unilog

Unilog eCommerce Site Features
Provide Your Customers with a Best-in-Class
Online Experience

The Unilog eCommerce platform is an out-of-the-box solution for your company's digital commerce needs. You get all the critical functionality that online buyers have come to expect from a leading eCommerce site, with a user-friendly interface, powerful search features, and simple site navigation. In addition, Unilog supports your back-end needs with robust B2B workflows, user roles and permissions, account management features, and more.

The features and capabilities listed below reflect the customer-facing functions of your eCommerce site and are not inclusive of all the capabilities of the back-end administrative platform or product information management (PIM) module. In other words, these are the capabilities that your customers will experience when they browse or buy on your site.

BRAND AND DESIGN

Unilog provides you with control over the visual aspects of your eCommerce site with a Content Management System (CMS) that allows you to influence the design and content of each page.

Responsive web design – your eCommerce site will render well across multiple devices, windows, or screen sizes, whether your visitors access your site via laptop, tablet, or phone.

Company logo – brand your company logo across all pages of your eCommerce site. Clicking the logo will return the visitor to your home page.

Multiple design templates – choose which page layouts work best for your business needs with several different design templates for your product detail pages.

Banners – incorporate graphical marketing banners into any page of your site – including the home page – to help raise awareness of current promotions, new product lines, or recent company news.

Featured categories – highlight your featured manufacturers, products, and brands using dynamic widgets that pull information onto your website for display.
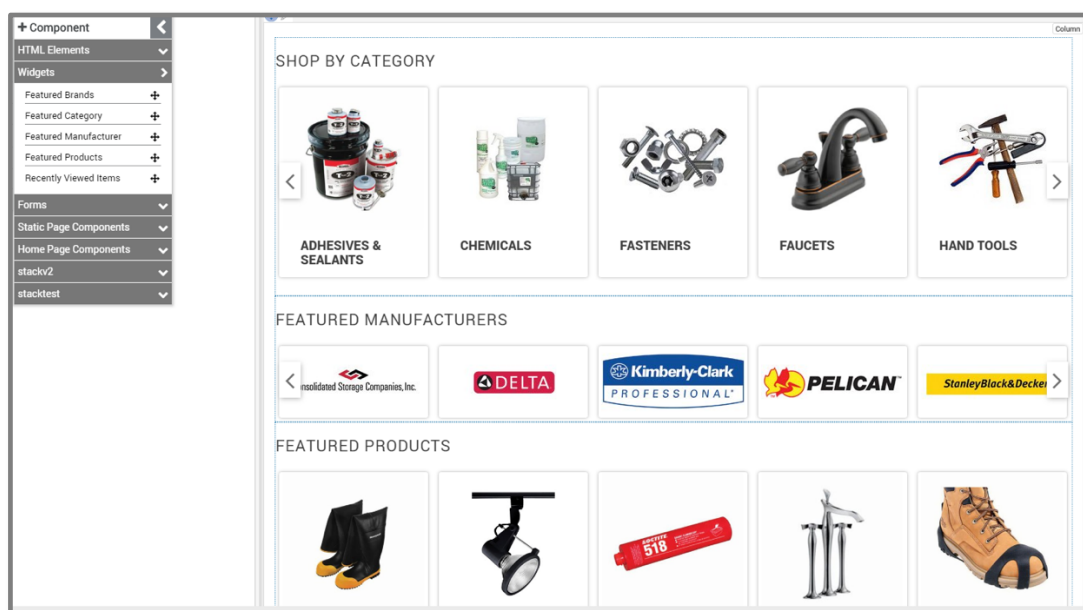
Easily add featured content to any page of your site by dragging and dropping from the widget menu.

Social media – share your most recent social media posts from Twitter, Facebook, or LinkedIn by displaying them on any web page.

Blog posts – allow your marketing team to publish new articles with educational and opinionated content designed to attract, inform, and engage visitors while browsing your site.

