

10 Important Options

for eCommerce Administration Tools

CLARITY



PACKAGING

PRODUCTS | GLOSSARY | ABOUT US | SUPPORT | CONTACT US | USER DASHBOARD

Host's Dashboard

Welcome back, Host!

Back to Front
MEOP 4962

Purchasing
Orders
Account Managers
Admin
Local Administration
Vendor Links

Orders

| Order # | Date | Total Price | PO # |
|-------------|----------|-------------|-------------|
| DEC-15-3421 | 16/09/15 | \$473.22 | 2362 |
| WEB-15-3421 | 16/09/15 | \$473.00 | Web |
| WEB-15-3420 | 16/09/15 | \$60.44 | 321321 |
| WEB-15-3227 | 16/09/15 | \$1,064.17 | 321321 |
| WEB-15-3240 | 16/09/15 | \$10.84 | 349542 |
| WEB-15-3247 | 16/09/15 | \$163.44 | Web |
| WEB-15-3487 | 16/09/15 | \$163.44 | Web |
| WEB-15-4245 | 10/11/15 | \$102.54 | 343447 |
| 15012 | 10/11/15 | \$176.94 | VENDOR LINK |
| WEB-15-4252 | 10/11/15 | \$63.44 | 3756 |
| WEB-15-4243 | 10/11/15 | \$63.44 | 1261 |
| WEB-15-4224 | 10/11/15 | \$63.44 | 6141 |
| WEB-15-4233 | 10/11/15 | \$324.40 | 1031967 |

Need Assistance?
Whether it's with getting your account set up or getting help with any of our products, we're here to help.
Contact Us
Message



Introduction

There is no overstating the importance eCommerce administration tools will have to your business. When considering options for an eCommerce platform, keep in mind that all of your business critical systems will run through, be affected by, or touch the administration tools on your new platform.

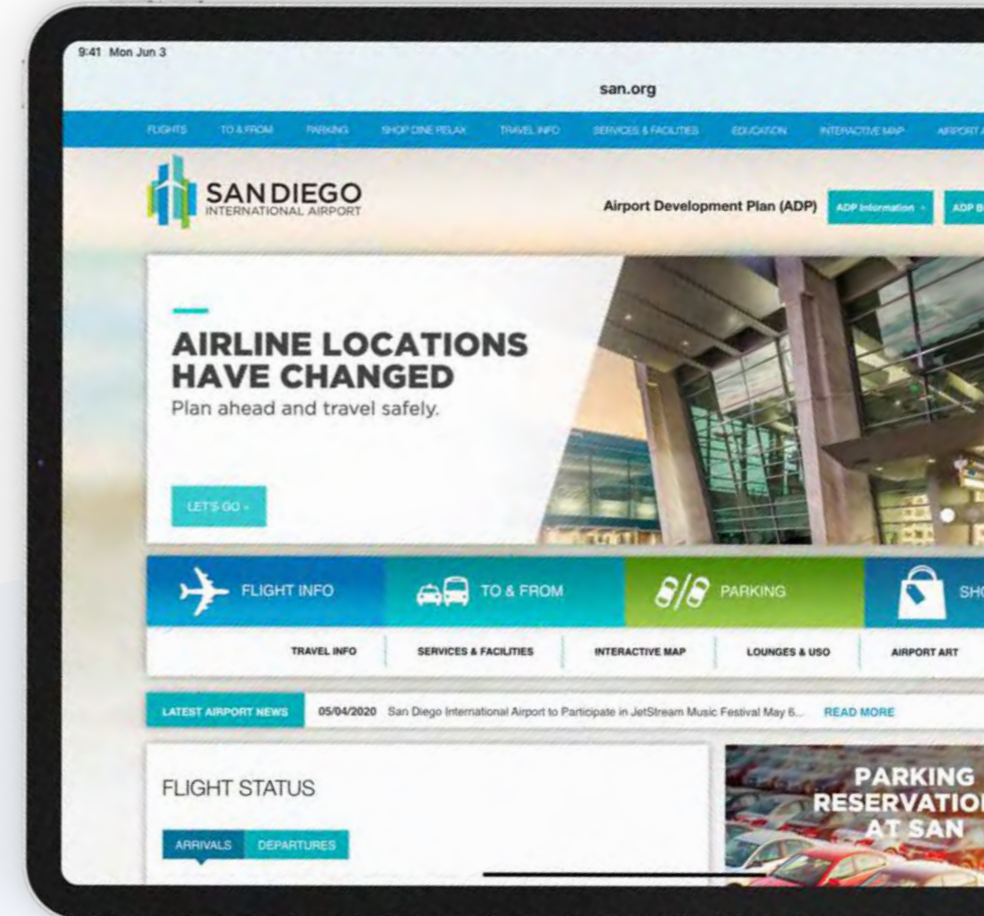
Everything from shipping and inventory to sales and marketing will be administered using these tools, so it is vital to compare and contrast the features and capabilities of all of the platforms you are considering. Here's our list of 10 important features for eCommerce administration tools that you should consider:



