



Powering successful ecommerce for worldwide clients

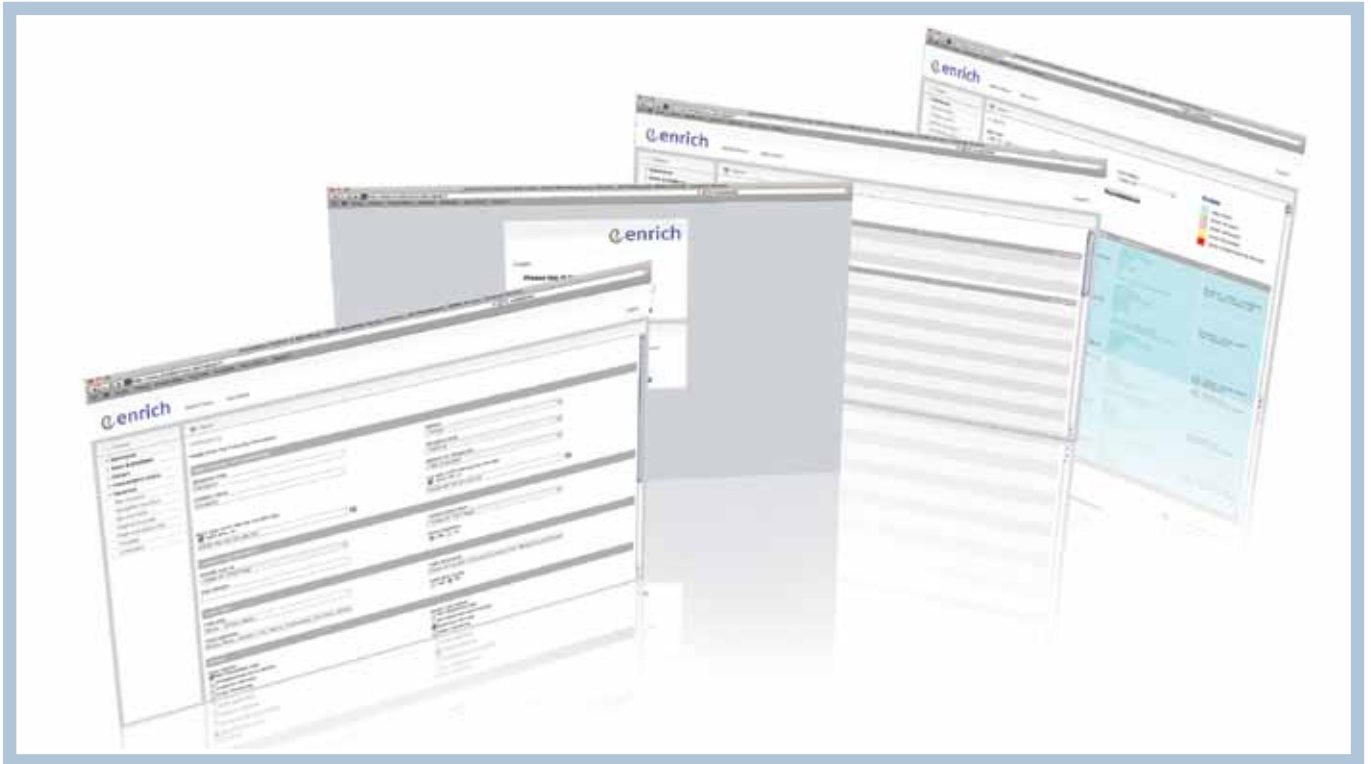
Features & benefits analysis

 **enrich[®]7**

...is coming

upgrade to drivebusiness.com

Powering successful eCommerce for worldwide clients



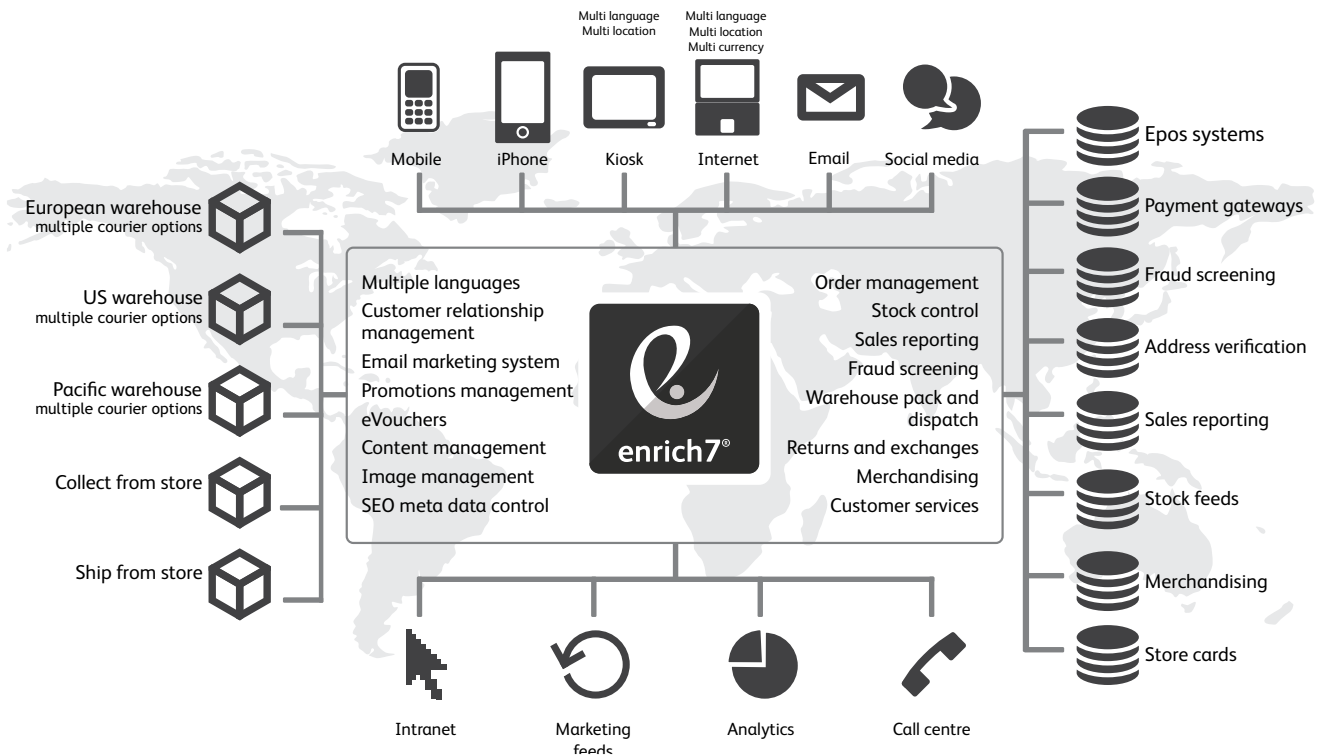
Developed over 10 years worth of commercial experience with both B2B and B2C customers, our proprietary enrich® e-commerce platform delivers an established, successful and flexible online sales channel. Our client list includes some of the most well known high street brands and national retailers in the UK: AllSaints USC, Gant EMEA, Duchamp London, Bench, Gio-Goi and Reiss.