Breadcrumb navigation – improve the way users navigate your site. A "breadcrumb trail" is a secondary navigation scheme that allows your visitors to keep track and maintain awareness of their location on your site.

Footer – display links to your many company locations, divisions, contact information, social media sites, shortcuts, and more in the footer of your site.

ADA compliancy – Unilog adheres to ADA (Americans with Disabilities Act of 1990) standards for accessible design of websites. Such features include easily resizable text with a high contrast mode option to make text easier to read for sight-impaired visitors, and all functionality accessible through a keyboard for visitors with mobility issues.

BROWSE AND SEARCH

Perhaps no single capability is as important to buyers as how they locate product information on your eCommerce site. If they can't locate the information they need, they will look elsewhere. Unilog provides robust browse and search capabilities designed with the B2B buyer in mind.

Site search – allow visitors to locate anything they want, fast. Unilog's site search capability is powered by Solr, a blazing-fast, open source enterprise search platform built on Apache Lucene™. Solr powers the search and navigation features of many of the world's largest Internet sites.

Your site visitors can search across an unlimited amount of data, including:
- Part number
- Manufacturer part number
- Customer part number
- Item keyword
- Item description
- UPC (Universal Product Code)
- Product categories
- Company events
- Any custom field you wish to have indexed for each item

Predictive search – suggest possible search query matches based on partial search. If visitors don't know exactly what they are looking for, your eCommerce site will automatically display predictive type for the most relevant search terms based on the first few characters entered into the search field.
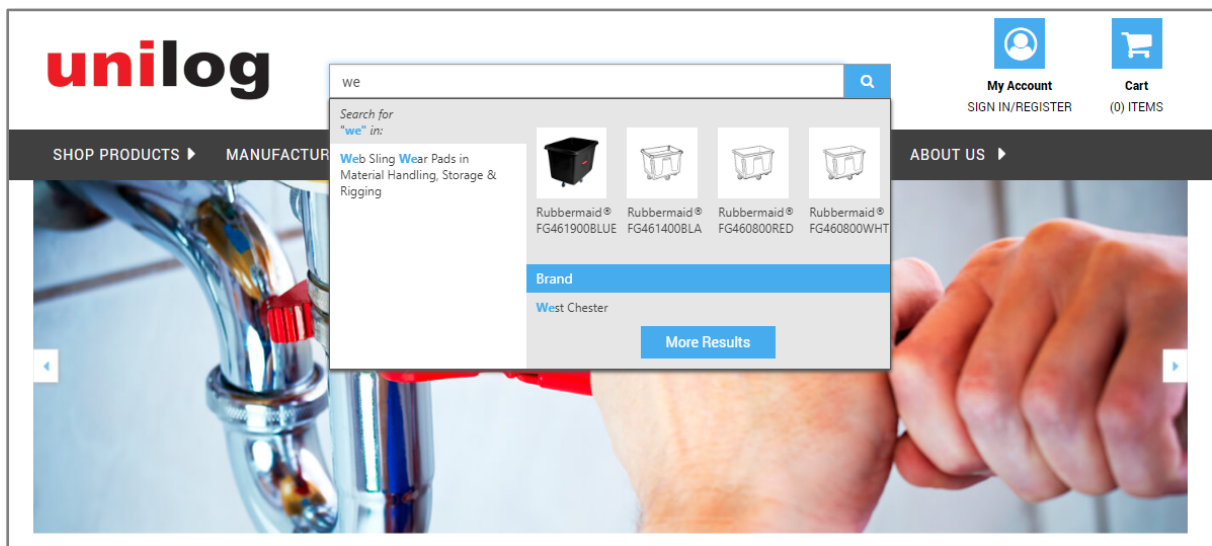
As soon as a visitor of your site begins to type in the search box, the site will predict matching items, brands, or categories. It will even display a preview image of likely product matches.

Alternate suggestions – set up synonyms for specific items or categories to help your visitors find the right product when they search. If a visitor performs a search on a term that is not indexed, the site will ask, "Did you mean?" and provide likely alternatives for the search term.

