Toronto, ON (TORONTO) April 21st 2011 -- OrderDynamics Press Release

OrderDynamics Upgrades Call Center Technology in its eCommerce SaaS Platform

Toronto, ON - OrderDynamics, Canada's Leading On-Demand eCommerce Platform Provider, has recently deployed a major upgrade to its Call Center module specifically designed for online merchants with customer care teams that support multiple eCommerce websites.

As part of their regular SaaS platform feature release cycle, OrderDynamics delivers another important upgrade to its multi-channel Order Management System (OMS) within its eCommerce Platform. The recent update to the fully integrated Call Center application provides additional features especially important for multi-store retailers and additional Dynamic Merchandising to support fast and easy cross selling and upselling. In addition, the Call Center module has been overhauled for performance to make it even more appealing for large catalog merchants with SKU counts beyond 100,000 and large customer databases. Some of the new eCommerce Call Center features include: multi-store impersonation, streamlined customer lookup, guided navigation product search, autocomplete product search, customer also bought dynamic merchandising, related items merchandising, stock availability, pricing overrides, and more.

The multi-eStore (often referred to as multi-site) technology allows merchant call centers, or a third party call center, to take orders for any branded websites that they support with all per-site features such as product pricing, promotions, customer records, transactional emails, payments, shipping rates, and more. In addition, the OrderDynamics Call Center utilizes a best practice single-page checkout page and latest shopping cart features that provide support for in-cart triggers, merchandising of bonus items, ability to add and remove promo codes, shipping rates, offline payments, and the ability the save the shopping cart as quote for lookup later. Another feature that was added is the ability for a merchant to lookup a shopper's saved cart from the CRM module and load that cart into the Call Center to help the customer checkout. The merchant can also retrieve saved quotes or any frontend shopping list, such as a wish list or shopping list that is part of a shopper's account, to assist with checkout.

In addition to these new features, the OrderDynamics Call Center has always allowed the merchant to process current customer orders securely, without requiring access to the shopper's credit card, assisting with PCI compliance. "The integrated frontend and backend nature of OrderDynamics is what mid-sized online retailers are looking for in their eCommerce platform" explains Michael Benadiba, CEO of OrderDynamics Corporation. "The Call Center module is a critical part of our strategy to give high-volume, multi-store merchants the tools they need to quickly grow sales and operate efficiently" continues Benadiba.

As with all releases to their On-Demand eCommerce Platform, the new Call Center was seamlessly released into the core platform making it immediately available to all OrderDynamics Clients. OrderDynamics launched the upgrade in January as part of their winter 2011 release.

About OrderDynamics Corporation:

OrderDynamics Corporation is a privately owned eCommerce platform service provider for high-growth B2C and B2B businesses. The success of OrderDynamics is highly attributed to its Software-as-a-Service (SaaS) eCommerce model and Dynamic Merchandising concepts which provide superior control and help drive revenue. The OrderDynamics solution caters to multi-channel retail, manufacturing, business-to-business, and complex online retail. OrderDynamics officially launched its On-Demand eCommerce Platform in 2006 after 2 years of research and development.

For more information, please contact:

Michael Benadiba
Chief Executive Officer
OrderDynamics Corporation
1+ (866) 559-8123
news@orderdynamics.com