

Insight Group Kameleon CMS eCommerce Module Upgrade Option

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I. Features in brief

This section introduces all the major features of the eCommerce module and briefly discusses them.

Product categories

Product categories can be created to help organise products. Categories can be created within categories to allow for complex organisation. Each category can have the following details set:

- A name
- A description
- An image / icon

Products

Products can be created and associated with any number of categories. Each product can have the following details set:

- General
- Name
- Catalogue code
- Price
- Offer price
- Full description
- Short description
- Current stock
- Notify when quantity below
- Page details
- Layout template
- Meta keywords
- Meta description
- Images (Individually set on different images)
- Image
- Label
- Categories
- Related products
- Additional information
- Images

Each product can have multiple images. Each image can have multiple variants to cater for various possible design layouts, such as thumb, standard and enlarged.

Categories

Each product can be included in multiple categories. The categories to include a product in will be selected via a product listing.

Related products

Products can have other products linked to them to represent a relationship. An example of a related product would be linking a suede hat to a pair of suede gloves of a similar style. The objective of related products is to increase sales by raising the profile of items similar to those that a user has already shown interest in.

Additional information

Each product can have additional information applied to it. This information, specified in a key / value style, can be used to define the details or specifications of a product.

Coupons and discounts

Coupons and discounts can be created to provide customers an incentive to buy.

Coupons are created with an associated code which can then be distributed to customers. A customer will be able to apply the coupon to an order, as long as it meets the requirements. Only one coupon can be used per order.

Discounts are automatically applied to an order once the requirements are met. Discounts will work in conjunction with a coupon, but their deductions will always be applied after the coupon.

Both coupons and discounts can be set to deduct a monetary value or a percentage of the order total.

The following conditions can be applied to coupons and discounts:

- Start date
- End date
- Minimum basket value

Coupons have the following additional conditions:

- Redemption limit

Discounts have the following additional conditions:

- Category

If a discount has a category condition set, that discount will only apply to products within that category, and its sub-categories.

Examples

- Save 10% on orders over £100
- A coupon set to deduct 10% once the minimum basket value condition is satisfied, in this case a value of £100 or more.
- £25 off all stainless steel saucepans
- A discount set to deduct £25 which is applied to the “Stainless steel saucepans” category with no minimum basket cost.
- 20% off summer sale (Everything must go!)

- A discount set to deduct 20% with no minimum basket cost.

Postage

Postage options can be created by an administrator. Each postage option has an associated cost which is added onto the gross cost of the order once selected.

The following conditions can be applied to a postage option:

- Minimum basket value
- Maximum basket value

Stock spreadsheet

To help perform maintenance to stock, the levels can be retrieved and updated via an XML spreadsheet which is compatible with Microsoft Excel.

Existing levels can be downloaded via the administration control panel. The levels can be updated by uploading a spreadsheet, using the product catalogue codes to match the figures to the products.

Google Base feed

Products will be pushed to Google via a Google Base feed. This allows users to find your site via the Google Shopping channel.

Members

Users will be asked to sign-up to the site before being able to complete an order. They will need to supply basic details such as their name, email address, address and telephone number. Once a user has signed up, they will be able to log-in to the site and gain access to the My account section and track their orders.

Order tracking

A member can track their orders via their My account section. The details of each order will be listed along its current state.

The possible states that an order can be in are configured by a site administrator. The current state of an order can be altered by editing the relevant order and resetting the State control to one of the pre-configured values.

Example values:

Pending, packing and dispatched.

Spend zone messages

An administrator will be able to create multiple greeting messages to be shown to users upon log-in, the message shown directly relating to how much they have spent in the last 12 months.

For example, if an administrator creates two spend zones, the first covering £0 - £100, and the second £101 - £500, a user who has spent £250 in the last 12 months will see the second zone's message.

This will allow a site administrator to refine the message shown to different user demographics.

Payment gateway integration

The eCommerce module will be integrated with the customer's preferred payment gateway, excluding PayPal Pro. The act of processing payments will be carried out in its entirety by the payment gateway.

No card or bank account details will ever be stored by the eCommerce module.