Image preview – display image results directly within the predictive search box to help customers locate the products they need, before they've even finished typing the product name.

Products and categories – display products by manufacturer or brand category through a user-friendly interface that allows visitors to browse your online catalog.

Attribute filtering – allow visitors to narrow the list of product results on a page using multi-select filters for attributes such as brand, style, size, manufacturer, and more.

Product sort – allow customers to browse and sort your catalog using keywords, manufacturer part numbers, brands, and part numbers.

Product listing – choose how you wish products to display in search results or on item browse pages. For example, you can choose a grid or list view, how many items display at a time (12, 24, or 48), and if you want to display results in "product" or "SKU" mode. In product mode, items with similar characteristics are grouped into one search result. For example, a safety glove that comes in three different sizes and four different colors would display as one item in the search/browse results, taking up significantly less screen space.

Product information displayed on the search results page can include:
- Product name
- Part number
- Primary product image
- Manufacturer part number
- Manufacturer name and brand
- Pricing and availability
- Minimum order quantity
- Quantity intervals with quantity discount breaks
- Link to product detail page
- Add to cart link (in SKU mode only)

Product detail page – showcase every product on your site with essential information that gives your customers the information they need to make the right buying decision.
- Product name
- Part number
- Manufacturer part number
- Customer part number
- Manufacturer name and brand
- Pricing and availability
- Minimum order quantity
- Quantity intervals with quantity discount breaks
- Multiple product images with zoom capability
- Links to email or print the product detail page
- Secondary tabs for additional information like description, specifications, features, and related documents
- Add to cart button

Customer part number button – allow customers to add their own unique part number to any item in your catalog from the item detail page. This allows customers to search on that part number the next time they return to your site.
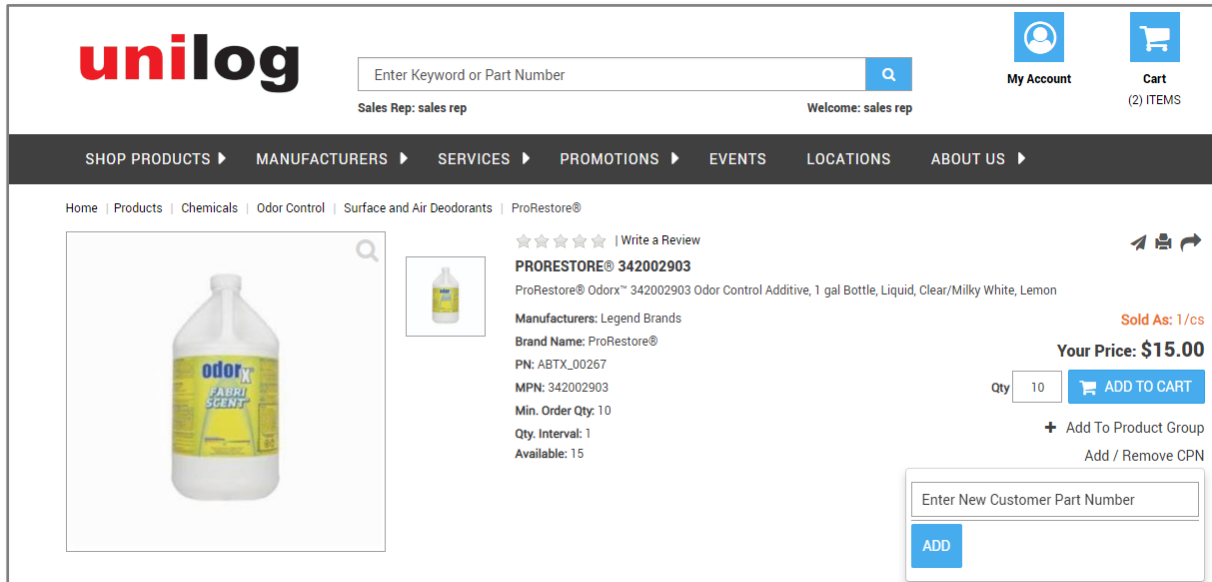
Registered customers can add their own unique part number to any item in your online catalog and the site will save that information for future reference, allowing customers to search on their preferred part numbers.