Mobile/Tablet Responsiveness

Increasingly, your employees are probably doing work away from their desks. Especially for shipping, fulfillment and warehouse employees, it is a huge advantage to be able to access and utilize administration tools from phones and tablets.

Mobile responsive admin capabilities allow users to easily update orders, check key information, and review order statuses while away from their desks. This is also very helpful for management and executives who want to keep tabs on things while traveling.

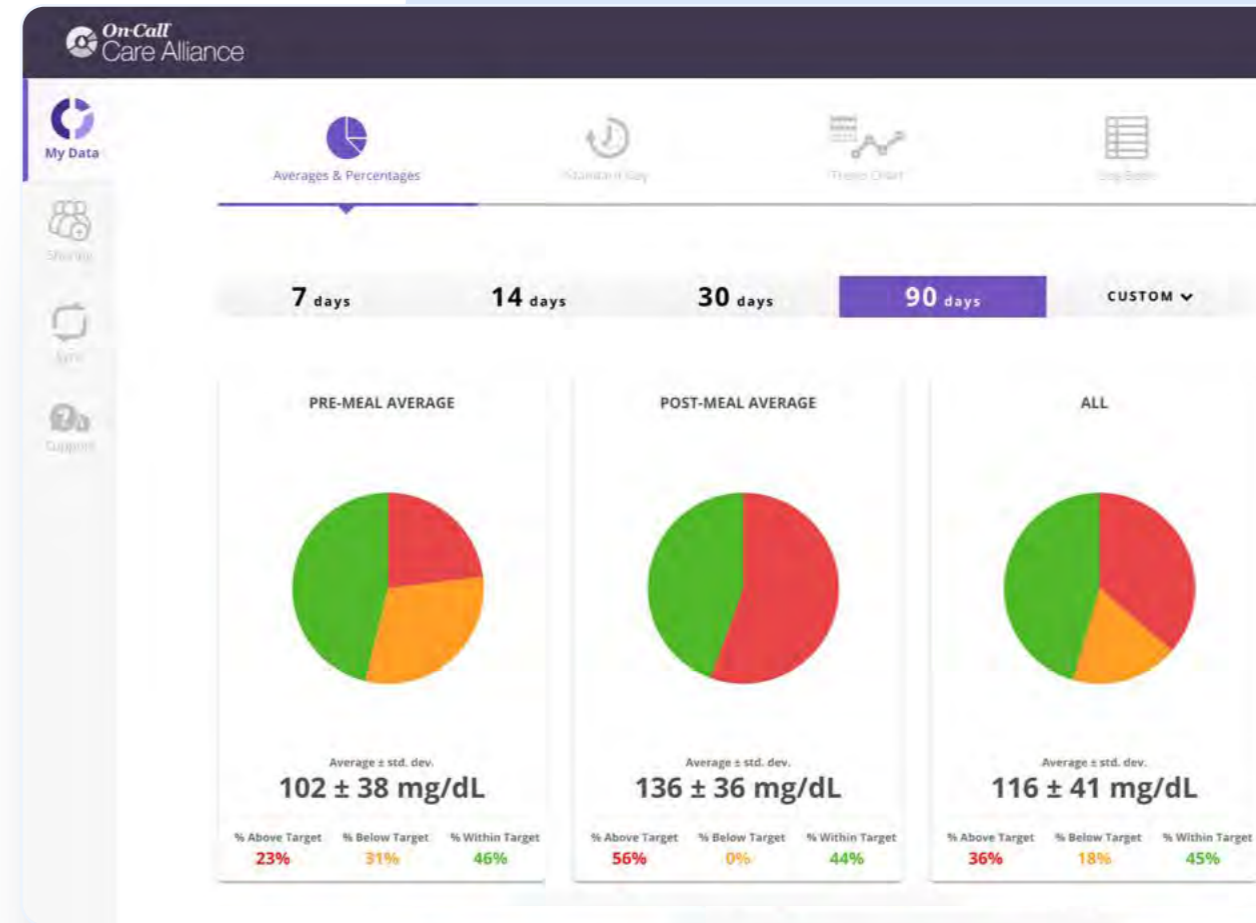


Visual Dashboards

Your eCommerce dashboards will be used for various functions by employees from all sectors of your business. One way to make sure they are helpful is to provide intuitive visual representations of the information most critical for each segment of the business. Users can be assigned different roles (for example, marketing, sales, customer service, fulfillment, management, etc.) and automatically have the relevant information displayed on their dashboards when logging in.

Marketing should be able to easily see trends in SEO and analytics, while sales will want to see charts of the current month's numbers and the relative change. Conversely, your fulfillment team will want to see trends in inventory and be notified on items whose stock are running low.

On the right is an example of an actual Clarity client dashboard. Dashboards can be customized to suit your customers' as well as your business wants and needs.



