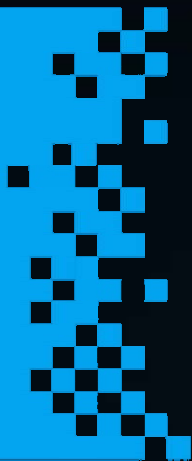




Manage e-commerce operations



Manage e-commerce operations

Add products to an e-commerce website

How to upload products in eCommerce website?

The first step for any online retail is to create an attractive page for their product/services with pictures, product details, descriptions, product features and similar.

Let us learn about the steps (sequentially) to create and configure a product page in Jumpseller Store.

Steps to Add products to an e-commerce website

Step – I: Open the Admin Panel to Add Products

- Login to the website to view the Admin Panel
- Click the Products > All Products.
- Click Add Products button or the Import button on the top right corner of the page.
- Import the Product CSV file to add the products to your page.

Step – II: Add Product Attributes

- Enter the name of the product such as, QUILTED FOAM MATTRESS
- Select a Category or click the Add Category button to categorize your products.
- Write a detailed description of the product.
- Select 'Available', or 'Not Available; or 'Disabled' to mark the status of your product.
- Click the checkbox next to the Featured Product depending on the template you use for all your products.
- Click to upload one or more images of your product. Note, the maximum file size of each image should not be more than 2MB.

Step – III: Add Product Properties

Set the Price of the product, define the stock, and add Product Stock-keeping unit (SKU), the Brand of a particular product, its barcode and set a status for it.