My product group button – allow customers to create a customer-specific product group and assign multiple items. For example, customers may use this capability for saving items they purchase on a regular basis.

Additional products – manually configure certain items to display when site visitors browse other items. These could be accessory items, related products, or alternate items.

Product comparison – buyers can compare up to five products at one time, add to cart from the compare page, and turn highlight features on or off for each product.

CART AND CHECKOUT

Unilog understands the complexities of B2B buying. Your eCommerce site must support purchase orders, multiple levels of review, access to lines of credit, and more. Unilog ranks as one of the strongest eCommerce sites in supporting the B2B workflows your business requires.

Anonymous shopping – choose whether you want to allow anonymous shopping on your site or restrict buying to approved registered customers. Anonymous shoppers can purchase with a credit card only.

Request for quote (RFQ) – provide customers an online entry form to create an RFQ on multiple items and then sends an email trigger on request.

Shopping cart – a critical aspect of the customer experience, the shopping cart is necessary to complete the sales transaction. Your eCommerce site contains all the functionality your customers need:
- **Add to shopping cart** – add items to the cart from a list, a detail page, or from a compare page
- **Shopping cart menu**– appears when the customer hovers over the cart button
- **Continue shopping** – allow visitors to continue shopping after adding items to their cart
- **Update cart** – refresh the cart screen to reflect current items and quantities
- **Empty cart** – empty the shopping cart with a single click
- **Save cart** – permit buyers to save items in their cart for a future visit
- **Update quantity** – change quantities at the shopping cart level
- **Continue to checkout** – take visitors from the shopping cart to the checkout page with one click

Payment options – offer payment by purchase order (PO), major credit card, PayPal, or other payment gateway. Options may depend on your current payment gateway.

Shipping methods – choose to have products shipped from your warehouse via FedEx, UPS, or delivery truck, or make them available for pickup at will call.

My saved carts – give buyers the ability to return to saved carts from previous visits. Within the saved cart, visitors can make changes:
- **Share cart** – email a link to your cart to others in your organization
- **Delete/update** – easily remove or change quantities for any item in your cart
- **Collapse/expand** – provide greater detail about each item in your cart with a collapse/expand feature that conserves screen space
- **Search** – search for an item within any shopping cart
- **Select all** – add convenience by allowing buyers to click a checkbox that selects all items in the cart
- **Login security** – only allow access to a saved cart with a personal login and password