Industry leading, on-demand eCommerce platform, enhanced with a number of bespoke, customisable modules.

- Full integration with existing and legacy systems
- Full content management suite (CMS)
- Email marketing system (EMS)
- Continually developed for a number of clients across different sectors
- Deployed within a number of warehouse and distribution centres
- Optional fulfilment and customer service
- Online marketing suite
- Dedicated customer service module (inbound and outbound)

Standard functionality

Our base platform includes 26 core features which will power your internet store and maximise your online revenue. Our framework is based on functional modules, which can be customised to meet individual business requirements.



Core features:

1. Navigation and structure build

2. Google analytics integration

3. Homepage

4. Create account

5. Subscribe to newsletters/updates

6. Content pages with content management system (T&C, privacy policy, contact us)

7. Landing pages (e.g. Mens/Womens/Sale)

8. Banner administration

9. Category page(s)

10. Product page(s)

- Select colour
- View related products
- Tell a friend
- Full description and care options
- Image zoom
- Add to wish list

11. Basket

- Promo codes
- Shipping options

12. Checkout

- Protx integration
- enrich® security check

Standard functionality

13. Store locator

14. Sitemap

- User viewable sitemap
- Auto-updating sitemap.xml

15. Account

- View past orders
- Edit address book
- Sign in details

16. enrich® commerce

- Recent orders
- Search orders
- Search customers
- Administer orders with Protix integration
- View abandoned orders
- Promotion administration
- Country administration
- Shipping price administration
- Security parameter administration
- Weekly sales totals
- Refund reports
- UK geographic analysis
- Customer loyalty report
- Promotion conversion report
- Email performance report

17. enrich® stock and catalogue

- Item search
- Add/edit Items
- Category administration
- Related item administration
- Colour administration
- Colour group administration
- Size administration
- Unassigned products report
- Missing images report
- Images not in database report
- Top products
- Category sales

18. enrich® content

- Content administration
- Meta data administration
- Banner administration
- Landing page administration
- Competition administration
- Image library
- Pages to go live report
- Google analytics Link
- Competition report

19. Search admin users

- a. Search customers
- b. Add customers
- c. Administration security report
- d. Page security report
- e. View logins
- f. Locked users report
- g. Download facility

20. enrich® “base” stock file integration

- Automatic pick up of stock feed from an FTP location and import into enrich®
 - Automatic Placement of Sales to an FTP location
-

Standard functionality

21. Order by phone

- The order is placed by a customer services operator on the customer's behalf
- Customers can be registered with no email address, (but note, this means they will not receive order status updates via email - they can, however, see this by logging into their account)
- The operator can take control of the basket
- The operator navigates the front facing site and adds to basket as normal, the checkout is similar but omits 3D secure and posts the transaction as 'cardholder not present', (note: this requires a separate merchant account)

22. eVouchers

- Send an eVoucher to a friend
- Enter their email address, value and personal message
- Recipient uses the unique reference to redeem the voucher
- Validation built in to control voucher redemption rules e.g. prevent vouchers being paid for with vouchers

23. Send as a gift (prerequisites - gift wrap is free, order can be sent to any address)

- Add gift wrap to the order
- Enter a personal message for the recipient
- Packing advice displays gift message and no prices (unless required by local customs/tax body)

24. Request a sample/brochure (prerequisites - the items are free)

- Capture details of sample or brochure type being requested
- Capture customer name and address
- Generate an email to notify customer services to dispatch the sample/brochure

25. EU tax monitoring

- Content managed area for storing and managing local VAT rates and rate thresholds per EU country, in the local currency
- Adjust the VAT rate whenever a different rate applies to the country
- Store and manage a conversion rate between the currency the sale was transacted in and the currency the threshold is measured in
- Report on sales per EU country, both in the currency the sale was made in and the threshold currency
- Report historical data so that progress towards the threshold can be monitored

26. Weight based shipping (prerequisite - client can supply the weights of each product in the stock feed)

- Shipping costs calculated based on stored weight thresholds
 - Content managed so the client has control over the charges and weight thresholds
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Additional features

enrich® enhanced commerce module

- Bespoke integration with stock control / warehouse system
- Pre-order & reservation module
- Bespoke product carousel feature
- Dynamic search and predictive search
- Mix & match configuration
- Same day delivery (e.g. London)
- Stock notification alerts
- eVouchers
- Gift cards module
- Alternative payment integration (e.g. Pay Point, Commedia, HSBC, WorldPay)
- Fulfilment partner integration (e.g. UPS, DHL, DPD)
- Real time stock lookup

enrich® DC enhancements module

- Bespoke middleware integration for multi stock control systems
- Barcoding & scanning
- Manage multiple stock feeds & distribution centres
- Wave picking model deployment
- Bespoke courier integration

enrich® enhanced CRM module

- Enhanced returns module
- Enhanced fraud prevention

enrich® enhanced marketing & promotions module

- Google merchant center integration
- Affiliate marketing program integration
- Competition module
- Enhanced search engine optimisation

enrich® international module

- Multi currency
- Multi lingual site features

enrich® enhanced Management information module

- Margin reports
 - Multi lingual
-

Content management system

drivebusiness has developed a powerful piece of internet software: a robust and innovative CMS application which can be tailored to a client's individual needs and user requirements. The drivebusiness, enrich®, CMS application handles the full spectrum of back-end to front-end tasks; from the workflow of content producers and editors to the personalisation and localisation of features.

Accessing the CMS

The CMS application runs on the internet through a standard web browser, in a password protected area of your website. The huge benefit of an online CMS is worldwide access – the system can be accessed from any computer with internet connection.