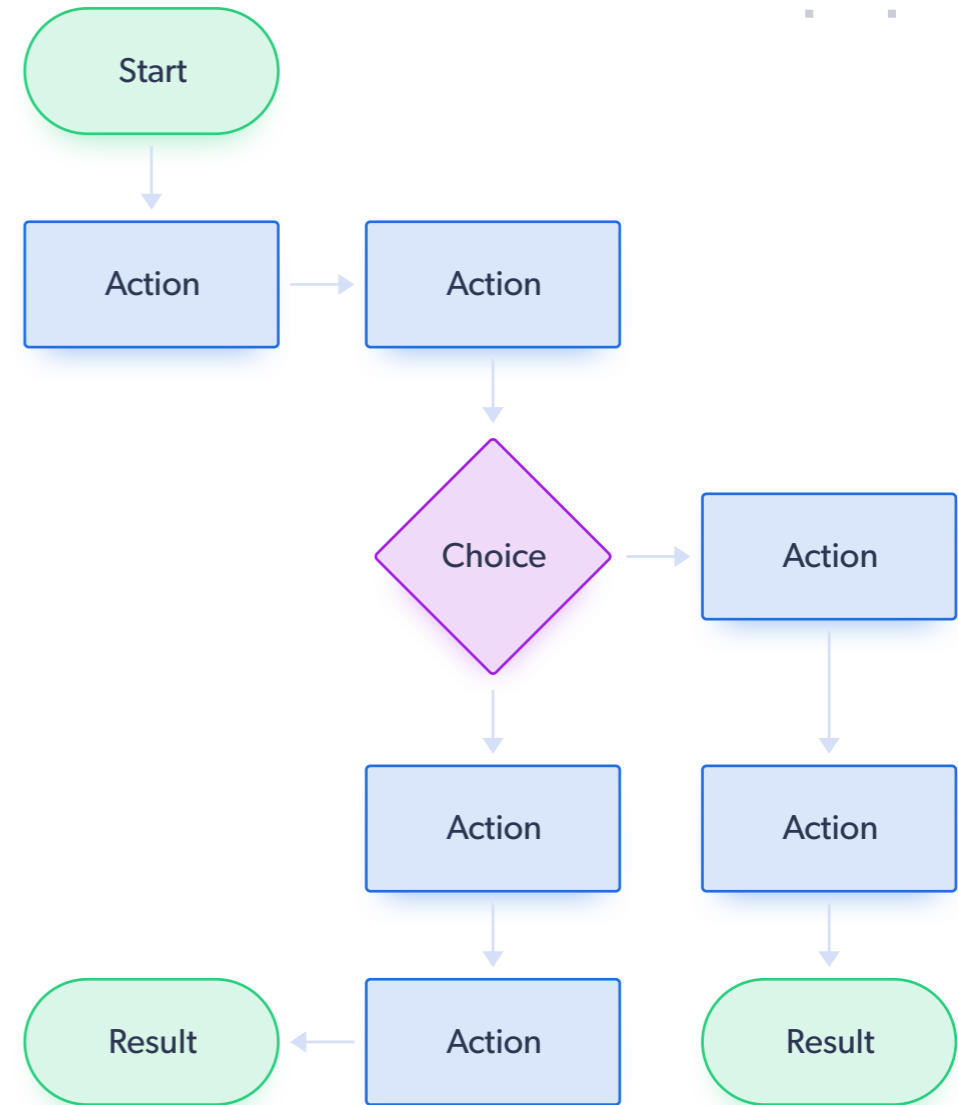
Customized Workflows

Most line-of-business applications (i.e. ERP, CRM, etc.) have solid coverage of key business processes, but often lack the special workflows that could improve visibility and process automation. This can negatively affect the management of your eCommerce store, product fulfillment and process efficiencies. A top-tier eCommerce platform is highly customizable and extensible both inside and outside of the administration tools.

Workflows that are tailored to your needs will help ensure that the standard internal business processes are automated, if possible, and running as efficiently as possible.

What is the profit ?

These custom workflows save time and energy by making every task automated and efficient, while removing slow and manual interactions to improve processing time and data accuracy.



