SAYU
Web Management Services

eCommerce Solution

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Section 1 - The SAYU Storefront

The SAYU E-Commerce solution can turn your dreams of owning a technically efficient, user friendly, easy to manage storefront, into reality.
SAYU's dedicated design and development team will work closely alongside your company to produce a website which suits all of your business needs.

The SAYU platform is comprised of numerous functions and features including:

- ❖ Privilege groups, allowing discounts for loyal customers
- ❖ Support of downloadable products (such as images, music and software)
- ❖ Full Product Specifications and Compare functionality
- ❖ Ability for customers to rate and review products
- ❖ Basket upsizing and cross selling by means of related products (Customer who also bought this purchased…) and product accessories.
- ❖ Three step checkout process
- ❖ Real time shipping and custom shipping settings
- ❖ Special Offers, Gift Certificates and Multiple types of Discount
- ❖ Article pages including News, Links, FAQ, Knowledge Base etc
- ❖ RSS Functionality
- ❖ Classified Ads
- ❖ Customer Forum
- ❖ Integrated Helpdesk Support System
- ❖ Ability to set up Administration accounts with restricted access.
- ❖ Product CSV import
- ❖ Froogle Feed

The SAYU e-commerce solution is hosted on our fast servers optimised to get the best performance from the SAYU system. Full site management is included in the solution and our development team will implement upgrades as required.

Sections 1-3 of this document take a look into the main functionality and features of the standard SAYU platform and how these may benefit your business.
Section 4 looks into additional functionality and services which SAYU may also provide, priced individually, details of which can be found in the charging schedule.

Section 1 - The SAYU Storefront

1.1 Initial design considerations

The SAYU E-Commerce platform can easily be adapted whether you have an existing design you wish to implement, or require full new custom design to be made by one of our experienced designers.

This extensively developed platform contains numerous features and functionality required to best promote and sell your products to your target audience on the Internet.

SAYU's aim is to create a storefront, using industry best practice, specific to your company, which is designed to, amongst other things:

- ❖ Reduce abandoned shopping carts
- ❖ Improve sales conversions
- ❖ Increase average basket size
- ❖ Create customer trust
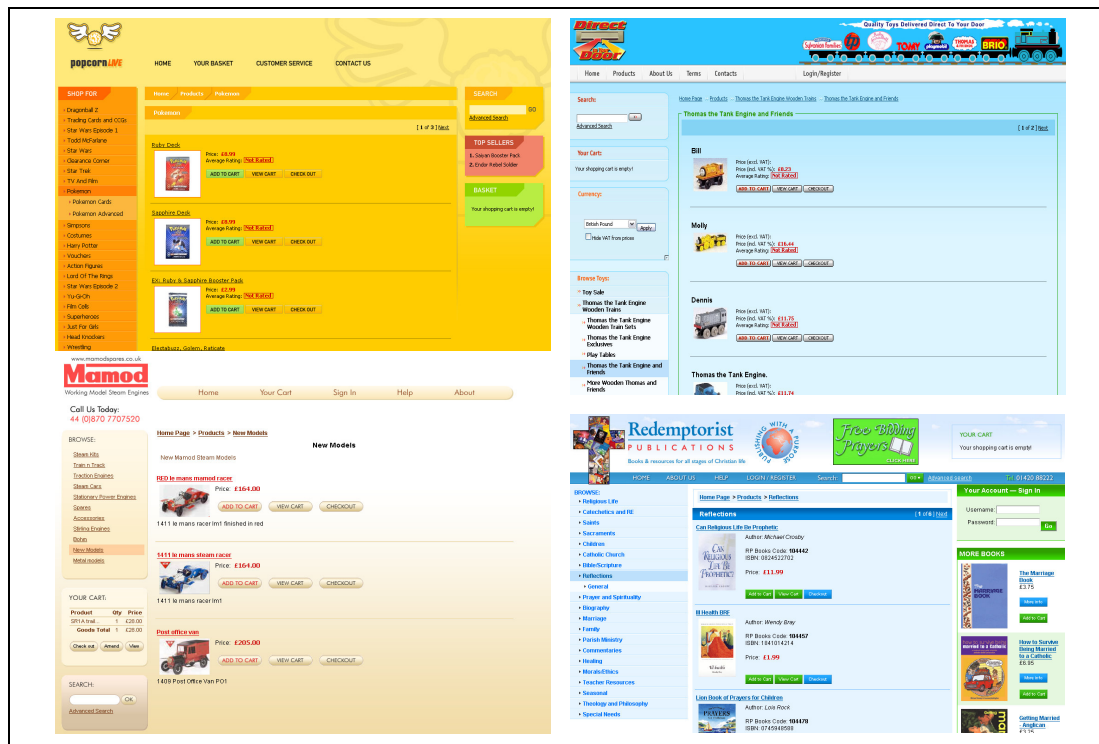- ❖ Encourage return shoppers
- ❖ Build brand loyalty.

Figure 1.1.1: Example of Live Websites

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1.2 User friendly interface

The main purpose of any storefront is to create an enjoyable shopping experience in order to entice a sale; to allow customers to find exactly what they are looking for, to make new discoveries, to build trust, and finally, to purchase any item(s) in a secure and efficient manner. SAYU's easily manageable storefront enables you to create such an experience; with several pre-built navigation styles, the ability to build up content in a suitable readable manner, a two/three click-to-buy system and furthermore, a three-stage checkout process.

Navigation is one of the fundamental keys to a user friendly interface. In addition to the main menu SAYU enables your customers to navigate between sections and sub sections by means of 'bread crumbs' which define the current path that the customer has travelled, i.e. Category>Sub Category> Sub Sub category. This removes the need for a user to press the "back" button in the web browser and ensures that they may never fully navigate away from your site accidentally.

Figure 1.2.1:An example of the breadcrumb trail navigation.

Another important navigation feature is that of the shopping basket; this, shown in the form of a snapshot within every page, enables the customer to view or amend the contents at any point.

Figure 1.2.2: Three examples of the snapshot basket.

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Accessibility is a matter which is often overlooked during the process of designing and developing websites. This negligence results in the creation of virtual barriers which may prevent users with certain disabilities from taking advantage of the technology currently available.

In order to prevent this, the 1999 Disability Discrimination Act (UK) and the 1998 amendment of the American Rehabilitation Act (USA), state that companies must construct their websites so that they are accessible to everyone.

In order to comply with the WC3 (Web Content Accessibility Guidelines), SAYU meets the requirements for Priority 1 (A Web content developer must satisfy this checkpoint) and Priority 2 (A Web content developer should satisfy this checkpoint). We will ensure that your platform conforms to standard browser accessibility, and Screen readers and magnifiers. (Detailed in our Accessibility Report).

1.3 Language and Currency support

Advertising your business to several countries or languages may seem like a difficult task, but SAYU makes it very easy to specifically target a diverse geographical audience through the use of regional language (by means of text list-box or flag images) and currency tabs which can be found on every page (if required).

When your customer selects a new language from the language block, all navigation menus, section headers and content are automatically changed; customers only see information in the selected chosen language.

Current supported languages include English, Arabic, Czech, Greek, Spanish, Latvian, Dutch, Polish, Russian, Slovak, Swedish, Turkish and Ukrainian.

If you wish to only allow to ship products to specific countries, this may be set up within the SAYU platform.

