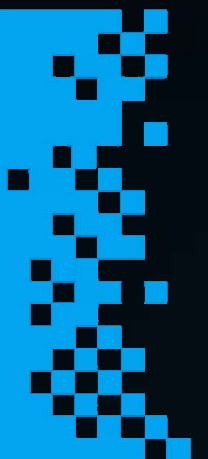# Understand Transactions on an E-Commerce Website

Understand Transactions on an E-Commerce Website

Steps to Browse Items and Place an Order in an eCommerce Website

Step 1:

- Select size, colour, price of the product that you like.
- Click the button to add the product to your cart.
- Continue shopping or click on the cart icon to view your cart lists.
- Select the items or if you want to buy all the items, click on the "BASKET" button.

Step 2:

- Preview the list of the products in your cart.
- Click +/- button next to the quantity to add or remove the items from the shopping cart.
- Click on the "PROMO CODE" button (optional) and enter the promo code. Click "APPLY".
- If the code is valid, the discount will be applied.
- Now, click "PROCEED TO CHECKOUT".

Step 3:

- If you are a registered customer, sign-in.
- If you are not a registered customer, click the "CREATE AN ACCOUNT" to register.

You can also place your order as a guest (without registration) by clicking on "CONTINUE WITHOUT REGISTRATION".

Step 4:

- Enter your shipping details.
- Enter your NIP number (Tax Identification Number), if you wish to receive a VAT invoice,
- Select a preferred shipping method.

Step 5:

- After selecting the preferred shipping mode, select the available delivery methods (such as DPD courier, or FEDEX for USA, Canada, Australia), shipping costs, estimated delivery times.

Step 6:

- Select a payment mode as Dotpay online payment service or Ecard online payment service
- Click 'AGREE' to the terms and conditions.
- Click the "Order and pay" button.

Leave a comment" in the box that will popup on submission of the payment.