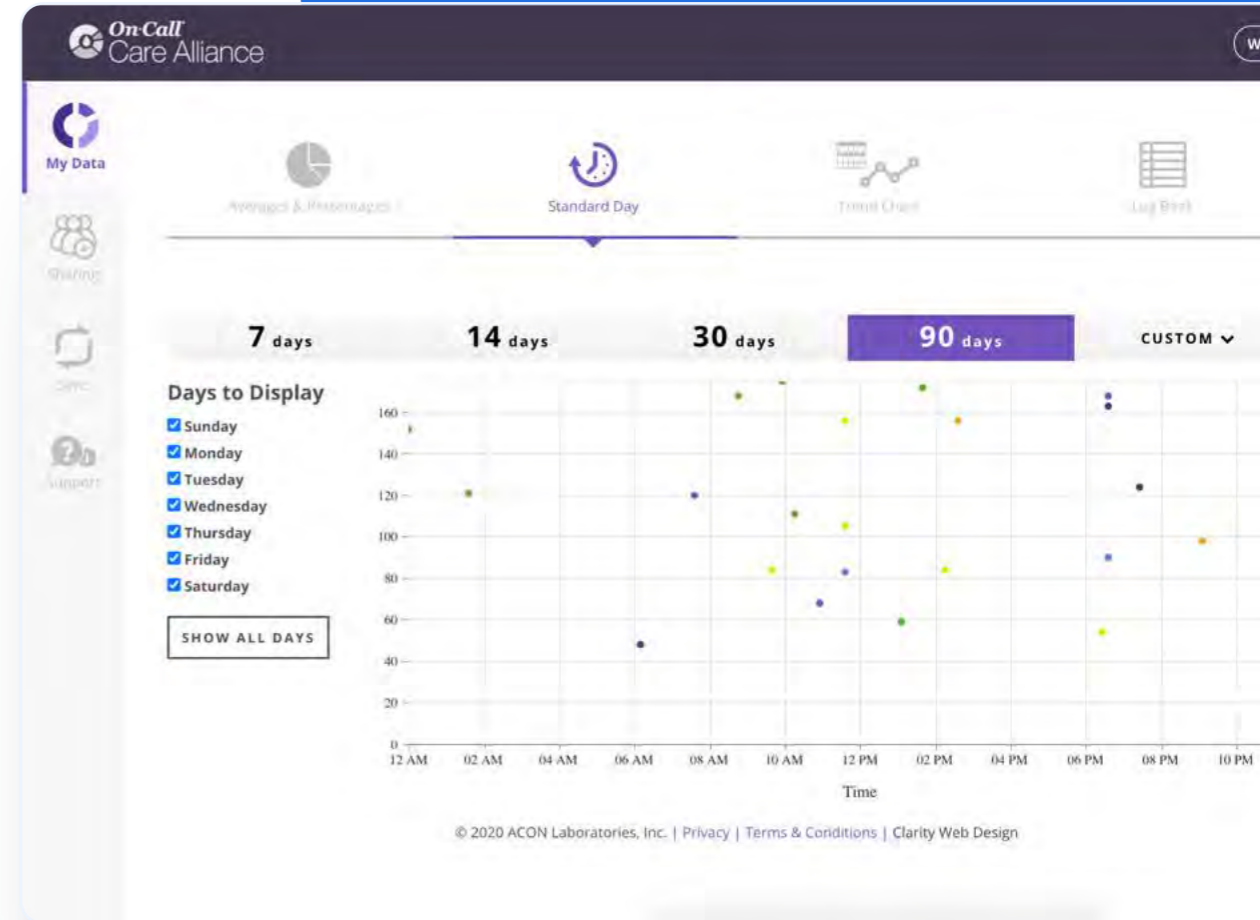
Customized Reporting

Customized reporting means more than just exporting information from dashboards. With customized reports, the intelligent data gathered can be useful to help drive business decisions based on actual customer behaviors. For example, reporting on revenue dynamics can allow you to adapt your seasonal production in a way that can save you money by optimizing operations.

Important

Identify areas of your business that need improvement, specify the data that's needed to make better decisions, then create custom reports to gather and display the data. Because so much information comes through your administration system, there are endless possibilities with customized reporting.

On the right is an client dashboard of how our custom reporting is used to display when transactions occur throughout the day.



Translation Capability

If your eCommerce business sells internationally, it's not just the public-facing site that needs to have international functions (i.e. multi-currency, VAT, duties, etc.). Many platforms have great coverage until it comes to meeting the needs of an international administration team. Worldwide, it has become normal for tools to have the user interfaces translated, while leaving the admin UI in English. Ensure that at least all the user UI's are translatable, while the admin can handle customs, duties, VAT, GST, currencies and more.

A system with translation capabilities will have multilingual options for the most important information such as labels and field names. Team members can create their own translations and implement them within the administration platform.



Help/Documentation

While most eCommerce administration tools follow standards that are common across systems, there are unique components to each system. Having clear, detailed documentation on each of these systems can save the time, energy and sometimes money of seeking out assistance from the development company.

Documentation should be **digitized** and **searchable** to make finding answers as quick and painless as possible.



Highly Searchable

Time is extremely valuable, so you will want an eCommerce platform that increases efficiency, not one that slows you down. Searching for records based on bits of information like customer contact name, email, phone number, address, etc. can sometimes be a slog.

Choosing a platform with highly searchable administration puts the information you need at your fingertips, right away. This can be especially important for customer service issues.