SAYU also makes it easy to set up Tax rates for specific countries and states; this value is then automatically calculated and added to the basket total at the checkout stage. These rates are set up by default but may be changed at any time.

In order to advertise your products to other countries, SAYU also includes Multicurrency support.

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When a user selects a new currency, from the available currencies block (available on main, product and checkout pages) the price for the products is automatically converted into the chosen currency.

The exchange rates are set up within the administration interface, and may be modified at any time.

1.4 Products and Category features

The SAYU platform allows for unlimited number of Categories and sub categories (Multi level), and also supports an unlimited amount of products.

Along with a required name, each category may optionally contain short description, long description and an image or icon.

Figure 1.4.1:One style of categories and sub-categories menu structure.
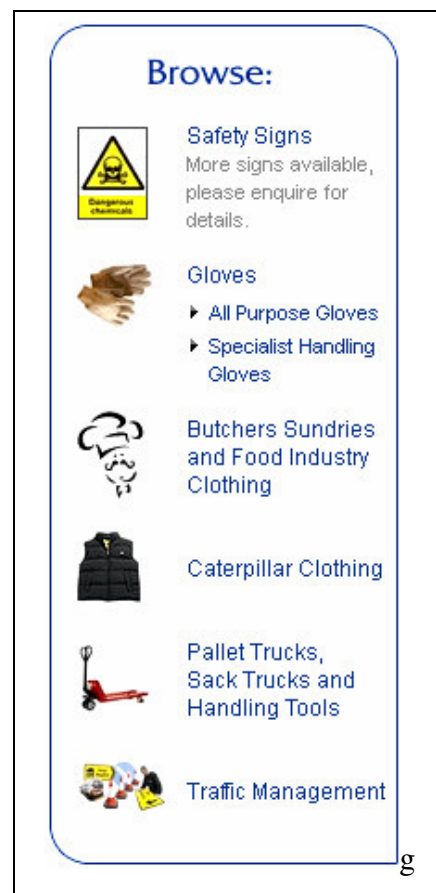

Figure 1.4.2:Another style of Category and sub-category menu

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Each product within a category can furthermore be assigned to several other categories and/or sub categories; For example, a ring might be in the category 'wedding rings' and 'gold rings'.

Product Listing:

Each product must, at minimum, contain a product title and price.

Optionally, SAYU allows for a main product image; this may also link to a 'Super-size' image (opened within a pop up window), unlimited additional images within the product details page, short and long product descriptions and finally, key features (shown as a bullet point list).
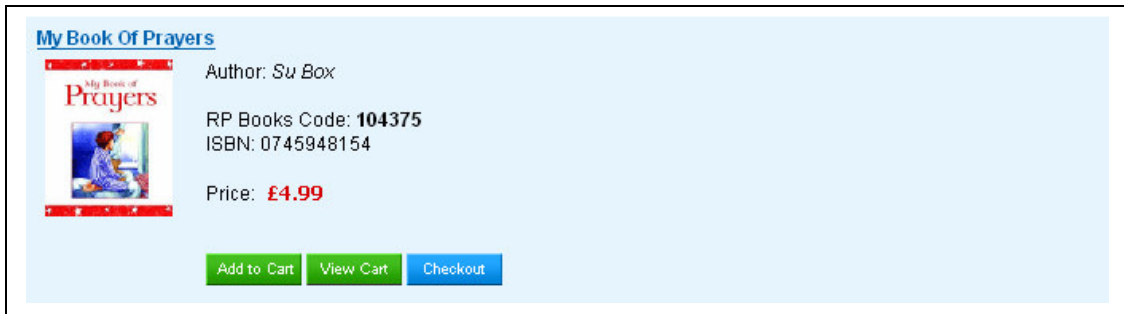

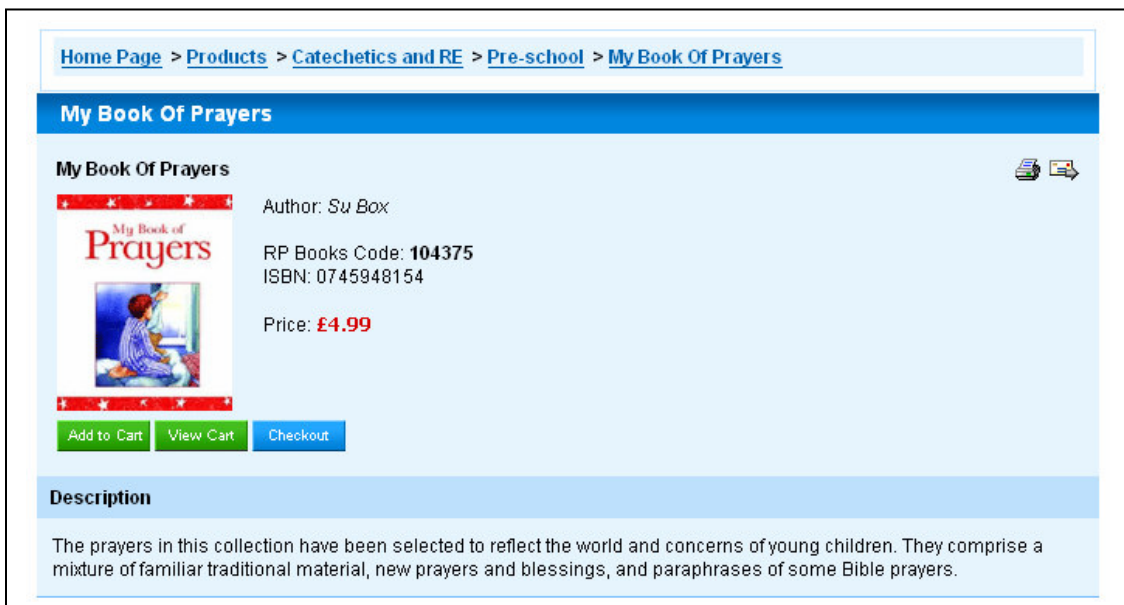*Figure 1.4.3: Product within the Products list page.*

Figure 1.4.4: Same product within Product Detail page.

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The system allows you to display the price as either one figure, or if required RRP can be shown as strike through text (price with a line through it), 'Our Price' (highlighted in red), with 'You Save XXX'.

Price: £21.40
Our Price: £15.73
You Save: £5.67 (26%)

Figure 1.4.5: The Price layout

Stock Control:
You can choose what message to display if a product is out of stock e.g. "Due in 28 days" etc. These can be default messages and/or set individually on a product-by-product basis.

SAYU also gives you the option of displaying or not displaying out of stock items. If you choose not to display out-of-stock products, the products simply do not appear on your online shop until the stock level is replenished.

If you decide you wish to display out of stock products, it is possible to disable the 'Add to cart' button; this 'greys' out the button and removes it from being 'clickable'. Alternatively it is possible to show out-of stock items and allow the customers to 'Add to cart' in order to allow customers to back-order or even pre-order any new products. In this event, orders are taken and queued, but the transaction is not completed until the item is stocked and orders can be fulfilled

Rating Products:
In order to guide fellow customers in their purchase decisions, the SAYU platform allows customers to rate (Bad, Poor, Average, Good or Excellent) and/or write reviews on each product. This can help reduce the amount of potential customers navigating away from your site to find product reviews elsewhere in order to make a buying decision. Such customers, who do navigate away, may then purchase the specific product elsewhere.