Step 7:
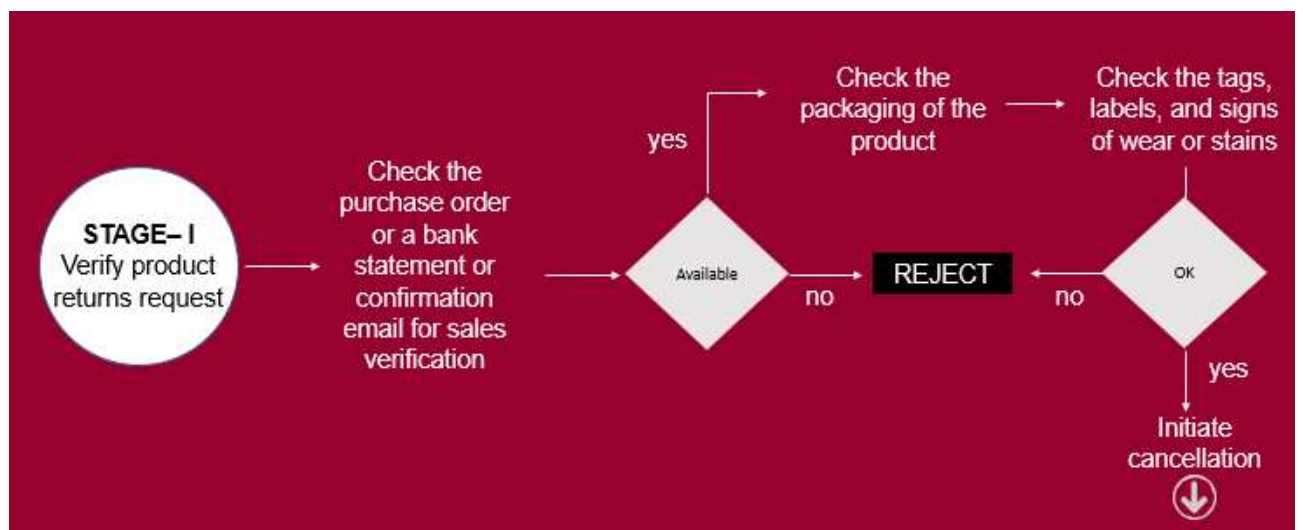
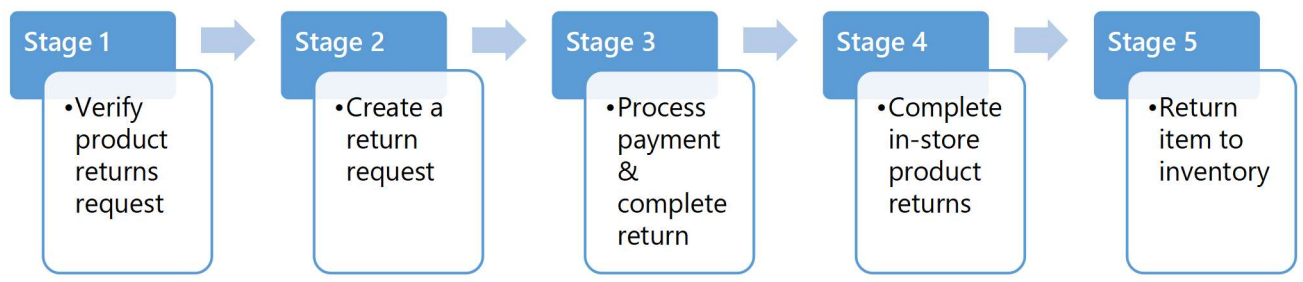- Check your mailbox for the order confirmation email.
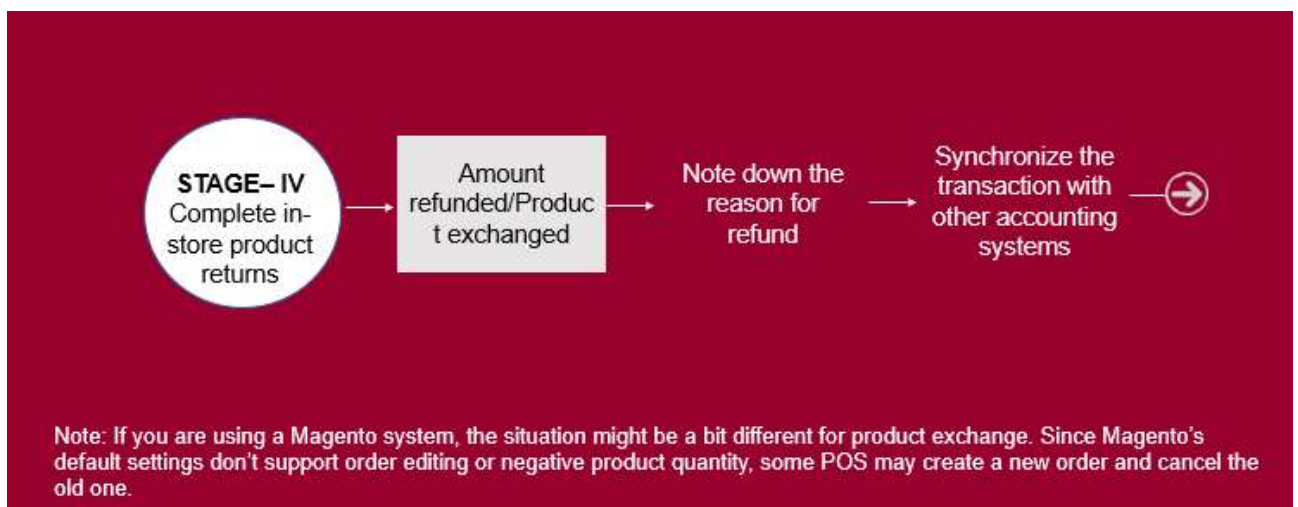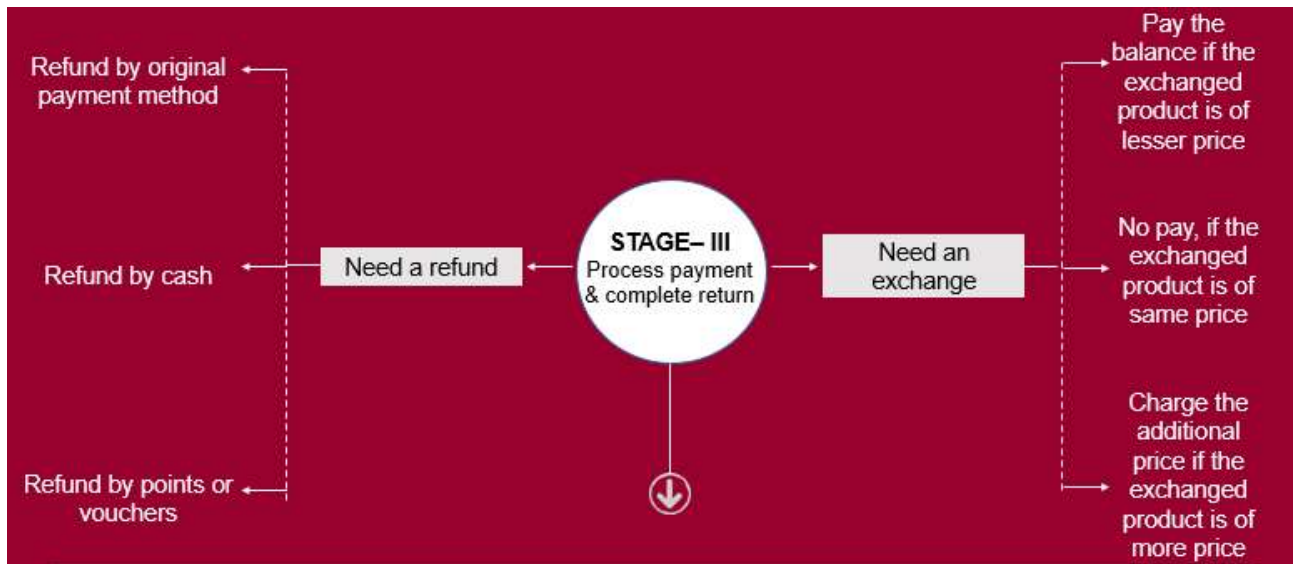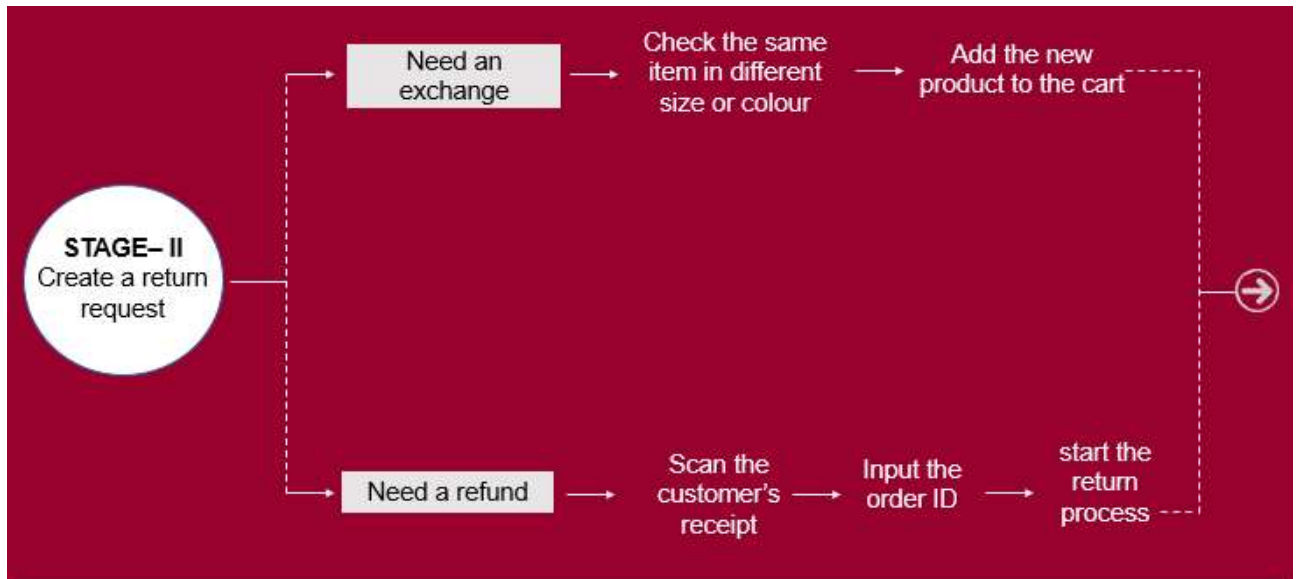
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Track the Order in an eCommerce Website