Quick order pad – buyers can quickly build their shopping cart by uploading a .csv file or simply copying and pasting from a spreadsheet directly into a convenient web-based order pad.
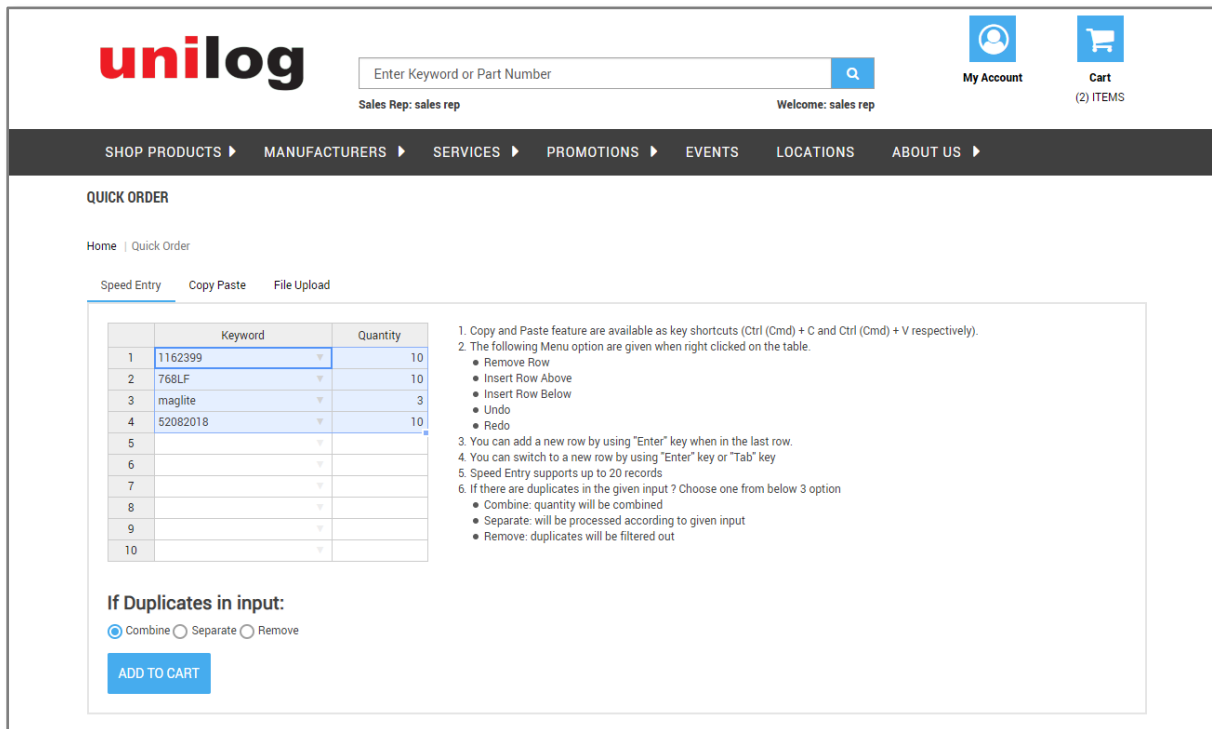
A Quick Order Pad allows your customers to copy and paste bulk information from a spreadsheet directly into your web page and then add those items to their cart with a single click.

Product groups – allow customers to create a specific "group" of frequently purchased items they can quickly access without having to search the entire site for multiple items. Within "My Product Group" customers have flexibility to make changes to the original group set-up.

Private product groups – allow users to create a group at the individual level that makes it available only to that user. This is also known as "My Favorites."

Order confirmation – display your visitor's information regarding their completed order, post-checkout:

- **Order status** – alert your customer where their order stands in the process
- **Order number** – assign a unique number to identify each order
- **Shipping instructions** – show additional notes that were added for shipping instructions
- **Order notes** – show additional notes or instructions that were added to the order
- **Ship method** – display the shipping method and carrier
- **Ordered by** – reveal who placed the order
- **Purchase order (PO)** – confirm use of a PO for the order
- **Required by date** – display the date by when the order needs to be delivered

ACCOUNT MANAGEMENT AND SELF-SERVICE

Your eCommerce site provides a means to drastically reduce operational expense through self-service capabilities. The features listed below give your customers the power to manage their relationship with your business and access information at their fingertips, any day or time.

Registration – allow first time commercial customers and retail users to register on your site so that they may gain access to customer-specific terms and pricing, order history, past invoices, and more. There are three different registration options available:

- **Current commercial customer** – once associated with an account number in your ERP or POS system, these customers enjoy the benefits of customer-specific pricing, lines of credit, the ability to view order history, invoices, and more
- **New commercial customer** – selecting this option at registration triggers an email for customer approval so that they may receive similar benefits as a current commercial customer
- **Retail customer** – can log in to see order history or order status
- **Anonymous** – can only purchase with a credit card and does not have access to account history

Password management – choose whether you want new registered users of your site to reset their password the first time they log in, for security reasons. All customers can change their password, recover a forgotten password, and use the "remember me" option to expedite future logins. If any password changes are made, a change notification email is automatically sent to that user to confirm the activity.

User roles – assign different roles to individuals at each customer, including:

- **eCommerce** – can submit a shopping cart, but it must first be approved by a purchasing agent; an email trigger alerts the agent
- **Purchasing agent** – can buy or approve other shopping carts created by eCommerce users
- **Admin** – can create or edit users of your site and assign their permissions

Account management – allow customers to edit their billing and shipping address, contact information, and manage individual user permissions.