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More importantly, user reviews also provide discussion points which persuade other sites to link to you, increasing traffic, trust and Google pagerank. They also encourage users to generate content which potentially makes your product pages more keyword rich.

It is possible to set the review feature so that an administrator can approve any review before it is posted on the website. This helps you to keep in control over any abusive or offensive content that some users may post.

SAYU also includes a banned content feature, which enables you to define a list of words and/or phrases which you do not find appropriate reading material for your website/audience.

Product Bundles

The SAYU platform enables you to define two or more products as a 'bundle', this enables you to sell several items together, such as a PDA, SD Card and software, at a slightly lower price than if bought separately.

Figure 1.4.6: Product Bundle containing four components.

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Product Specification:

It is also possible to develop product specification lists; each list may be further defined into several groups; for example, 'General', 'Processor', 'Telecom' and 'Expansion/Connectivity'.

Figure 1.4.7: Product specification list

1.5 Product Options

You may find that you wish to sell several similar products that differ by one or two characteristics; for example; you may wish to sell T-Shirts, all the T-Shirts may be exactly the same style, but are available in several colours and sizes.

Opposed to listing each of these separately, SAYU enables you to create one product (for example 'T-Shirts') and assign what are called 'options' for each characteristic (i.e. size and colour) to the product.

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Many 'options' may be added to each product, and each may contain unlimited number of possible values. It is possible to display these 'options' values in several ways; in the form of a drop-down list, a text entry box, a tick box or even as a file upload (File upload is useful if you wish to sell personalised items whereby the customer uploads the picture they want to display on the product).

Figure 1.5.1 & 1.5.2: Product options used for 'Colour and Size'.

Furthermore SAYU also enables you to set any such field to 'required'; this means the customer is unable to add the product to the basket unless an 'option' is selected.

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1.6 Product Comparison

In order to aid customers in their decision making process, SAYU includes a 'Product Comparison' feature. This feature works together with the aforementioned 'Product Specification' to enable customers to select two or more products and compare the specifications and price of each, in a side-by-side view.

Figure 1.6.1: Product Comparison page of two products, with image and specification.

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Related Items.

Once a product has been set up, it is possible to then define what other products are related to it, such products will then be shown within a 'related items' tab wihtin the products details page. For example, If you wish to sell a Nokia N70, a related product may be that of the Nokia N90 or N93; similar models within the same range.

Figure 1.6.2: *Related products*

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This cross selling of products helps users who may not know exactly what they are looking for, those who have selected the wrong product, or even to encourage buying if the original sought after item is out of stock.

You may wish to use this feature as a 'Customers who purchased this also looked at…' feature, in order to display specific products which the user may be interested in when viewing a particular item. For example, if you sell computers, you may also wish to show 'Customers who purchased…' links for software or additional pieces of hardware.

1.7 Product Accessories

Another way in which SAYU enables you to promote cross selling and up selling is that of product accessories. This feature allows you to define which products are accessories of other products, and shows them via an 'Accessory' block within the product details page.

1.8 Special Offers

If your business often promotes particular products you may want to highlight such offers within the main page, separate from the normal products listing.
SAYU enables such deals to be clearly displayed within a 'Special offer' block; it is possible to add as little or as many items to this as you see fit. It is also possible to add appropriate text for such block for each product; for example 'Special offer for one week only!'.

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Figure 1.8.1: *Special Offers Block*

Although currently labelled 'Special offer' by default, this can be easily changed to suit your business needs, for example 'Product of the week' or 'Summer Deals'.

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1.9 Product search

In order to help customers find exactly what they are looking for in the quickest, most efficient way, the SAYU platform includes a highly developed search function. This search function is available in two forms; simple and advanced.

The simple search is comprised of a text box to which the user enters their search term and then selects 'GO'. The option is also available to perform an 'advanced search'.

Figure 1.6.2: *Simple search block, available on every page if required*

The advanced search allows a customer to perform a much more detailed search by specifying detailed criteria either by product code, description, category, manufacturer, price range of weight limit.

Figure 1.6.3: *Advanced search, loaded from link on simple search block*

In either event, the results list is shown; this list can be further arranged by price (ascending or descending) or manufacturer.

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1.10 Downloadable Products

If you sell products which can be downloaded from the internet, such as music, software, documents or images, SAYU's functionality for downloadable products should suit all of your business needs.

There are several security features for downloadable products, in aim to prevent the misuse of products. The first being that of the 'Non tangible' product; SAYU can automatically produce a URL to your customer, which is not actually, the absolute URL for the product.

The second, aimed to stop customers distributing links between friends, is one which enables you to define how many downloads are allowed from the same IP (Internet Protocol: address assigned by your internet provider) address.

Thirdly, you may also set a 'downloadable period', which is the time in which a customer has, from the purchase date, to download the product. When this date expires the URL will no longer be a valid link to the product.

If you sell such downloadable products, you may find yourself in a situation whereby you wish to release a new upgrade, update or full new version, which you want to offer, at no additional cost, to all current customers.
SAYU's e-commerce platform contains a facility which allows you to upload as many 'releases' of the product as required; these new 'releases' are obtained via a customer 'Order History' which is available to all logged-in customers.

SAYU contains a serial number generation feature, which can be used alone or integrated into a downloadable product. When serial generation is chosen for a product, upon purchase, an email is sent to the customers specified email address containing both a serial number and link to access the product.

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1.11 Discount features and gift certificates

Discounts:

There are several ways in which SAYU enables your business to offer customer discount; whether for specific customers (i.e. valued customers), trade accounts, seasonal, clearance, or in general, just to promote your company.

The first way in which this can be achieved, is by defining the discount for a specific product when it is created. This enables the customer to see a 'before' and 'after' price, this works in the same way in which was previously detailed for RRP prices.

It is also possible to set up bulk discount for individual products; with this feature you may define many pricing groups for each minimum and maximum amount of the specific product. For example 1-3 copies 20% discount, 4-6 copies 50% discount.

You may have loyal customers who you reward with special discount or you may have trade/reseller clients. For these clients, SAYU enables you to set up user groups and for each group of customers you may specify a discount type and amount if required.

Discounts can be set up, per order, as follows:

❖ Percentage
❖ Amount
❖ Discount of margin made (selling – buying).

If you wish to distribute 'one off' discounts to individual or groups of customers, you can do this through the use of 'coupons'.

SAYU's coupons work in the same manner as many others which you may have used online; a coupon is created by an administrator and is assigned a product/order type of discount. The choice of discount includes all those mentioned above, but also the additional discount options of Tax Free and free shipping.

The coupon is produced in the form of a code, constructed of both numbers and letters, automatically generated by the SAYU system.

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It is possible to define many types of criteria; how many times each coupon can be used, a date to which the coupon should expire, to select if the coupon can be used in conjunction with any other offer and finally, a minimum spend that the user must make before coupon can be used (For example if you wanted to offer your customers "10% discount when you spend over £10.00").

To apply the discount, the user simply enters their coupon number at the checkout in the 'Coupon' text field, and appropriate discount is applied to the basket.