The last thing a customer wants is to be waiting around on the phone for a representative to find their records. A powerful search function assures that your platform won't slow your team down. Make sure that user functions are self service. Things like reviewing orders, quotes, invoice history, etc. are very important, especially in B2B installations.

🔍 john|



GY20679 John Deere Replacement Mower Blade Set



D170 John Deere D170 54 in. 25-HP V-Twin Hydrostatic



93917 John Deere 46 inch Black Riding Mower Cover



JS36 John Deere JS36 Self-propelled Lawn Mower



BG20776 John Deere 42 inch Twin Bagger for 1000

Simple Linking

Your platform will house and display a lot of information in various places. Not all of the information related to, for instance, one customer or company will display on the same page, and it shouldn't. However, it is very helpful if pages provide links to other information related to the data currently being displayed for easy, time-saving navigation to other relevant pages.

When a customer calls in and gives you the name of their company because they are looking for a detail of a specific order, it is helpful to do a simple search for the company name and then click a link to the order in question from their customer screen.

You can open the order details and alter the quantities or add new items quickly while the customer is on the phone, and then click through to shipping information and relay it to them on the phone or have it sent to them electronically with one click.



Security Roles and Access Rights

Oftentimes, teams will split work and management duties across overlapping portions of their online presence within the eCommerce platform. To do so with the greatest efficiency possible, you will need a platform that allows you to create custom roles and assign rights to particular portions of the administration tools based on those roles or users.

This is of great importance for security issues, as you are able to ensure that only certain roles or users have access to secure information, while at the same time allowing all team members access to the general dashboards and reports they need.

Change tracking can tie updates to the user who made them and when so that you will always be able to see what is happening with the information in your platform's administration systems.



the Nice-to-Haves

Clarity recommends:

- Clone option for copying products or categories
- Preview button to see what changes will look like on the store for product, category, etc.
- Ability to modify an order after it has been placed, add or remove items and process those changes while customer is on the phone
- Admin tool is easy to use, with polish and the ability to smoothly process daily tasks

Easily Exportable Data

A platform with comprehensive admin tools will be able to display and manage a lot of data in useful ways, but often times you will need to pull that data out of the system to be manipulated or presented outside of the platform.

Data should be easily **importable** or **exportable** to relevant formats such as **CSV** or **XLSx**.

It is helpful if the admin allows you to set the parameters for what information should be included before export, so that only the relevant data is included in the exported file.



Conclusion

Prioritize your needs and rank the platforms you are considering based not only on whether or not they have the features you are looking for, but how well executed those features are.

For example, you might be comparing a platform with all of the features and “nice to haves” you are looking for to one missing one or two features you would like, but if the second platform has much better visual dashboards and custom options that are important to you, you may decide it is worth it to forego some of the features of the former platform.



| Image | John Deere 670G Grader | Komatsu GD555 Grader |
|-------------|--|---|
| Name | John Deere 670G Grader | Komatsu GD555 Grader |
| Description | Offering one-of-a-kind advantages and unequaled options, our G-Series Graders let you decide how the work gets done. Choose from full-featured Grade-Pro models with state-of-the-art fingertip. | The GD555-1A has a unique dual automatic transmission. The operator can operate in direct drive mode for low speed pushes such as snow removal without having to declutch like all other graders. |
| SKU | JD-670G | KMGD555 |
| Width | 12 ft | 7.75 ft |
| Depth | 37.08 ft | 25.75 ft |
| Height | 10.66 ft | 11.33 ft |
| Weight | 21.17 US tons | 11.905 US tons |

Get in Touch with Clarity

If you are a business, ready to move forward with your project,
please give us a call or visit our website.

 +1 (800) 928 - 8160

 clarity-ventures.com



Ron Halversen

VP Sales & Marketing

 ron.halversen@claritymis.com



Philip Ganoë

Executive Account Manager

 philip.ganoë@claritymis.com