eCOMMERCE FUNCTIONALITY

TRANSFORM YOUR LMS INTO A PROFIT CENTER

The eCommerce module of the eSSential LMS allows you to transform your Learning Management System from a training center to a profit center. The eCommerce module gives your organization the ability to sell eLearning, Instructor-Led Training, Learning Paths / Competencies, Certifications, and tangible products. This module seamlessly integrates with your existing website allowing your team to maximize your SEO and then "handoff" the buyer to the LMS to complete the transaction.

eSSential has the most robust eCommerce functionality available in the industry and has reinvented its capabilities for both B2B and B2C transactions.

KEY FEATURES

An industry leader in eCommerce functionality, the eSSential LMS is a cutting edge solution for companies seeking to drive revenue through training.

Some key features included with the module are:

- External search catalogs which allow guests to browse the catalog before registering in the system.
- A simple but effective catalog search feature which is modeled after the leading eCommerce sites.
- Ability to create separate catalogs based on customer segment with unique URL's for each. This provides the ability for each segment to browse the catalog without having a user account. (Accounts are created during checkout process.)
- Flexibility to modify the content and branding displayed to customers on each page in the eCommerce flow.
- Ability to sell eLearning, instructor-led training, certification programs, and physical products.
- Physical products functionality includes a robust order fulfillment area with notifications to ensure an efficient fulfillment process. Shipping confirmation notification can include shipment tracking number.
- Flexible notification templates that allow your organization to determine the branding and messaging included in emails generated by the system during the purchase and fulfillment process.

COMPLETE LMS SHOPPING CART FUNCTIONALITY

With the eCommerce module and shopping cart clients have the ability to establish an unlimited number of shipping charges and methods. These can be different for each product. Fulfillment process includes the ability to identify tracking numbers and alert the customer when the product is shipped.

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Overview

- Multiple payment methods (AMEX, Discoverer, Mastercard, Visa, PO Number, and Bill Me).

- Flexibility to set up different allowed payment methods by customer segment.

- Standard support for over 100 merchant bank gateways for real-time credit card authorization and settlement.

- Robust shopping cart with "Continue Shopping" and "Express Checkout" features. Designed to minimize shopping cart abandonment.

Pricing Engine

- Powerful pricing engine which drives customer specific pricing and discounting.

- Ability to offer different prices for the same item to different customer segments.

- Integration with sales tax engine for products/training (where required).

- Unlimited ability to define shipping methods and shipping costs down to the product/item level.

Coupon Management Engine

A robust coupon management engine offering discounts on a percent or dollar off basic at a global or item specific level. Capabilities include:

- Specific dollar off specific item.

- Specific dollar off any item.

- Percentage off specific item.

- Percentage off entire shopping cart.

- Ability to limit coupon redemption based on date or number redeemed.

- Ability to sell coupons as a product which allows one user to purchase items for other users without having to identify the users.

Other Features

- Items can be bundled in kits for group discounting and facilitation of purchase in a single transaction.
- Shopping cart history is present to give users a view of their past transactions.

The process is highly secure with the entire site delivered with a digital security certificate (https). Credit card information is never stored in the LMS. The last four digits of the credit card number are stored for reference purposes but the full credit card number is deleted after it is securely transmitted to the credit card gateway for authorization and settlement.

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