Shopping Cart				
Product	**Price**	**Qty**	**Total**	
Thomas the Tank Battery-Powered Train Set	£50.00	1 ▼	£50.00	Remove
		Goods Total	**£50.00**	
		Goods Total (incl. VAT)	**£58.75**	
Coupon: [Apply]			CONTINUE SHOPPING	CLEAR THE CART	CHECK OUT
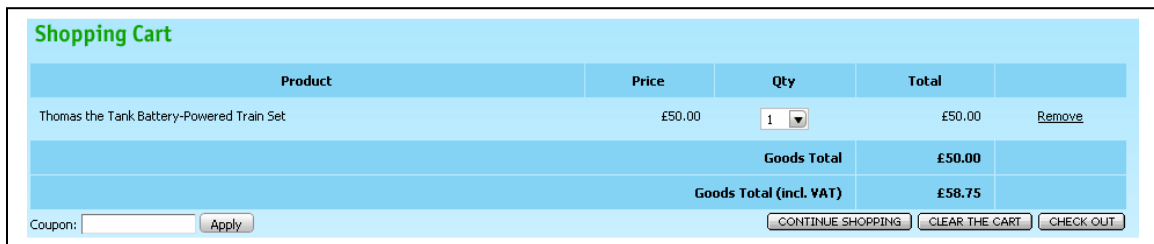
Figure 1.11.1: Shopping cart, ability to enter coupon code on bottom left

Gift Certificates:

It is not always possible for your customers to decide on the perfect gift; for such occasions SAYU platform includes a Gift Certificate module which allows customers to purchase an online gift certificate for amounts which you have created. (For example; £5.00, £10.00, £20.00, £50.00)

These gift certificates can be personalized by the customer, by means of a message, before they are emailed to the recipient. Each such email contains the personalized message, a link to your website and finally instructions on how to redeem the Gift Certificate.

Gift Certificates are deposited in the recipient's account and can be redeemed from the shopping basket at anytime, with any purchase made through the account.

The recipient is not required to use the full amount of the gift certificate at once; SAYU will automatically reduce the certificate appropriately so that it may be used on unlimited occasions until the amount reaches 0.

Gift certificates can be purchased for both existing customers and those who are not already registered with the site.

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1.12 Three stage checkout process

During the checkout process it is important to include friendly messages to remind users that they are within a secure environment. Although, in today's world, shopping online is becoming more popular by the day, many people worry about fraud and how to determine if a site is genuine.

SAYU's default checkout messages aim to ease/overcome any fears that your customer may have regarding adding sensitive information (such as name, address and credit card details) onto the internet.

Figure 1.12.1: Examples of cart messages

By placing such pages which require your customer to enter information, onto a secure server (SSL - discussed in detail later in this document), your customer will feel at ease with shopping online.

SAYU's platform allows you to set up your personal/offline payment method for processing cards and cheques/postal orders, and optionally, SAYU offers its very own payment processing which comes complete with its very own award winning fraud checking system. For more details of the SAYU payment processing system, please refer to section 4 of this document.

As a general rule, users do not like the task of completing forms. In order to ensure that the customer may purchase any item/s in a swift efficient manor, the SAYU platform utilizes a three step checkout process designed to reduce user friction and drop off.

The first process firstly requests the customer to select their preferred payment method from a list (i.e. Credit Card, Switch, Cheque, Postal order).

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You may find that you only accept one type of payment method; in this event, the payment method will be set as default, and will not be possible to change.

It also requires personal information such as Full Name, Email, and also requires home address and delivery details. It is possible to copy the delivery details automatically from the 'home' details.

Compulsory fields on the form are marked with an asterisk; all required fields must be filled in to process to the next stage. These compulsory fields are set by default, but may be defined through the administration interface at any time.

Whether you utilize your own or SAYU's payment processing, the second part of the checkout process follows the same path.

In this second part, the customer is required to enter their full card details (or details of offline payment ... i.e. cheque) including card holders name, full card number, end date and security code.

Once again, fields which are compulsory, are set as default, but may be edited within the administrator interface at a later date.

The final stage of the checkout process allows for the customer to confirm/commit the sale. Once confirmed, the user will be presented with a thank you page and the order will be ready for picking and packing.

1.13 Articles and RSS feeds

The SAYU platform, as standard, comes complete with several ready to use 'articles' pages. You may choose which of the articles (if any) you would like displayed on your website.

- ❖ News: News articles relating to your company and/or business
- ❖ Links: Links to partner or other appropriate/of interest websites
- ❖ FAQ: Frequently asked questions, such as returns policy, delivery times etc. Some of which have been set up as default which may be edited or removed completely.
- ❖ Events: Business/ Local/ National events which your users may be interested in knowing about/visiting.
- ❖ Knowledgebase: A list of questions and answers, similar to a FAQ, but questions of a technical/product specific nature oppose to the business returns policy etc.

SAYU enables you to easily create/edit any item in any of the articles pages, with descriptive text, and images where appropriate.

Each article type can be refined into several categories and sub-categories; as many as you see fit.

And finally, SAYU allows you to define which articles may be reviewed by your customers by means of rating (Bad, Poor, Average, Good or Excellent) and/or user comments (in a review style).
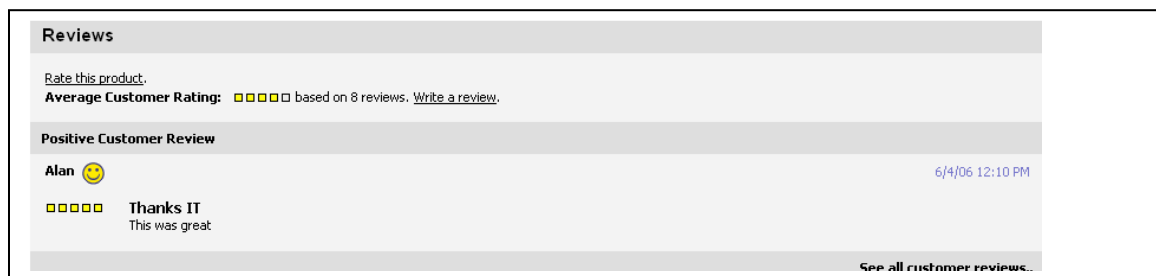
Figure 1.13.1: Customer rate and comments on products detail page

Once again, user comments can be authorised by an administrator before being placed on the website.

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RSS, commonly referred to as 'Really Simple Syndication', allows web users to obtain the latest news and other such articles from an unlimited number of sources, all in one place; known as a feed-reader.

These articles from selected websites (known as feeds) are available in the feed-reader as soon as they are published, and thus removes the inconvenience of having to remember to visit each site every day. You don't even have to pay for such feed-readers; many can be downloaded for free.

The way in which this works is that a user will either drag the RSS icon, from the chosen website, into a feed-reader, or alternatively, view properties of the RSS image and add the 'URL' to the feed-reader. This then becomes a 'feed'.

Not all websites have RSS functionality, but it is rapidly becoming popular.

SAYU enables you to add such RSS links to your article pages, in order for users to add your website as a 'feed'.

1.14 Banner Management

You may find that you wish to advertise other companies on your website, for affiliate or personal reasons. SAYU's banner management system allows you place a banner onto your website which may consist of title, image, image alternative attribute, HTML text and target URL. It is possible to set each banner up so that it either opens in the same or pop up window.

