

Introduction to iiNet

shoppingcart

5/7 Opening Your Shop



Introduction to Shopping Cart 5/7 - Opening Your Shop

You have laid the cornerstones for a successful online business: you have entered products and activated payment methods. You're just a few steps away from activating your shop and opening the door to let customers pour in.

Creating delivery methods

You must define at least one delivery method and the costs so that your customers will receive their orders. To do so, switch to the "Settings / Delivery and payment" menu. Create a new delivery method and specify a basis of calculation. You have a variety of options such as fixed price, number of products or value of shopping basket. If you want the system to calculate the shipping price based on the weight of products in the shopping basket, you must first ensure that you have set a per-unit weight for every product.

You can access the settings via "Complete". Enter the costs for shipping here and switch the delivery method to "visible".

Delivery and payment methods settings

Delivery methods | Payment methods | Dependencies | Delivery options | Deferred pay

| <input type="checkbox"/> | Delivery method | Calculation model |
|--------------------------|------------------------------------|---|
| <input type="checkbox"/> | Postal service | Weight of the products in the shopping basket |
| <input type="checkbox"/> | Express ⚠ Complete it | Fixed price |
| <input type="checkbox"/> | Shipping | (Select entry) |

Save | (Select entry) | Execute

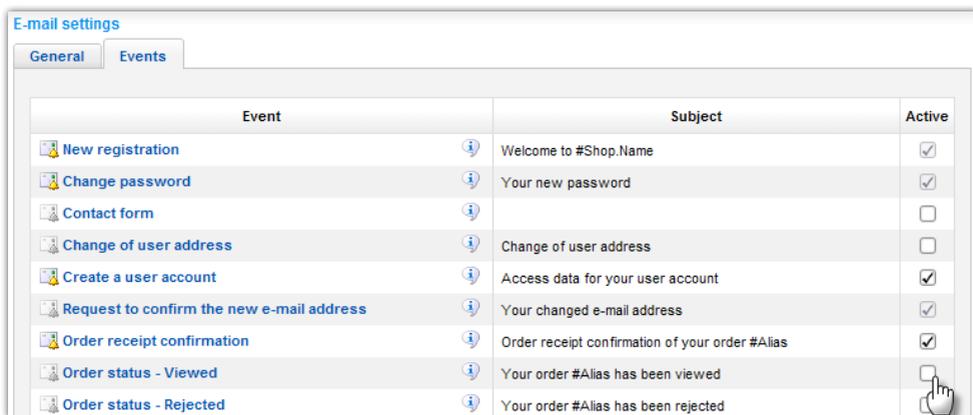
(Select entry)

- (Select entry)
- Free delivery
- Fixed price
- Exemption limit
- Shipping basket total
- Weight of the products in the shopping basket**
- Number of products in the shopping basket

Automated e-mails to customers

In your merchant back office, you can assign one of many status codes to every order placed in your shop. Status codes range from "Order seen" through "Paid" or "Ready to be shipped" to "Delivered". You can modify the status of any order by clicking on an order and then placing a check mark next to the current status.

These various status codes ensure that you always have an overview of orders which still require processing. These codes also serve as the basis for automatic e-mail notifications, which allow you to update your customers on the status of their orders.



The screenshot shows the 'E-mail settings' interface with the 'Events' tab selected. It contains a table with three columns: 'Event', 'Subject', and 'Active'. Each row represents a different event type, with an information icon (i) next to the event name. The 'Active' column contains checkboxes, some of which are checked. A mouse cursor is pointing at the unchecked checkbox for 'Order status - Rejected'.

| Event | Subject | Active |
|---|---|-------------------------------------|
| New registration | Welcome to #Shop.Name | <input checked="" type="checkbox"/> |
| Change password | Your new password | <input checked="" type="checkbox"/> |
| Contact form | | <input type="checkbox"/> |
| Change of user address | Change of user address | <input type="checkbox"/> |
| Create a user account | Access data for your user account | <input checked="" type="checkbox"/> |
| Request to confirm the new e-mail address | Your changed e-mail address | <input checked="" type="checkbox"/> |
| Order receipt confirmation | Order receipt confirmation of your order #Alias | <input checked="" type="checkbox"/> |
| Order status - Viewed | Your order #Alias has been viewed | <input type="checkbox"/> |
| Order status - Rejected | Your order #Alias has been rejected | <input type="checkbox"/> |

If, for example, you specify an order's status as "Processing", then an e-mail is sent immediately to your customer—who will then see that their order will be delivered before long. Your customers will know that they are in good hands.

To activate automatic notifications and to tailor the corresponding e-mails to your preferences, click on "E-mail settings" in the "Settings" menu. On the "Events" tab, you can select the phases of an order which trigger automatic e-mails. Many more events—such as password changes or confirmations of dates—can be associated with automatic e-mail notifications. Use the Editor to adapt text for an e-mail.

Going live

You can now go live with your online shop. But first, activate your shop's page cache to speed up surfing for your customers. To do so, either click on the red banner in the uppermost header of your back office or activate the page cache in the "Settings / General settings" menu. Afterwards, you can throw open the doors to your shop in the "Status" submenu.

It's always better to be safe than sorry. Check for yourself that your shop is functioning properly. Make a small purchase in your own online shop and complete every step of an order. Do not forget to make an actual payment and to verify that the money does indeed end up in your account.