The system is split into five powerful modules. Each module has been designed, implemented and tested from the ground up using the latest programming and databases techniques.

User manager

The User Manager lets you control who can access the CMS by supplying individual staff with personalised usernames and passwords; different users can be given different permissions, which limit and control their ability to alter and publish changes to the website.

Work flow

Each client receives a bespoke CMS application which has been tailored to mirror their specific web publishing workflow requirements. This allows web editors to ensure that web content/images etc. have been approved by someone with the appropriate seniority before they are pushed live. All edits and content updates are tracked for reporting and analysis.

Image gallery

The Image Gallery provides an intuitive storage facility for any images you may choose to display on your web pages, (pictures, map etc). New images can be uploaded to the Image Gallery from any computer, (with the majority of major file formats being supported).

Document library

The Document Library holds all the documents you would like to publish in your web pages (PDF files, Excel Spreadsheets etc). New documents can be uploaded to the Document Library from any computer.

Web Directory

Most of your work will take place in the Web Directory, which is the activity hub of the CMS. It contains a list of all content managed pages on your website. The CMS is designed in a WYSIWYG editor format, ('what you see is what you get' - similar to Microsoft Word), for easy use. Simply click on a web page to move inside, change the content, preview the changes and then publish the changes to your live website. Changing web page content is made easy using our CMS Content Options.

Content management system

Options include:

- Formatted paragraphs of text
- Groups of, or single images
- Text with images
- Internal, external and image links
- Document downloads
- Previewing

Your web pages can have as many or as few Content Options as you want. We recommend varying the options to keep your website looking fresh and interesting.

Hardware/software requirements

Our CMS is built in PHP and hosted via a PHP backend server. We recommend that the CMS used for your site is hosted on our dedicated server, thus minimising the risk of downtime and security breaches.

Training & support

We provide training on the use of the CMS throughout the project as well as offering key sessions at pivotal stages; guidance is particularly comprehensive regarding the User Acceptance Testing facility, (this is an area which replicates your website so that all functionality can be tested before it is sent live). Documentation and User Guides are included as standard.

One of the most fundamental features of our CMS is our dedicated Support Service. Should you require any guidance or assistance at all our team provide a quick and efficient service founded in familiarity with your custom made package.

Email marketing system (EMS)

Overview

Integral to the enrich® package is a sophisticated Email Marketing System that can sit within our CMS application or stand alone to provide dedicated Email Marketing functionality.

The real power of Email Marketing is that it affords you the capacity to communicate directly with all of your customers using fully personalised emails. These can be sent to correspond with your promotional calendar or a profile of your customers' behaviour. Email Marketing enables you to keep your customers up to date with news items/bulletins/special offers, as well as announce the launch of new products and services.

EMS modules

The modules feature a comprehensive client database. This can be tailored to collect the information most useful to your individual business; you can record as much information about your clients' as desired; first name, last name, email address, postal address, company, phone numbers etc.

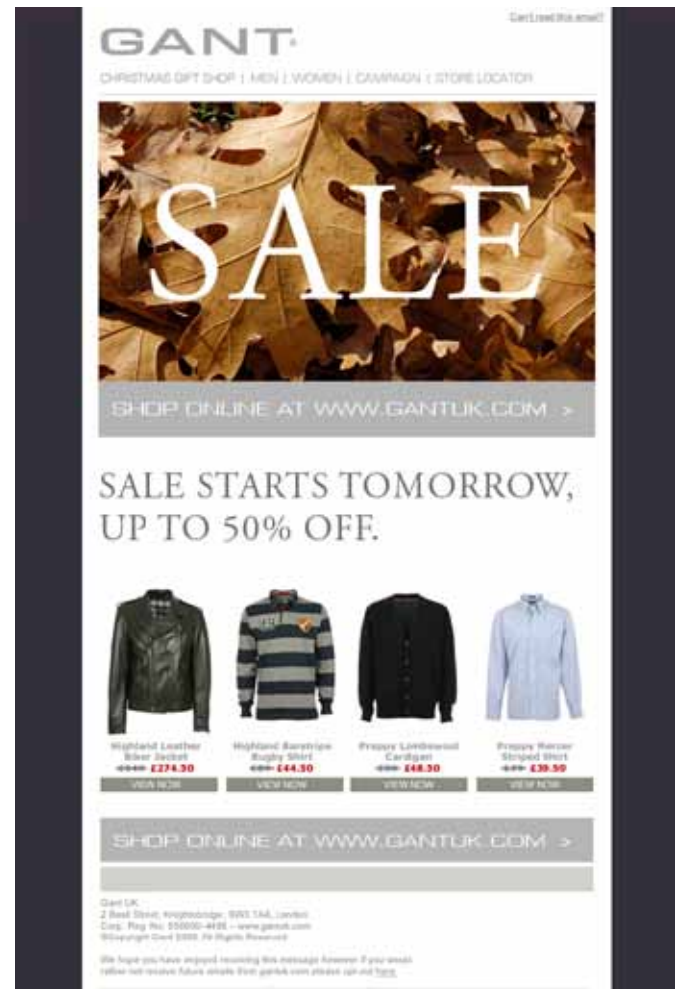
Once customer details have been entered into the application the EMS allows you to populate template emails with content and database fields so that each individual email is personalised.

The most basic EMS package features the following functionality:

- Creative designed HTML templates
- Customer marketing database
- Customer groups and interests modules
- Email personalisation
- Email scheduling
- Automatic system back up
- Customer opt out (for legal requirements)
- Industry leading deliverability technology
- Metrics module

Full Reporting is available with the enrich® EMS module

Email examples



Features breakdown

Home page module

Shopping basket

The customer can see the items in their shopping basket regardless of what page they navigate to.

Login

Easy and quick access for existing customers to login.

Create account

Make it easy for prospective customers to register with this link on the homepage.

Refer

Make it easy for prospective customers to refer friends or family to your site.

Terms & conditions

Access to Terms & Conditions normally resides on the bottom, horizontal section of the homepage.

Quick search

Make it easy for consumers to find a product or information.

Advanced search

A range of static pages on the home page depending on client brief and wireframe designs.