It is also possible to assign instructions to the banner including:

- ❖ Maximum number of impressions of banner
- ❖ Maximum number of clicks of banner
- ❖ Expiration date

Section 2 - Interactive Customer Experience

In order to develop a fast, trustworthy relationship between your business (you) and your customer, for reasons mentioned earlier in this document, the SAYU platform also contains several additional essential features aimed to improve your customers experience whilst visiting your website.

2.1 Moderated Forum

Forums can become a widely used feature of a website, this is more so the case if you sell products such as electronic equipment or software, users can in effect help each other with their queries, or generally just post advice.

SAYU's forum can be defined into several categories and sub categories, each require a category name and optionally can be assigned an image/icon. Each category can then hold an unlimited number of threads (questions/topics).

Figure 2.1.1: Forum (top) and single topic (bottom)

As the forum grows, it becomes increasingly important to put into place types of management. SAYU enables you to create/edit user accounts so that they may moderate the forum by adding/editing threads and replies to ensure the content is suitable for your audience and is not abusive or offensive to others.

Section 2 - Interactive Customer Experience

SAYU's banned content functionality is an integral key to helping keep the forum within a family safe environment

2.2 Help Desk

The SAYU platform provides you with a form of customer support service, by means of an email support system.

Customers can fill-in an online form with a question/query and their details, this is then stored within the help desk for a member of the admin team to assess.

The support system emails can be set up into several categories, as default these are 'answered', 'awaiting response', 'investigating', 'proposed solution', 'closed', 'new' and 'request more information'.

As with products, it is possible to search/filter queries by several types of criteria: ticket number, summary, name or email, keyword or status of email. They may also be filtered by category as mentioned above.

Similar to the forum, certain user groups can be given admin access to this module to answer the questions/queries.

2.3 Classified Ads/Bulletin Board

In order to build up your website community you may wish to offer the ability for your users to buy and sell to/from each other, or to advertise events/services.

The SAYU classified Ads functionality allows all users to view adverts, but only registered users may add their own advert. Each Advert may be approved by an administrator before it is live on your website, once again reducing the risk of inappropriate material being posted on your website.

Each advert may contain a description, image and details such as type, price, seller, quantity, availability and location. When viewing an advert, fields are available to directly make an offer or ask the seller a question. The information in these fields is then emailed to the seller to respond.

Section 2 - Interactive Customer Experience

2.4 Tell a friend

When viewing a product or article on the SAYU platform, it is possible for your customers to 'Tell a friend'. The fields, which are required for the customer to fill in, can be fully customizable to suit your business requirements. For example, fields can be provided for the customer to enter his/her own name, and the name and email address of the recipient, and a personal message (which can be pre-populated with suggested text).

The email sent to the 'friend' contains any personalised message which the sender specified, a brief summary of the product/article and a direct link to the product/article.

2.5 Opinion Polls

Polls are used to discover the opinions of your customers, and can help improve your website and/or product line.

Opinion polls consist of a main short question, and a list of short answers (options) in from of radio buttons, the customer is usually asked to tick one of the options.

Once the user selects their choice, they are thanked for participation and are shown the current results.

2.6 User registration

In SAYU, your customer is given the option to sign in or register at any point when viewing your website by means of either a client 'log-in' block on every page, or a top menu link to a 'log-in' page.

From the client log-in page, SAYU also enables your customers to obtain their passwords if they so require. In the event that the customer requests this, an email is sent to the users registered email address containing the password. This however does not include the username for security purposes.

It is also possible to define if you require all customers to create an account before processing to the checkout stage, or not.

Section 2 - Interactive Customer Experience

Becoming a registered user is an easy process, and once registered your users can take advantage of logging into your website to view their user home. The user home page contains five areas as default:
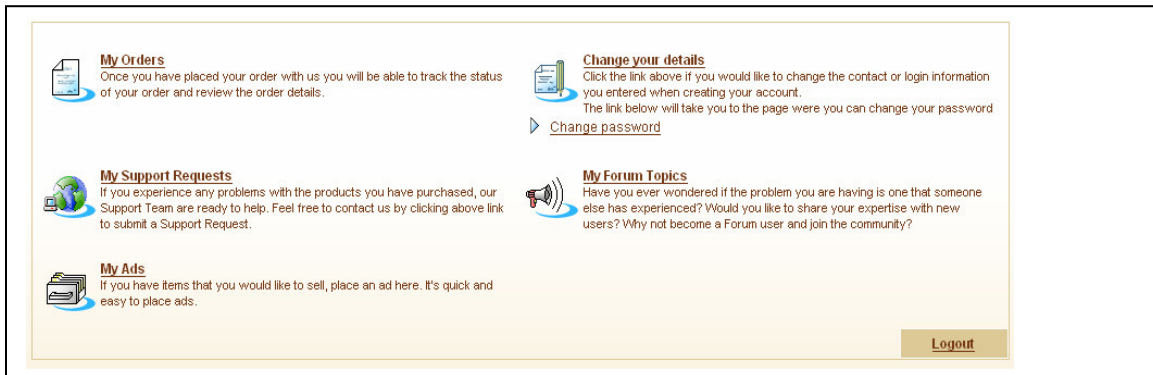
Figure 2.6.1: The user home page

❖ My Order History

The order history displays a list of all orders made by the user. For each order the user can see the order number, the time and date the order was placed, the status of the order, the order total cost and finally, a link for the user to view a full details page of the order. This allows your customers to keep track of their order status from the processing through to dispatch stage. Order status will be explained later in this document.

❖ My Support Requests (If applicable)

This useful feature enables your customers to view any support requests they have sent into your team and any replies from the support team. From this link it is also possible to add a new support request.

❖ Change your details

This feature allows your customers to change any of their personal details and/or password at any time.

❖ My Forum Topics

Similar to the 'my support request' feature, this allows your customers to view any posts they have made on the forum and any replies to these posts.

❖ My Ads

This lets your customers to view their current ads and create new ones.

Section 3 – Administration Interface

In order to successfully manage your online shop in a fast efficient manner, SAYU includes a user-friendly administrator interface, which allows you to undertake all necessary tasks, such as adding products and categories, without the need for programming.

3.1 Admin Accounts

As your website develops, you may find that you require several administrator accounts, limiting access for each to specific modules. For example, you may wish for one type of administrator to manage your forum, but you don't want to give them access to your order and customer details. Another example would be that you wish to give access to an administrator to add products, but not be able to edit customer accounts.

SAYU's platform allows you to set up as many administrator accounts as seen necessary, and specify privileges/access to each.

3.2 Product and category management

Adding products and categories is a very easy task; once you select the 'add' button you can specify all product details in a WYSIWYG (what you see is what you get) editor. It is also possible to 'preview' what your new product page will look like before putting the product onto your live store; enabling you to spot any mistakes or make any final additions before the general public view it.

SAYU also enables you to edit several products at once, thus saving time from manually editing each product individually.

The SAYU platform also allows you to both import and export products and/or categories in .csv file format. This can prove to be a useful feature, for example, you may be provided with a database of products from your manufacturers which you need to add to your shop. (When you are adding hundreds of products this can prove to be very time efficient)

Section 3 – Administration Interface

Froogle™, a free advertising shopping service provided by Google™, is fast becoming a popular tool within the search world.

In order to join to Froogle's™ services (which are free), users must upload a data feed of all necessary products in tab delimited text file format.