Open orders – display open orders associated with an account and their shipment tracking numbers via integrations with UPS, FedEx, or other carriers. Tracking numbers are dependent upon your ERP or POS system integration.

Order history – allow customers to browse past orders to locate items they previously purchased from your business. Customers can search order history by date range, PO, invoice number, or item. Buyers can re-order items directly from the order history page.

Sales rep access – grant your sales reps access to each of their customer accounts via your eCommerce site. Sales reps can select specific customers from a list of their accounts, and then specific users within each account. Once signed in as that user, they can help build a shopping cart of items for that customer or review an existing cart that has not yet been submitted.
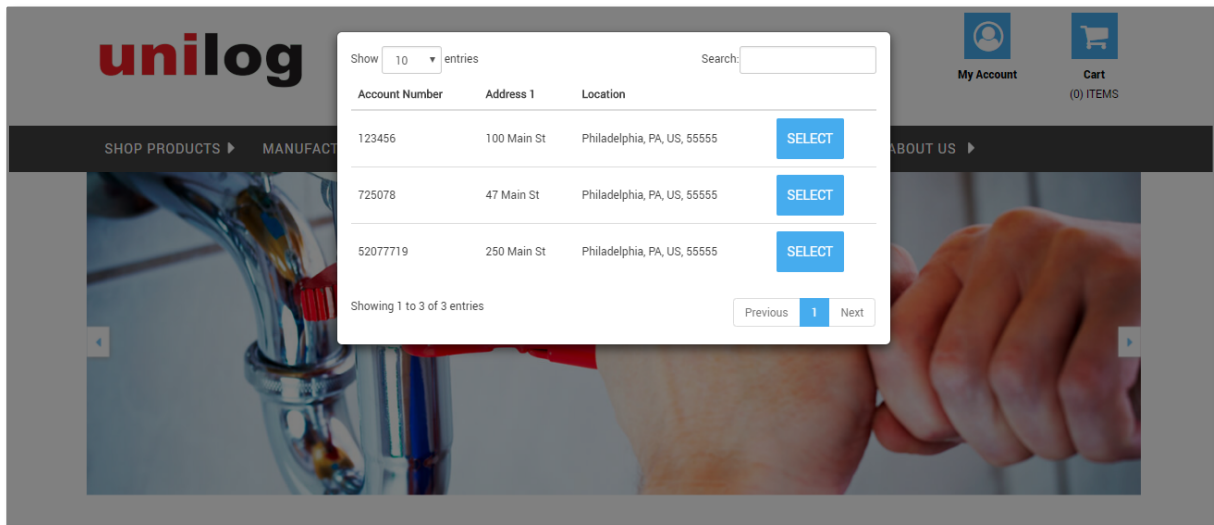
Your sales reps can sign into your eCommerce site as any individual from one of their accounts to help build or review a customer's shopping cart.

Event registration – provide customers an easy way to view and register for classes that you publish to your online company calendar, such as certification courses, new product demos, customer appreciation days, and more.

SUMMING IT UP

Unilog constantly adds to its eCommerce site features. Therefore, new features may have been recently added that are not reflected in this document. If you are interested in seeing a demonstration of the latest features, please visit https://www.unilogcorp.com/request-demo/ to schedule a one-on-one demonstration for your business.

ABOUT UNILOG

Unilog is a global technology company that delivers powerful, affordable eCommerce solutions for the B2B marketplace. Our cloud-based eCommerce platform and product data enrichment services help distributors, manufacturers, and wholesalers increase online sales, reduce cost to serve and enhance their digital channel. Unilog is an ISO 9001:2008- and ISO 8000-certified company with North American headquarters outside of Philadelphia, PA and international headquarters in Bangalore, India. For more information, in Bangalore, India. For more information visit www.unilogcorp.com.