Banner control

Manage the latest promotional offer, the latest product launch or promote stock items you wish to sell by controlling banner images on the homepage

Promotion control

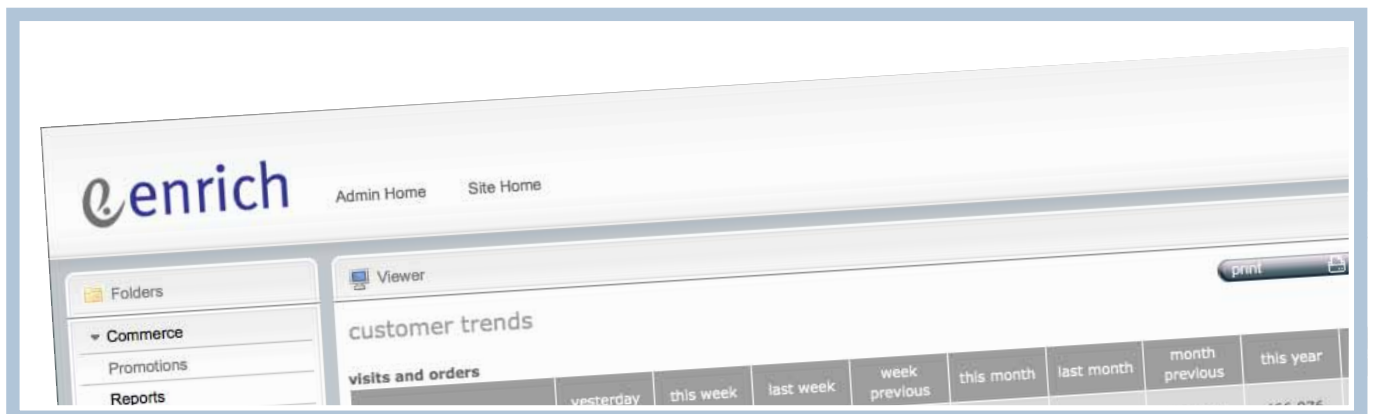
Encourage consumers by controlling promotions on the homepage. Utilise the backend promotional module to manage your promotional offers.

Set product layout on page

Work with your website analysis package and change the product layout on the home page to see which permutation consumers are most responsive to.

Set timing of products or graphics

On a Friday afternoon, set the timing of a 'weekend only' promotion by having the new home page appear on Saturday morning and then returning to the original home page on Monday morning.



Features breakdown

Dynamic sitemap module

Sitemap

Provide a sitemap link on the bottom, horizontal navigation to help the consumer find an older page in a content rich website.

Sitemap.xml

An automatically updated xml sitemap which will be submitted to all major search engines to improve search engine rankings.

Newsletter module

Email Sign-up

Provide prospective customers with a quick and easy way to sign up for email updates.

Product categories module

Department (Product groups)

By providing a list of departments, product categories or business divisions, (on the left hand navigation of the site), you can improve your consumers' chances of finding what they are looking for.

Filter:

- Style
- Brand
- Colour
- Gender
- Price
- Size
- Sale
- Non-Sale

Benefit

These departments, products or business divisions can be filtered, depending on the nature of your business, to relevant criteria such as brand, colour, gender, price, size etc.

Free text search

Offer a text box enabling shoppers to search for something they can't find using the Product Category or Department navigation. The drivebusiness ShopManager will store the information typed into this field, allowing you to monitor which products your consumers are looking for – this can be useful in terms of re-stocking, future forecasting and choosing keywords for your pay per click advertising.

Product pages module

Product views (enlarge product)

Product views are key web sales tools. Enhance sales by providing a standard image of your product which can be enlarged, with a click, to reveal more detailed product information.

Product description – long/short

Provide both a summary and detailed information about each product to assist the shopper in making their purchasing decisions.

Send to a friend

Send product information to a friend or family member.

Search engine friendly URL

By making your product URLs search engine friendly you heighten the visibility of your products and give potential customers a better understanding of what you sell before visiting your online store.

Size converter

For example display shoe size 8 as a shoe size 42.

Related items

Use the drivebusiness ShopManager to control which Related Items are displayed on each product page. For fashion or garment retailers this is generally controlled by the merchandising department.

Features breakdown

Promo/Sale functionality

Display promotional prices and/or standard and sale price
eg: Was £80, Now £70.

Product views advanced

Provide the consumer with front, back, side, behind, above and below product views.

Product alternatives – colour/size

Below the product view produce a drop down box of alternative products, for example, the same product but in a different colour.

Items not available/notify me

When an item is out of stock, the customer submits their email address. The moment the product is back in stock, the drivebusiness ShopManager automatically emails your customer.

Call me/Talk n Shop

Add your call centre telephone number to the product pages to help the customer with any further product information or buying decisions and/or add our Talk 'n Shop facility and enable your customers to have a web based conversation with your sales staff on that same product page.

RRP/Promo price

Display a recommend retail price, current price and/or promotional price on the product page.

Currency converter

Add a currency converter for international shoppers.

Gift vouchers

Use the drivebusiness ShopManager to add gift voucher products for family or friends who are shopping for presents.

Customer reviews

Enable previous shoppers to add their review of a product on the product page. This functionality is controlled and monitored using the drivebusiness ShopManager.

Basket module

Standard feature

- Update quantity
- Remove items
- Empty basket
- Continue shopping (return to product or dept in)
- Secure shopping
- Product display
- Totals
- Shipping cost/delivery option
- VAT calculation
- Accept t&c before placing orders
- Save basket to wish list
- Related items

Benefit

Similar to shopping in a high street store, when you place products in a shopping basket you can see a picture of your product, see the price, have total value of your order calculated including the VAT amount. In an online store, at the basket stage, provide the consumer with the option of emptying their basket to go and look for other products or enable them to continue shopping and return to other products or department areas. Also important is the display of secure shopping logos such as VISA to make shoppers feel comfortable during their online shopping experience.

Enable the shopper to save the contents of their basket to their Wish List for purchasing at a later date.

Display similar items which shoppers may like, to increase your 'per visitor' shop revenue.

International shipping

Enable international orders, with shipping to international countries, including details of relevant postal rates.

Features breakdown

Register/Login module

Security based on IP and login name

Peace of mind for you.

Password reminder

In a world full of passwords, users are bound to forget theirs occasionally – provide an automated password reminder service linked to customer email addresses.

Email opt-in

Provide a quick, (or detailed), customer registration to your email marketing with Data Protection Act compliance.