The SAYU platform enables you, at the click of a button, to export selected products into a formatted file, suitable for immediate upload to Froogle™.

In order to successfully manage the sale of products online, it is vital to keep track of product stock levels; SAYU enables you to enter stock levels when creating/editing a product. When a user purchases one or more product/s, the stock level for the product/s is automatically reduced.

3.3 Order Maintenance

As the user proceeds through the aforementioned checkout process, the status of the order changes from 'new order placed' > 'CC Info Added' > 'Confirmed by user'. After this, the admin may want to change the status several times to either 'Paid', 'Goods Shipped', 'Pending', 'Closed', 'Declined', 'Validated', 'Failed' or 'Dispatched' or any other custom defined order status. This is easily accomplished within the administration interface via the specific order details.

This user status is useful for both administration purposes and customer needs, and is therefore available for logged in customer to view via their 'user homepage' (as mentioned in section 2.6).

It is possible to set up email notifications to an administrator and/or customer at any defined point when the order status changes. Most importantly your customer may want to know that their order has been received and that it has been shipped.

All order details are stored in the SAYU system and may be easily printed. Order details contain full order information such as products, quantity, price, customer details, and finally payment details.

Section 3 – Administration Interface

The card details within an order are shown without the last four digits (or all but last four if preferred); using personal payment method these digits are emailed to a specified email address for security reasons, ready for payment processing.

As the image below shows, order's can be searched for using a variety of search terms (shown on top left) including order number, name, email address, keyword, date, status, and finally shipped to country.

The Orders can be even further searched from the statistical table (on the top right), which displays how many orders, for each status, which were purchased over the last month.

From this order maintenance page, it is possible to generate packing slips/ invoices in both HTML and PDF format. The format of these pages (logo etc) can be fully customised.

Section 3 – Administration Interface

At some point you may receive fraudulent orders, in order to prevent these in the future SAYU interface includes a 'Black IP' feature. This feature enables you to either highlight any banned IP orders; this means that on the orders maintenance list, they will be highlighted in red, or, completely block the order.

3.4 Custom and Real-time Shipping

Not everyone will use the same shipping rules, so the SAYU platform has been developed so that it is easy to set up custom shipping settings. For example you may wish to offer 2 types of services, next day delivery and 2-4 working days; the next day delivery at £5.00 and 2-4 working days as free. You may only decide to offer one type of shipping, and in this event, the shipping option will be set as default.
It is possible to define within the shipping type settings, to which country or countries the shipping type is applicable to.

Shipping fees can be either calculated by per order, per item, weight per order or price of order. It is possible to define if shipping should be taxable or not; if so, this amount will be added onto the total tax at the checkout.

SAYU platform also includes real time shipping modules for UPS, USPS and FedEx.

If you require any additional handling fees to be added additionally to the shipping fee, this can be defined in the shipping settings also.

3.5 Content management

A standalone shop may not be enough to suit your business needs; you may have many pages of content which you wish to include, or even just wish for one additional page for reasons such as promoting a certain type of service your company offers but is not directly sold on your website. For any reason you may feel the need, SAYU enables you to easily add a new page to your current website.
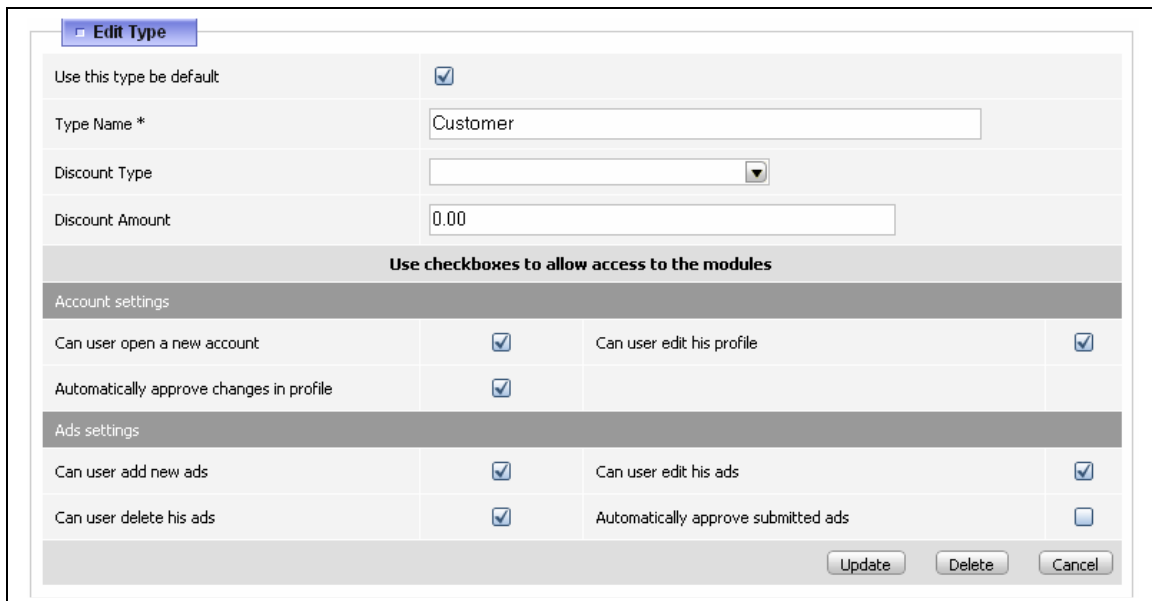
Section 3 – Administration Interface

Each new page as default follows in the same style of the rest, but may be individually styled if needed, and is easily added as an additional section or sub-section component on your main menu and/or as a link in the footer.
When setting up the new page you can define if the new page will open in the same window or within a popup window, it is also possible to get body from a file or to set up a page redirect.

3.6 Registered Users and User groups

In order to keep control of your customers, and to assign any particular users with discount or offers, it is possible to define users into groups (previously mentioned). Each user group may be edited and provided with discount, or have specific administrative settings. For example you may not wish for new customers to be able to post Ads, only established customers which you trust.

Figure 3.6.1: The user type settings

Section 3 – Administration Interface

3.7 Newsletters

In order to keep your company in your customer's minds, and/or to inform customers of special offers and/or discounts, SAYU enables you to easily create and send newsletters to any type of user/customer you define including registered customers, subscribe customers, customers who purchased products and finally, administrators.

It is possible to then send the newsletter and define the cycles in which they are sent; how many to send per cycle and the time delay between each.

3.8 Management Reports

The SAYU system allows for three types of management reports;

- ❖ Product reports: Product reports allow you to filter through your product to discover which items are in/out of stock.
- ❖ Order reports: Allow you to perform reports for orders placed, based for a time period, and/or order status. The way in which this search works is very similar to that used within the sales orders page, as previously shown.
- ❖ Helpdesk reports: This provides you with statistics for emails which each user has sent; once again this may be filtered by time period or time period (to and from date).

3.9 Security features

In order to develop a safe shopping environment for your customers, all SAYU hosted websites come complete with an SSL certificate (https://secure.sayu.co.uk) SSL, pronounced as separate letters, is a secure protocol used for transmitting private documents through the internet such as credit card details, home details etc. In short, SSL protects your customer's information from being hacked from the internet. Most people these days will only purchase items from websites containing such a certificate. When being transferred onto secure page, the URL changed from "http://" to "https://".

