

eCommerce:

Integrating Your Front and Back Office



You want to move your business online, but you're not sure what you need or where to start.

This infographic outlines the major elements you will need to enable your business to move online.

Designing your online store

- Select a short, memorable domain name unique to your brand
- Design site "look and feel": Colors, navigation, click-path to catalog
- Design the page layout: Home page, product pages, secondary pages
- Review catalog of items for correct item name, description, price, and photos
- Determine shipping costs and methods for fulfillment

STEP 01



STEP 02

Setting up your online store

- Select the commerce platform to run your online store
- Secure your website with an SSL certificate from a Certificate Authority
- Enable credit card acceptance using a Payment Gateway (or see: PayPal, Square, etc.)
- Prepare the fulfillment provider for online orders
- Set up order processing notifications
- Set up email addresses for staff and groups (e.g., sales@, support@)
- Connect your web store with your accounting system to accept orders
- Load catalog and test accuracy of information and ability to search

Going live with your online store

- Select a go-live date and invite key customers to the store
- Monitor activity closely and make corrections when necessary
- Ensure that order information from your website is being passed to the fulfillment and accounting system, including customer info, item selection, price, and delivery date
- Fine tune the site by displaying similar products by facets (color, size, price) and offer upsell/cross-sell opportunities
- Get noticed and create buzz on social media
- Explore the option of joining popular online marketplaces, like Amazon, eBay, and Etsy

STEP 03



STEP 04

Optimize your retail site with full ERP capabilities

- Implement real-time synchronization between storefront website and back office fulfillment and accounting
- Ensure inventory availability is displayed in real-time on the site and replenishment is automated through ERP
- Use business process improvement techniques to simplify order management, control fulfillment costs, and reduce order times
- Guarantee credit card processing is secured with PCI DSS-compliance
- Streamline sourcing with improved supply chain and warehouse efficiency



Improve the Customer Experience

- Track client interactions from first contact to post-sale support
- Using analytics in ERP, develop dashboards to provide real-time measurements across all operations
- Facilitate returns with refunds, item replacement, or store credit – online or in-store
- Offer customer self-service including order tracking and balance inquiries

STEP 05