Promo/partner opt-in

Provide the consumer the opportunity to ‘opt-in’ for email marketing from promotional partners or group of companies.

Record full billing and contact details

Registration facility can record and retain full billing and contact details. These can be accessed within the drivebusiness ShopManager for any offline marketing promotions or customer database reviews.

Record delivery details (if different to billing)

This allows your customers to send a gift directly to the desired address or have an order delivered to them at work.

One page checkout (new feature)

Standard feature

- Buy now
- Billing/Shipping review
- Basket review
- Protx payment provider integration
- Choice of payment method:
- Credit card

Benefit

The drivebusiness one page checkout process has been created to minimise the number of shopping carts abandoned and make it easy for customers to quickly complete their order

Promo code entry

At the Point of Sale, the customer enters the promotional code they have received. This functionality is managed within the drivebusiness ShopManager and multiple promotions can be run with a number of different promotion partners or to different customer groups at the same or different times.

One page checkout (new feature) - advanced functionality

Choice of payment method:

- Credit Card
- Duet Card
- Phone
- Cheque
- Print out and mail
- Purchase order number

Benefit

A variety of payment methods can be integrated into your site to suit the profile of your customers.

Confirmation credit card entry

Order overview

As the customer completes their order, the details of the order are displayed whilst the customer is entering their payment details.

Secure credit card entry

- Protx (default)
- All other major providers catered for.

Benefit

Working with established and trustworthy payment partners provides your customers with safe online shopping and reassuring branding, (PayPal, Visa etc.)

Features breakdown

Results page module

Order details stored in my account

The customer is taken to their account page after they confirm their credit card details and the payment provider approves the card.

Order ID generation

Unique order ID's are generated for your customers and displayed in the Order Management Module of drivebusiness ShopManager.

Email confirmation

When your customer order has been approved by your payment processor the customer is sent email confirmation of their order details, including the order ID number.

My account module

Standard feature

- My details
- Order history
- Refer a friend
- Parcel tracking (manual)
- Change password
- Change details

Benefit

My Account is an area where your customers can find information about all their past and current transactions. They can access order details and the history of orders, change their password, email address, home or shipping address and access the tracking numbers of parcels sent to them.

Wish list

Save wish list to basket
Multiple lists

Benefit

Allow your customers to transfer their Wish List straight to their basket to speed up the sales process.

My account module - advanced functionality

Digital content stored

Store digital products, such as software or music files, securely in the customers' account page for download after purchase.

User manual storage

Provide the consumer with a user-manual, or product information in PDF format for immediate download.

Integrated courier tracking

enrich® can automatically integrate with a number of courier APIs, increasing productivity in the warehouse and maximising customer communications.

Gift list

- Send to a friend
- Multiple lists

Benefit

Add functionality to your customer's account panel. Invite your customers to set up a Gift List which they can forward to friends and family with ideas for presents. Purchasing an item will remove it from the original Gift List.

Features breakdown

ShopManager

The enrich® ShopManager enables clients to manage, monitor and leverage their online retail stores. Each of the modules contains standard functionality into which more advanced options can be integrated, as determined by the needs of your business.

Order management module

Order list

When a client logs into the ShopManager facility they are immediately presented with a brief overview of new orders.

Search by id, name, email, date

A search facility enabling you or your staff to effectively manage any customer emails or telephone enquiries regarding the current status of their order.

Order status

Monitor staff productivity by viewing the status of new orders received, orders abandoned, orders printed by your warehouse or fulfillment staff and orders shipped.

View order

View the details of an order when handling customer emails or telephone enquiries about the current status of their purchase. Your warehouse team can be allocated access to orders for picking and shipping.

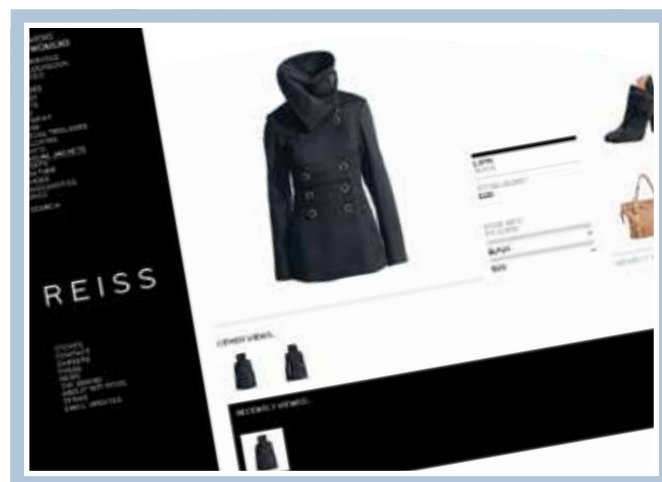
View abandoned orders

Some registered customers will add a product to their basket and then abandon the sale. Your staff can communicate, via email or telephone, with individual “abandoned order customers”, to help them with any issues they may have experienced during the shopping process.

This is an extremely effective method of increasing “lost” orders and gaining valuable customer insight.

Print receipt

Print orders and pass to warehousing and shipping staff. Store and file a copy of each order for accounting purposes.



Add tracking numbers (manual)

Add a tracking number from UPS/Royal Mail etc. to confirm that an order has been sent. This functionality allows individual orders to be tracked should the customer have any queries.

Add customer comments

Add a comment such as “thank you, your order has been received” or “sorry, we’re out of stock” directly back to the customer.

Order shipped

Check that the orders shipped match the UPS or Royal Mail tracking numbers attached to them.

Edit order details

Edit an order when a customer calls to change their delivery address, or if they wish to change the size/colour of a product.

ShopManager

Order history

View the history of orders by day, week, month or year.

Login as customer

If a customer is unable to access the internet and wants you to open their account, you can login on their behalf, (his may be necessary to change an order or alter a delivery/billing address).

Order management module - advanced functionality

Order allocation by warehouse/stores

For high street retailers, online orders can be allocated to different/specific stores, or alternate warehouse locations, according to customer preference and/or business needs.

Customer module

View order history

Those responsible for sales and shipping will, over the course of a day, require information regarding the number and sales value of orders. Having accessed this information it can then be passed to their superiors as a part of a daily performance report.

Top valued customers

Enables fast access to your top revenue generating customers so your most lucrative 10 or 100 purchasers can be quickly identified.

Top ordered customers

This allows you quick access to information regarding the customers who spend money the most frequently.