Online orders and shipments tracking helps to enhance customer experiences and letting them know when to expect their deliveries or get information on delays timely. There are several benefits to order tracking and direct-to-consumer brands, such as:
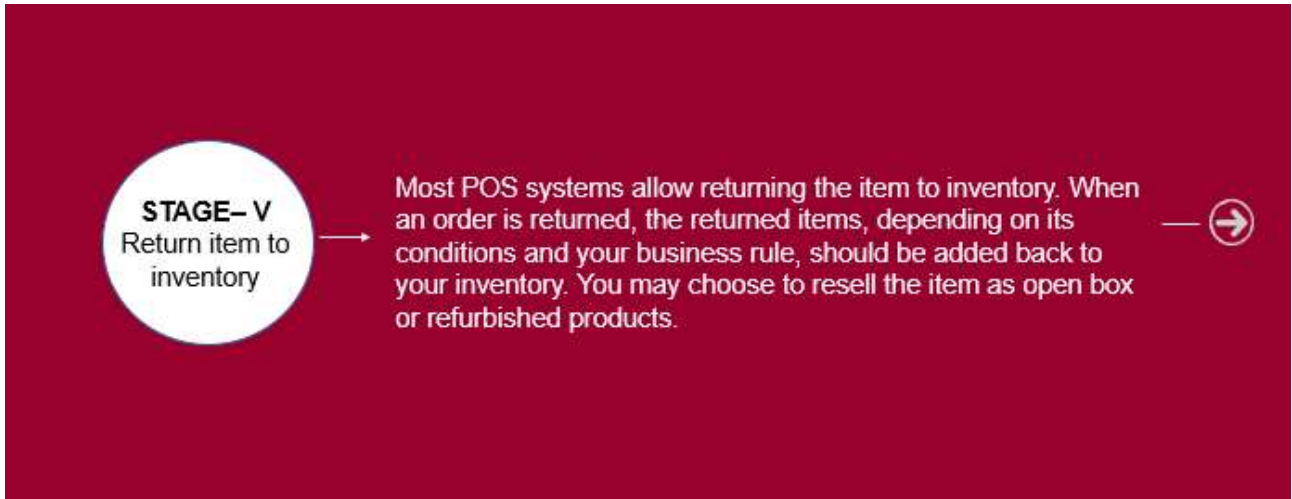
Reducing Operational Cost	Meeting customers' expectations	Having more control over fulfilment
Dealing with customer complaints or inquiries is an arduous and costly affair. With the eCommerce order tracking feature, companies can significantly reduce the number of inquiries and ease the process without creating extra work or putting a burden on the customer support team. Since all the information is automatically updated and available to the customer, if there is any issues, one can easily search through the orders and find what causes disruption. In short, online order tracking saves time, money, and resources.	After an order leaves a warehouse or packing facility, it is at times humanely impossible to track the movement and position of every package. Thus, the online order tracking feature helps the customers and retailers with up-to-date information about their products, deliveries, and shipments. Having transparency and visibility is far more satisfying than having to hear, "I don't know where your package is," and continual apologies. Order tracking, thus, helps in receiving good reviews for your services, customer satisfaction, and being competitive in the marketplace.	With order tracking, eCommerce websites can maintain control over the order fulfilment process and timely address any issues with ease. Customer acquisition is great but having repeat customers is a benchmark to the success of a business. Thus, having an order tracking services as a part of order fulfillment strategy helps to control your business process and increase the lifetime value of your customers to your business.