SSL is supported for both Netscape (Firefox) and Internet Explorer browsers.

If your business already has an SSL certificate/Hosting, SAYU can easily be set up to work on this.

Section 3 – Administration Interface

In order to ensure full security for your customers shopping online, SAYU also employs MD-5 encryption for database entries such as credit card details and user passwords.

The administrator area is also password protected, we advise all customers to use alphanumeric values which may not be easily guessed.

If a customer forgets his/her password, and is unable to access it via the 'forgotten password' functionality within the log in page, it is possible for the administrator to recall this from the customer account list.

Section 4 – Optional Extras

SAYU web services produce E-Commerce solutions for a wide spectrum of businesses, and as such, recognise that each have individual needs (features may be essential to some, and required for others). SAYU has therefore developed many additional modules which are available for additional fees. Please refer to charging schedule for further information on each.

If you find you require any other feature which is not currently listed, please contact us to discuss the possibility of custom programming.

4.1 SSL Certificates

SAYU provides a free SSL certificate at https://secure.sayu.co.uk, on which your checkout page will be placed, and through this, accept encrypted credit card data.

If you wish for your customers to remain on your own domain throughout the buying process, for many professional reasons, SAYU may set up one for your company at https://www.your-domain.com.

4.2 Postcode Lookup

To make the checkout process more efficient, the SAYU platform also includes an integrated UK postcode look-up feature. This feature enables the customer to enter their postcode, and all fields are automatically generated with the exception of the house number/name.

It is also possible to copy all delivery details from the personal details if the two addresses are the same.

Postcode *   [   ] [Get Address]

Figure 4.2.1: The Postcode look-up

4.3 SMS Text Message Service

The SAYU platform also comes complete with full SMS functionality.

With this, it is possible to keep your customers up to date with their order progress, or even send them promotional/code messages by means of SMS.

4.4 E-Bay Module

E-Bay, the world's largest auction site, is increasingly popular place to buy and sell goods. SAYU's E-Bay module enables you to select any products you wish to advertise on E-Bay store or auction, and automatically list them accordingly.

Section 4 – Optional Extras

When an item is purchased through E-Bay, an 'End of Auction' email is generated and sent to the customer. Your E-Bay customers can be either redirected to your website, or PayPal to make payment.

Included in the EBay module is the full set up of an EBay store.

4.5 Payment Processing and Anti-Fraud

The SAYU payment processing system will automatically run any new orders through sophisticated fraud detection logic.

This logic checks several factors including, amongst others:

- ❖ Custom fraud blacklist
- ❖ Order anomalies
- ❖ Order Values out of range (for example, exceptionally high price orders)
- ❖ Previous order history
- ❖ Address data
- ❖ Telephone number data
- ❖ Suspicious postage types
- ❖ Frequently used IP addresses
- ❖ Free email address services
- ❖ Card BIN details

Section 4 – Optional Extras

The system will accept any orders that are very unlikely to be fraud, and reject any suspicious orders for manual review. You will be provided with web interface which will enable you to review the details of any suspicious order; reasons why the order has failed, and key points to follow up to ensure if the order is fraudulent or not. After viewing the details, you then have the ability to accept any order if you believe them to be genuine.

Once an order has been accepted (ether automatically or manually), the order will go through the payment stage, and the customer will be automatically charged.

If for any reason the payment details fail, it is then possible to use the web interface to change the credit card details and retry the fraud checks.

Please note, the SAYU Fraud checks are not guaranteed to fully prevent fraud, they are aimed to reduce as many fraudulent orders as possible but liability remains with you the merchant.

To use the SAYU payment processing module you must have a Merchant Account ID. Payments are processed by the SAYU system and sent to your Merchant Provider for settlement as per agreed terms with your acquiring bank.

4.6 Advanced Fraud Checking Service

SAYU also offers an advanced fraud checking service which works alongside the Payment processing and Fraud Module, a team of qualified advisors will manually research and follow up and highlighted orders from the payment and fraud module. This can save a lot of time for your business, as you will never need to chase customers regarding fraudulent orders.

Once again, although our team are skilled at detecting all types of fraudulent transactions, this is not guaranteed to stop fraudulent orders, but is aimed to reduce them, and liability remains with you, the merchant.

4.7 Stock Module

Once any order has been placed, and fraud checks are passed, the SAYU Stock module automatically checks the stock level of all items within each order.

Section 4 – Optional Extras

If any item in question is Out of Stock, the order is put on hold, an email and/or SMS (see section 4.1) is sent to the customer explaining the hold of the order.

The stock level is then automatically checked on an hourly basis, until the stock level has been replenished and the order can move onto the next stage, dispatch.

Stock levels can then be automatically adjusted upon order dispatch if used alongside the dispatch module (see section 4.8)

The stock module also comes complete with a returns management system and applications to assist with stock takes.

4.8 Dispatch Module

The SAYU dispatch module automatically prints out an invoice and picking note for each order that has been allocated stock, and payment has been received.
The invoice and packing slip can be fully customised to suit your business including custom logo and business terms and conditions of sale.

If you use more than one courier, before the packing and invoice slip is produced, the dispatch module can programmatically define which carrier is most cost efficient for each order (Postage Least Cost Routing System). This feature has been known to save companies thousands per year.

The Dispatch module also contains an interface, which allows orders to be marked as dispatched. Once set as dispatched, this interface will automatically send an email and/or SMS to the customer instructing them of their parcel tracking information.

Another feature of this interface is the automatic docking information to couriers Royal Mail E*PRO, ANC and City Link.

The SAYU dispatch interface is optimised for efficiency and allows all information to be input using bar codes (printed on packing slips) and electronic scales.

4.9 Call Handling Service

SAYU is also proud to be able to offer a call handling service via its state of the art call centre. This service enables you customers to contact our experienced customer service team in order to purchase any items available.

The Call Handling service also includes payment processing call handling; if an order fails at some point (i.e. f the cardholders name is incorrect, expiry date incorrect) the SAYU team will contact your customer to rectify the issue in order for order to progress to the next stage.

Used alongside the Fraud Module, when an order is edited, it will re-run though the fraud checking logic once again.

If the call handling service is used alongside the order fulfilment module, SAYU's team will also deal with stock availability/dispatch queries.

4.10 Order Fulfilment

You may already, or sometime in the near future, find that your online eCommerce business has grown rapidly to a point where you are no longer able to handle the packing and dispatch within your own premises. SAYU provides an order fulfilment warehouse service whereby we will hold your stock, and SAYU's highly efficient dispatch team will process and dispatch all orders. (This runs alongside the Dispatch Module)

The time your business currently spends on processing any orders, can then be invested into other areas of the business such as research and development of product line, marketing and expansion of specialist area.

4.11 Custom Reports

As standard, the SAYU platform contains basic Product, Order and Helpdesk reports. If you require additional or more advanced reports than standard, SAYU's award wining technical team may program additional reports to meet your specifications.

Section 4 – Optional Extras

4.12 Per-Per-Click Management services

If you are already a Pay-Per-Click advertiser, reaching high positions, knowing how much to bid per keyword, and gaining high ROI (Return on Investment) are all hurdles you may encounter in the ever growing world of pay per click marketing. SAYU's expert pay-per-click team consisting of individuals educated to PhD, Masters and Degree level, backed up with sophisticated award winning technical tools, will optimise and monitor your Google AdWords and Yahoo Search Marketing (Overture) accounts on a daily basis.