Create banned customer list

We ensure all commerce on your site takes place in a secure environment by meeting/exceeding all the industry standards for security and the safe use of credit cards. This feature allows you to ban any suspicious customers from doing business with you.

Search by email or name

When a customer calls or emails with a specific order enquiry simply ask for their first name, surname or email address and gain quick access to their details.

View customer basket and customer orders

Occasionally a customer may experience a problem processing their order by themselves and call you for help. This functionality allows you to login as the customer, access their basket and complete the order with their permission..

Download customer list as CSV or excel file

This feature allows you to download your customer list in a format you can easily interrogate for analytical purposes or utilise for a direct postal mailing, (such as a mail order catalogue or a customer referral campaign).

Remove customer

To comply with the Data Protection Act, customers can opt out from any future email and correspondence. Additionally this can be manually performed within the ShopManager by you and your staff.

Email customer with individual communication and tracking

You and your staff can have 'one on one' tracked communications with customers by email. The customer may have questions about the features, availability or price of your products or may simply need help locating a product.

ShopManager

Customer module - advanced functionality

Subscription renewal (add on)

This function monitors when subscriptions are due for renewal. Three email notifications are sent before a customer's subscription expires.

Bespoke grouping by gender

Functionality for advanced up-sell marketing.

Customer history segmentation

Previous purchases, locations

Product module

Standard Functionality

Add or edit product page and details

Multiple product images added or removed

Descriptions long and short

Set product prices

Product/SKU/Manufacturer/Supplier codes

Set stock levels

Import stock levels

Delivery information – weight, size, dimensions, cost and time

Out of stock warnings

Image not available

Add products to a group/category

Add, define related products and items

Set product layout on page template

Colour order

Further Standard Functionality

Set product layout on page template

Colour order displayed on category page

SEO friendly mechanism

Live or archived product views

PPC & SEO friendly product order

Set number of products to display per page

Set timings for products to appear

Featured products/categories

Set maximum and minimum order quantities

Assign an alternative

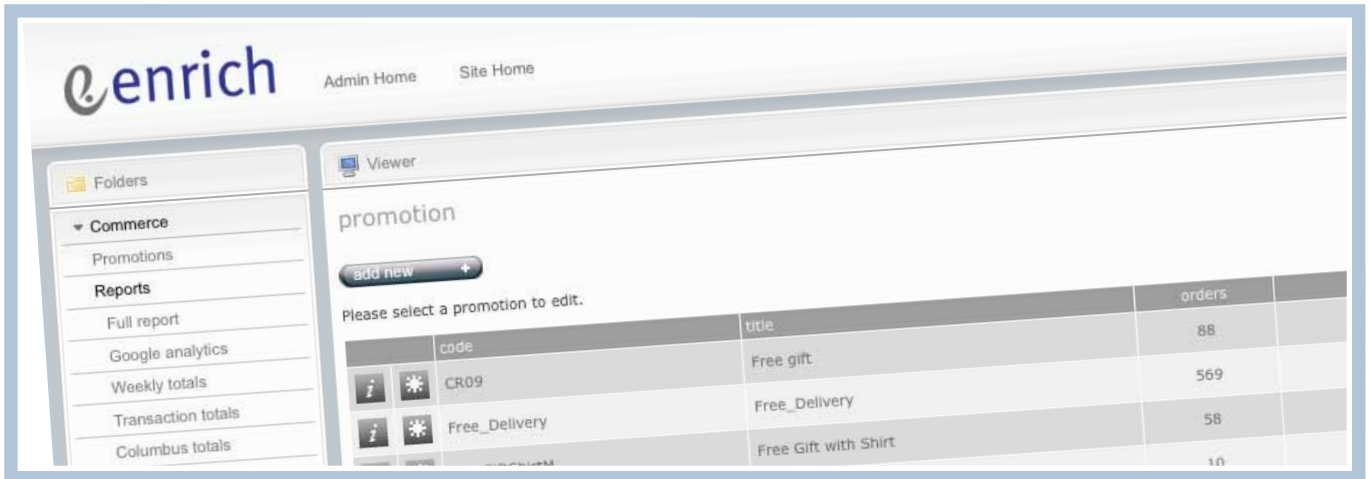
Future product on sale information

Set stock levels, show stock levels

Meta data and descriptions

Current and previous RRP prices

ShopManager



Product module - advanced functionality

Ability to add product manuals and documentation e.g.: PDF, word etc

Add PDF or Word manuals/documents/promotions to the 'My Account' section of individual customers. This allows for significant savings on print advertising, (glossy brochures and catalogues).

Product comments, reviews and review management

The addition of previous customer comments can help a new customer come to a purchasing decision, (leading retailers like 'Amazon' have adopted this marketing strategy). Customers can submit their comments via email and your website team can review/decline them before they go live. This enables you to pick and choose which comments you would like to publish on your product pages.

Gift vouchers/wrapping

Provide the option of gift vouchers and gift-wrapping as an additional source of revenue.

Occasions module (add on)

This advanced feature is added to the customer's 'My Account' section on the storefront. When the customer accesses their account, they are presented with option to create reminders of forthcoming events, (birthdays, anniversaries etc.); these trigger automatic reminder emails in the run up to each occasion.

ShopManager

Recommend products based on customers order history

When a customer is looking at a product, a list of related product recommendations are presented below their Product View. This is designed to inspire further sales and generate increased revenue.

Guided shopping to aid customers select gifts

Adding this advanced functionality to your website is a quirky way to help visitors select gifts. You can, for example, set up Shopping Guides based on mood; e.g. 'I'm feeling grumpy' and the Shopping Guide will then recommend products designed to alleviate bad temper. The Shopping Guides are designed for each business based on their unique needs, products and customer profile.

Product spotlights within the shopping basket and checkout process

Your storefront can feature recommended products, best selling products and/or related items when the customer reaches the basket or checkout stage to increase your average customer spend.

Create product packages

This functionality allows you to create a product bundle such as a tea and a teapot combination or socks and shoes.

Define stock locations

Define VAT and non-VAT applied products.

Category module

Facility to add, edit and remove an unlimited amount of product categories

Time/Date specific product categories.

Unlimited number of parent/child categories

Facility to switch on/off categories.

Category name, title, text and image for each language

Category specific content and meta data.

