Server based wish list, able to sign in from any computer, add comments, admin reporting

Newsletter Management

- Newsletter subscription and email list management
- On site subscribe and un-subscribe pages
- CMS creation newsletters and emailers including plain text option
- Send emails from your sites' domain, no more sub-domains or cloaking
- Best practice rules for deliverability, reducing spam filter capture (PRT and SPF records)
- Tracked emails showing total sent, delivered, opened, forwarded, bounced and unsubscribed,
- Tracked email click throughs, displaying link popularity with total, unique and forwarded clicks
- Downloadable bounce and unsubscribe lists for further analysis
- Auto cleaning list management for bounces and unsubscribe
- List management, create multiple lists, import new subscribers and un-subscribers
- Use customer reports to drilldown and generate email lists, for example customers who purchase this month last year, purchase more twice, amount spent over x, etc.

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Shopping Basket Abandonment

- Lists all abandoned baskets with, name, date, value, items, completed order history
- Drilldown to full basket, product and order details
- Link to regenerate basket, send these via email
- Send various emails to potential customers showing clickable product items and link to basket
- Voucher email, select discount amount and expiry date on a per basket basis and send email
- Browse and search filtering on abandoned baskets for administration proposes

XML and 3rd Party Integration

- Flexible Google Base integration, ability to download and update at any time
- Dynamic Google XML Site Map
- Multiple auto configurable custom Affiliates XML feeds and tracking codes
- Downloaded generic product and SKU Excel data, for manual data feeds
- Server and web services automated data feeds and ingestion for seamless 3rd party integration

Search Engine Optimisation

- 100% Search Engine Optimised (SEO) and friendly
- Index enabled content on all pages including category list pages
- Search engine friendly CSS coded pages, W3C compliancy
- URL's rewrites for search engine friendly URL's
- Full control over browser page titles
- Auto-generated Metadata information for products and content pages
- Overwrite Metadata facility for greater content page and product optimisation
- Auto-generated dynamic site map for display on site
- Auto-generated Google XML site map for Google page indexing
- Robot.text file to aid search engine robots and spiders
- 404 page not found displaying dynamic Site Map
- Generic error page (500) hard coded HTML
- 301 Redirects to home page or specific pages

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We've got plenty of ideas of how to refresh your website

If you're looking for a digital agency with a passion for creating high quality web sites, get in touch.

020 8549 8884

or email us at
info@syrox.co.uk

Analytics and Reporting

- Graphical administration dashboard, snapshot of orders, products and currencies data
- Full reports, including sorting, filtering and exporting in csv, excel and word formats
- Abandoned Shopping Cart Report - name, date, value, items, total completed orders and history
- Sales report by date range - date, no. of orders, items, sub total, shipping, Tax and total in all currencies
- Refund report by date range, date, no. of refunds, Tax and amount in all currencies
- Voucher report by date range - code, currency, type, value, period value, period usage and total discount value
- Best sellers report by date range - brand, product, product code, SKU, SKU code, Category, currency, no. of sales, sales value for all currencies and times added to basket
- Products sales report by date range - brand, product, product code, SKU, SKU code, sales value for all currencies, primary category and times added to basket
- Stock report – SKU id, active, brand, product, SKU, SKU code, Multiples, quantity of stock, stock status, shipping value, free delivery, cost, retail and sale price in all currencies, all categories
- Registered Customers by date range created - full name, email, subscribed, quantity of orders, last order by date range, total order value in differing currencies, link to customer order details
- Unregistered Customers by first order date range, full name, email, subscribed, quantity of orders, last order by date range, total order value in differing currencies
- Site searches by date range - date, search term, number of results presented, user (ip number)
- Admin logs by date range - a report displaying who, when and what admin users have done to the site, including all graphical uploads
- Advance reports, in depth downloadable Excel files with full data for further manipulation
- Advance sales report, orders placed or completed by date range
- Advance refunds report, refunds by date range
- Advance product sales grouped by produce code, placed or completed by date range
- Advance current stock levels
- Download subscribers and un-subscribers by date range
- Full Google integration including e-commerce tracking and referral e-commerce tracking