The SAYU team aim to increase targeted clicks, reduce costs by daily monitoring of your individual keywords CPC's, and maximise your ROI.

If you are new to internet advertising, Pay-Per-Click is a fast efficient means to start directing traffic to your website (You can start receiving traffic to your website in a matter of hours). SAYU's per-per-click team will create an optimised account for your business and monitor and manage its daily progress on a daily basis.

4.13 Advanced Shopping Module

Advertising on shopping comparison sites can be an excellent source of extra traffic to your website with high conversion rates.

Other than Froogle™ (Included with base platform), SAYU may automatically produce feed files for the following channels:

- ❖ Ciao
- ❖ Kelkoo
- ❖ Shopping.com (Previously known as Dealtime)
- ❖ Nextag
- ❖ Pangora
- ❖ Pricegrabber
- ❖ Pricerunner

Appendix A – Full Features List

General:
- No programming required
- Complete ready-to-run ecommerce storefront
- Works on Windows, UNIX, Linux, FreeBSD, MacOS
- User-friendly storefront
- Easy-to-use web-based administrative panel
- Multiple languages support
- Multiple currency support
- SEO facilities
- Secure facilities
- Integrated Content Management System (CMS)
- Integrated Customer Support System (Helpdesk)
- Integrated multi-level moderated forum
- Integrated bulletin board (Classified ads)

Products and Categories
- Unlimited number of products
- Unlimited number of categories and subcategories, nested as many levels deep as you like
- Each product can be placed to an unlimited number of categories
- Customizable list and details pages layouts
- Changeable order of products and categories
- Enable/disable products
- Import/export of products and categories from/to CSV files
- Export of products to Froogle
- Moderated product reviews and ratings
- Products types, default options and specification groups
- Ability to duplicate products with the same characteristics
- Related products/accessories and cross-selling
- Downloadable product releases
- Products comparison
- Ability to show product only for selected languages
- List price markdowns: list price (listed MSRP) and current price (your price)
- Product full/short HTML/plain text description
- META keywords and description for each product and category
- Ability to add product to special offer section on the main page
- Main product images in three sizes (small, big and super-sized)
- Unlimited number of product images
- Customizable product appearance
- Products can be shown to all/logged/non-logged customers
- Prices can be shown with/without taxes
- Tax-exemption of products
- Ability to hide 'Add to cart' button at products list or details pages
- Product stock accounting
- Ability to hide or disable off limits products
- Support for non tangible downloadable products with activation options
- Affiliate programmes with direct links
- Product handling (shipping freight) charges
- Customizable shipping modules and methods

Appendix A – Full Features List

Products and categories continued...
- ❖ Real-time shipping quotes with major shipping companies (UPS, USPS, FedEx etc.)
- ❖ Discount coupons and gift certificates
- ❖ Enable/disable discounts
- ❖ Quantity based discounts
- ❖ User-friendly simple and advanced product search
- ❖ 'Tell a friend' option
- ❖ Product report generation system

Sales Orders
- ❖ PHP-based shopping cart
- ❖ Different types of controls (label, listbox, textbox etc.)
- ❖ Adjustable settings for adding product process
- ❖ Order maintenance system
- ❖ Online orders tracking
- ❖ All orders are stored in the database
- ❖ Export of all/newest orders
- ❖ Comprehensive orders search engine
- ❖ Orders email notifications for administrator and customer
- ❖ A three-step checkout
- ❖ Ability to support different payment systems
- ❖ Fully customizable order profile, payment details, final checkout and confirmation pages Ability to use SSL on order profile and payment details pages
- ❖ Ability to use custom fields
- ❖ Adjustable order statuses
- ❖ E-mail notification for user if status is applied
- ❖ Ability to use special tags in email body and email subject
- ❖ Customizable printable packing slips in two formats: HTML and PDF
- ❖ Black IP list
- ❖ Customizable tax options
- ❖ Comprehensive orders statistics
- ❖ Comprehensive orders report system

Content Management system (CMS)
- ❖ META data and HTML description of the main page /articles
- ❖ Customizable listing and details pages
- ❖ Customizable site navigation
- ❖ Ability to post articles
- ❖ Five default articles categories: News, Links, FAQ, Image gallery and Events
- ❖ Unlimited number of custom articles categories
- ❖ Unlimited number of articles
- ❖ Moderated articles reviews
- ❖ RSS feed support
- ❖ Small and full-sized images for each category
- ❖ Ability to set up templates and fields properties
- ❖ Customizable articles statuses
- ❖ File manager

Appendix A – Full Features List

Content Management system (CMS) continued…
- Ability to upload zip files
- Single/multiple choice(s) opinion polls
- Customizable custom pages
- META data for each custom page
- Custom page can be opened in the main window or in a popup window
- Ability to create new custom pages and blocks
- Banners Management

Helpdesk Support
- Comprehensive tickets management engine
- All tickets are stored in database
- Unlimited number of tickets
- Comprehensive tickets search engine
- Ability to create a message to a customer without initial request
- Full statistics
- E-mail notifications for administrator and customer
- Ability to use special tags in email body and email subject
- Customer support system
- Unlimited number of administrators
- Ability to reassign tickets to other managers
- Ability to use predefined replies and signatures
- Unlimited number of departments
- Ability to assign managers to different departments
- Different types of customer's requests
- Ability to specify supported products
- Three levels of priority: high, normal and low
- Customizable ticket statuses
- Ability to specify status icon and highlight ticket summary with HTML tags
- Statistics report for each manager

Forum
- Multi-level moderated forum
- Unlimited number of categories, forums and topics
- Ability to select forum administrator
- Small and full-sized images for each forum
- Forum introduction text
- Tree or list forum structure

Classified Ads
- Fully customizable list and details pages layouts
- Able/disable ads categories
- Unlimited number of ads categories and sub-categories
- Changeable categories order
- Small and full-sized images for each category
- Short/full category description
- Unlimited number of ads
- Comprehensive ads search engine
- Ability to search in products options and specifications

Appendix A – Full Features List

Classified Ads continued...
- ❖ Unlimited number of ads types, specification groups and properties
- ❖ E-mail notifications for administrator and customer
- ❖ Ability to use special tags in email body and email subject
- ❖ Ability to define maximum number of images
- ❖ Customizable image settings
- ❖ 'Tell a friend' option

Customers' Accounts
- ❖ Comprehensive customer's support system
- ❖ Customers' personal accounts
- ❖ Ability to use SSL on customer's account page
- ❖ Comprehensive customers search engine
- ❖ Full registration statistics
- ❖ Customers can/cannot order without registration
- ❖ Import/export customers
- ❖ Customer types
- ❖ Customer discount types
- ❖ Customer's personal/delivery information
- ❖ Customer's image support
- ❖ E-mail notifications for administrator and customer
- ❖ Ability to use special tags in email body and email subject
- ❖ 'Forgotten password' option
- ❖ Two kinds of passwords: non-encrypted and MD-5 encrypted

System administration
- ❖ Secure password-protected access
- ❖ Unlimited number of administrators
- ❖ Ability to use personal signature
- ❖ Unlimited number of privilege groups with different permissions
- ❖ Ability to assign privileges to another group
- ❖ Newsletters management system
- ❖ Static tables