Design module

WYSIWYG editor

Much like a word processing programme, you can create page content consisting of images, text, links to other sections of your website, links to external websites and links to any other information your customers might find helpful. In addition, you can preview the page in your browser, spell check the text, save for later and even set the start and end publishing date for the page; alternatively when you are happy with the page content you can just make the page live on the website immediately.

Functionality can be added so that a content editor or writer can email the publisher to preview and sign off a particular page before the publisher makes the page live on the website.

Page templates

Page templates are created to maintain a consistent look and feel when adding new pages and page content to the site.

Templated site structure

The online stores developed for drivebusiness customers are built using a templated site structure. The actual content, (words and images), are separate from the design and database which stores all product, order, customer and stock information. This makes rebranding/seasonal changes/navigational amends to your website quick and cost effective to implement, (there is no need for a complete website rebuild).

ShopManager

Advanced marketing modules

Flash for product demonstration

In addition to static images, drivebusiness can help you demonstrate your products in action using video or flash presentations. These can be made available on any page and accessed at the click of a button.

Landing pages for promotions/competitions

Template driven landing pages are created when campaigns with 3rd parties require dedicated page content and product offers. Campaign measurement is built into this feature.

Video and sound integration

Add video and sound to web pages to enhance customer understanding of products and assist with their purchase. This can either include integrating third-party video sites, such as YouTube, or bespoke video players within the site.

Banner add management

Affiliate network integration i.e. Buy.®, Affiliate Window, Pangora etc

drivebusiness can integrate your website with all our affiliate networks to drive customers to your site and boost sales, (affiliates will then take a percentage of the completed sale). This is a well proven sales tools with low financial outlay.

Blog

Blogs are similar to online diaries and are a very effective means of communicating your company or product authority. They also assist prospective customers to find your website on a spectrum of search engines.

Live customer service assistance

Dynamic real time integration with your customers.

Own brand affiliate system

Similar to the affiliate networks, your company may already have an existing relationship with resellers of your products. drivebusiness can install your own affiliate network to work with these resellers using the current commission structure you have in place with them.

Competition administration

Add a competition, create a start and end date, competition criteria and rules, collect entrants, select and notify a winner.

Paid Search advertising (PPC)

Paid search engine advertising, using the major players, (google, yahoo etc.), is a highly cost-effective way of driving traffic to your site. Our dedicated team ensures that this is a simple process.

A/B Testing Module

Create the ability to test different pages, content and offers against your site visitors.

Landing pages

Create standardised CMS controlled landing pages with different “page recipes” against specific promo/offer and search criteria.

EPOS Systems integration

Tie your online store into your EPOS system to provide website visitors with accurate and up to date stock information at store levels.

Sage system integration

Make your accountant’s life easier at the end of the month.

Integration with despatch providers/suppliers i.e. UPS

Integrate with the UPS API: accept orders, print UPS labels, receive tracking ID and notify customer of their ID, so that they can track their order/s online via UPS.

Banking integration

Multiple banking integration can be facilitated by enrich®, providing a multi currency solution for global eCommerce stores.

Usability testing and validation

Ensure that your website meets all required compliance levels and test new ideas with real users before building and deploying them.

ShopManager

Store location post code and mapping

Third Party integrations to maximise customer security and fraud prevention.

Catalogue customers – mail order/catalogue customer, item number search

Enable customers to type in a catalogue item number and find the product they are looking for.

Royal mail post code look up

Make it easier and quicker for customers to enter their address details.

Call centre price override

Enable call centre staff to offer loyal or unsatisfied customers a different price to the one displayed; within defined price boundaries.

Customer service advisor module

Enhanced functionality which allows customer service advisors to place online orders over the telephone.

Email marketing module

Send plain text email

Establish an ongoing relationship with a series of email communications to customers who have opted-in to receive your correspondence.

Email marketing module - advanced functionality

Email, plain text or HTML

This advanced email marketing module can send personalised and graphic HTML emails to customers who have opted-in to receive communication from your company.

Record bounce rate, open rate and purchase rate

Once the email campaign has been sent, the drivebusiness ShopManager, tracks and measures undelivered or bounced emails, emails opened by customers, product pages which customers click on and customers who purchase as a result of the email campaign. This provides you with the information to monitor the effectiveness of your email marketing.

Email templates

Email Templates can be designed and programmed into the Email Marketing Module so that you can insert copy, product pictures, promotional messages and campaign codes and then send the email out by yourself.

Personalised emails

Add "Dear Customer Name" to the beginning of email campaigns

Bespoke email designs

If you don't like the idea of running email campaigns yourself and have bespoke design and campaign ideas, you can draw on drivebusiness email marketing experience to persuade customers to open their emails and purchase from your online store.

Email scheduling

Schedule emails to be sent when you are out of the office or when you want it to co-incide with another element of your marketing campaign..

Email attachments

You can send out attachments to customers, for example, an advertising PDF.

Email archiving

All emails are archived and can be reloaded for review or future adaptation.

Promotional module

Standard functionality

Customers can opt out of communication with you, this is a legal requirement. Promotional modules are not contained in the standard list of drivebusiness functionality.

Promotional module - advanced functionality

Promotions codes

This enables the creation of promotional codes which can be used and redeemed by the consumer at the checkout stage on the storefront.

ShopManager

Time limit based

A promotional code can be applied to run until the end of the month or for 2 days only.

Value or percentage based

The promotional code could be '£10 off your order', or 'save 10% off this product' or '10% off the total order value'.

First order only

A promotional code can be applied to the prospective customer's first order only. This is really useful when working with a 3rd party.

Product/category based

Promotions can be applied to a specific product category e.g. 'jeans only' or 'green tea only' or the promotion of one individual product.

Customer referrals and incentives

Create and track a customer referral campaign with defined incentives.

Post purchase incentives

This advanced feature enables you to create post purchase incentives. Once a customer has made a purchase you can create promotions and offers which are sent to their 'My Account' page and emailed to them after a set period of time. This is designed to stimulate repeat purchases.

Email-targeted by post code/gender/age/value/date range

Your marketing team can interrogate their customer database with the drivebusiness ShopManager and send targeted emails, based on customer postcode, gender, age, the value of the orders placed or within a time frame. A targeted email consisting of an offer on female clothing will be considerably more effective if only sent to female customers.

Customer initiated email for key dates, customers have added to their account

This advanced feature allows a customer to set up a birthday or anniversary reminder or an event calendar reminder which is emailed to them in advance of the key date. Very useful for customers who are inclined to be forgetful.