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Cancel Order and Get Refund

If a customer is unhappy with the quality of the product or has ordered the wrong item, eCommerce websites allow them to cancel their order and get a refund. Typically, the cancellation of order and refund follows 5 stages.

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
• Verify product returns request	• Create a return request	• Process payment & complete return	• Complete in-store product returns	• Return item to inventory

STAGE– II
Create a return request

- Need an exchange → Check the same item in different size or colour → Add the new product to the cart
- Need a refund → Scan the customer's receipt → Input the order ID → start the return process

STAGE– III
Process payment & complete return

- Need a refund
  - Refund by original payment method
  - Refund by cash
  - Refund by points or vouchers
- Need an exchange
  - Pay the balance if the exchanged product is of lesser price
  - No pay, if the exchanged product is of same price
  - Charge the additional price if the exchanged product is of more price

STAGE– IV
Complete in-store product returns → Amount refunded/Product exchanged → Note down the reason for refund → Synchronize the transaction with other accounting systems

Note: If you are using a Magento system, the situation might be a bit different for product exchange. Since Magento's default settings don't support order editing or negative product quantity, some POS may create a new order and cancel the old one.

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Recap:

→ You can place your order as a guest (without registration) by clicking on "CONTINUE WITHOUT REGISTRATION".

→ The benefits of order tracking are: Reducing Operational Cost, Meeting customers' expectations, and Having more control over fulfilment

→ With order tracking, eCommerce websites can maintain control over the order fulfilment process and timely address any issues with ease.

→ When a customer asks for an exchange or refund, the representative needs to verify the quality and sales of the product before the refund or cancellation.

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