Search engine optimisation

Standard functionality

Search Engine Optimisation is at the heart of Enrich(R) – the platform is built with search engines in mind to ensure that everything on your website is visible to the major search engines. Site structure alone, however, is not enough to ensure good search engine listings – that's where our SEO team get involved. Search Engine Optimisation is not part of the standard drivebusiness functionality. It is recommended that optimisation of your online store commences after you have launched your website, as part of your online marketing plan.

Search engine optimisation - advanced functionality

SEO Friendly URLs

Once your online store has been built, this advanced feature converts the URLs into search engine friendly URLs e.g. from http://www.xxx.co.uk/shop/product/?prod_desc_id=3104825&area=&class_id=1000 to http://www.xxx.co.uk/shop/product/jeans/diesel_male_loose_fit. This makes your pages much more relevant to potential site visitors and how the search engines display your pages in their results.

Meta data optimised for content

Help make your store more visible to prospective customers on their preferred search engines.

Page content optimised for search engines

RSS enabled pages

Pages on your storefront can be RSS enabled, empowering customers who prefer to receive product information sent to an RSS reader client rather than being sent emails. When you update a page on your storefront, a customer who has subscribed to that page will be automatically notified of the changes.

Global Merchant Centre

Submit your product range to the Google Product site.

ShopManager

The screenshot shows the enrich ShopManager interface. On the left is a navigation menu with 'Folders' and 'Reports' sections. The 'Reports' section includes items like 'Full report', 'Google analytics', 'Weekly totals', 'Transaction totals', 'Columbus totals', 'International shipping', 'Refund history', and 'Refunds by style'. The main content area is titled 'mailer statistics' and features a date range selector (start date: 30/11/2009, end date: 15/12/2009) and a 'View' button. Below this is a table with the following data:

title	date sent	sent to	number sent	number of openings	number of clicks	number of buys	value
Winter Warms - 2009-12-03-M	03/12/2009	mailer	9357	0	1880	14	£2
Winter Warms - 2009-12-03-F	03/12/2009	mailer	5458	0	1016	4	£
Stocking filler 2009-12-09-UK-G	09/12/2009	user	13927	0	1356	8	£

Administration

Time specified content

For example; create a press release page and set the timer to make the page live on your website. This way you can simultaneously distribute an online press release while approaching your media contacts.

WYSIWYG editor

As easy as typing in Microsoft Word, however a basic level of HTML language is required for more advanced page creation and editing.

Store history of content changes

Every page change is stored and can be recalled should you make a change or wish to revert back to a page you created in the past.

Image library

Store product or customer images in the Library Manager for easy access when you wish to create or edit static pages.

User access control, add/edit user, access and privilege levels

Set up different users for your online store: a page editor, a page publisher, a warehouse team member to ship out orders, call centre staff to view, edit and respond to customer orders etc. Additionally, control the level of privileges so that you don't, for instance, have warehouse staff adding or editing web pages.

View logins

Monitor how staff and customers are utilising the storefront and ShopManager.

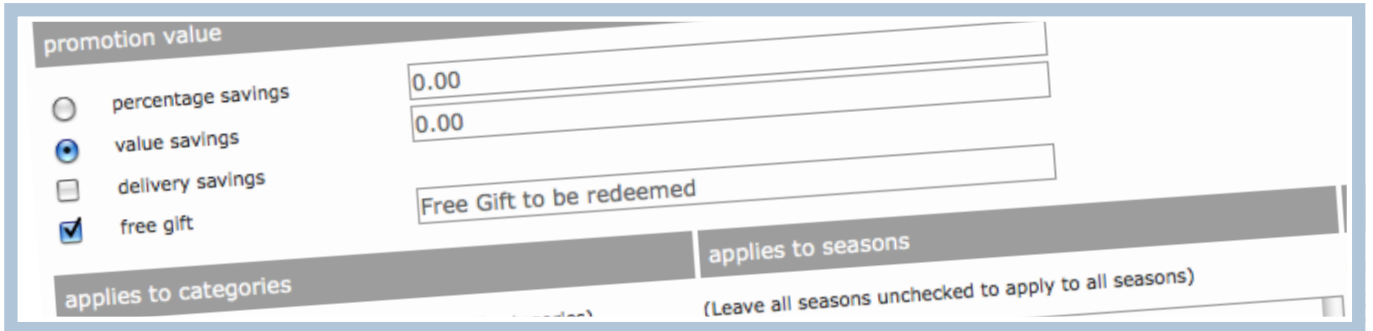
Lock/unlock users

Used when a customer forgets their password and doesn't use the password reminder facility; or to lock out particular users whom you don't want to access your online store.

Add/edit and remove privilege types

Define what parts of the ShopManager each user has access to.

ShopManager



Administration - advanced functionality

Multiple languages

Operate your business in different languages? Useful when your business expands into new international markets. Run your business online without having to start from scratch, just hire a foreign language copywriter and change the currency and shipping options and you're ready to trade internationally.

Reporting module

A range of reporting features which can be viewed with the drivebusiness ShopManager or downloaded and imported into Excel for internal meetings and presentations.

User statistics module

A comprehensive range of statistics to enable the marketing and sales personnel to analyse the effectiveness of your online store. You can isolate areas within the business that need improvement, focus on corrective action and then go into the drivebusiness ShopManager and implement those changes to improve your business.

Total number of visitors

Total # of visitors who visited a product

Total # of visitors who visited a product

% of visitors viewing a product

Average # of product views (of visitors viewing products)

Total # of visitors who visited the basket

% of visitors adding to their basket (of visitors viewing products)

Total # of visitors who visited the login screen

% of visitors going to login (of visitors viewing products)

% of visitors going to login (of visitors adding to basket)

Total # of visitors who visited the register screen

Total # of visitors who successfully registered or logged in

% of successful logins/registrations

Total # of visitors who made it to the checkout screen

Total # of visitors who made it to the pre-payment screen

Total # of visitors who chose Duet

Total # of visitors who made it to the thank you payment screen

% of visitors who buy from pre credit card entry

% of visitors who buy from visiting the site

% of visitors who buy that are viewing products

Customers who visit via an email, a search engine, any other source of traffic

Customers who purchase via an email, search engine, any other source of traffic

Spend by gender, full price/discount, supplier/brand, store/warehouse location

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together we can...