Step – IV: Add Shipping Details

- Add the shipping properties, such as,

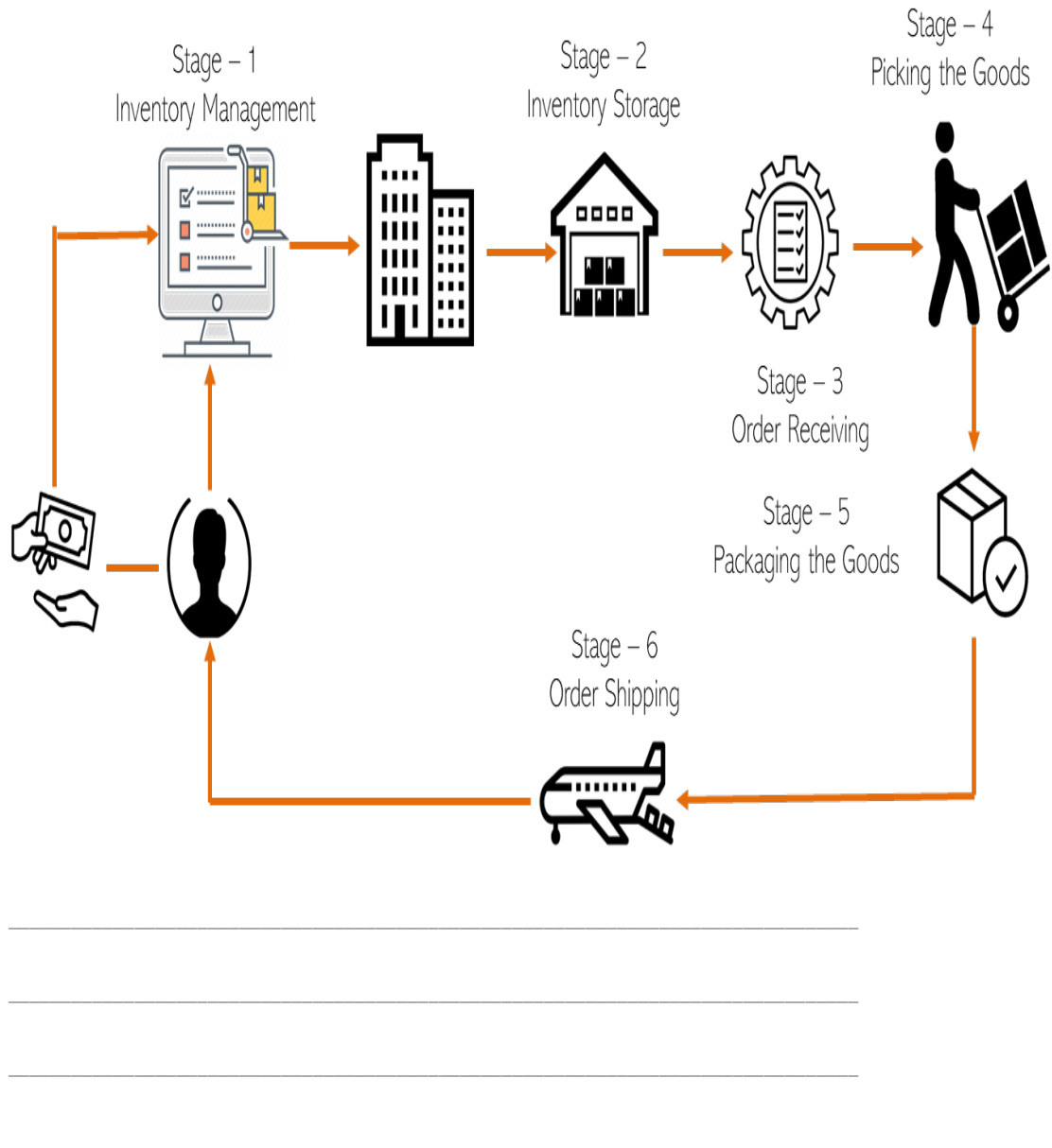
Step – V: Mark the Product as Digital

Explain Order Processing

Stages of Order Processing

When you order through an eCommerce website, it undergoes **seven** order fulfilment stages.

- Stage – 1: Inventory Management**
- Stage – 2: Inventory Storage**
- Stage – 3: Receiving Orders**
- Stage – 4: Picking of the Goods**
- Stage – 5: Packaging of the Order**
- Stage – 6: Order Shipping**
- Stage – 7: Return Order Management**



Stages of Order Processing

Stage I- Inventory Management

Inventory Management is the first stage of Order Processing. It is an ongoing process that runs simultaneously with Inventory storage. An updated inventory with SKUs marked helps process the order placement and request. How to manage your Inventory properly?

To manage your Inventory properly:

- carry out regular inventory audits
- deploy Inventory Management System
- add and tally the SKUs of the products
- check the items properly and discard any defective ones

Stage II- Inventory Storage

Inventory Storage is the most crucial step as it determines the speed of your fulfilment operations. If the storage is not managed appropriately, you can lose out on the stock and orders.

To manage your storage properly carry out regular inventory audits

- arrange the products in proper shelves and bins
- add, update, and check the SKUs and prices of the products regularly
- customize the warehouse space to accommodate all items

Stage III- Order Receiving

The third stage of Order Processing is Order Receiving. You can accept orders manually or integrate your cart with the order page and transaction processing with software or third-party support.

On receiving an order:

- send a confirmation mail to the customer
- provide information on the estimated delivery timeframe and courier details, if applicable

Stage IV- Picking the Goods

An order may include multiple products. Thus, you need to pick up the goods from different locations on receiving the order.

To manage your pickup facility:

- hire dedicated staff for warehouse logistics
- follow batch picking, i.e., grouping the pickup in smaller batches
- invest in automation and technology

Stage – VII- Return Order Management

To handle the return request:

- opt for an automated return order processing to reduce the returns and save time
 - select a courier aggregator like Shiprocket, with a broad service network and hassle-free shipping
-
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Reasons for Order Cancellation or Exchange

Before learning about the challenges of the Order Fulfillment Process, let us understand some common reasons for order cancellation or exchange.

Festive Season: Time for Highest Return

The sales recorded during the Festive seasons are generally higher than the rest of the year. With such a high sales volume, the return and refund rates are high. People generally purchase gifts for their family and friends, but not all gifts fit the receiver's needs; hence, they either get returned or refunded.

Note: The practice of buying goods to return them turns into a new normal for the shoppers. Retailers are seriously concerned about it and actively looking for solutions to reduce the unwanted return of festive gifts.

Product Isn't as Convincing as the Buyer Thought

Purchasing is just a deal. The customers are not interested in deals that do not fulfil expectations.

When a buyer makes an order, they set up an expectation about the goods. If the received product fails to meet the expectations, like the quality, colour, and design, the customers return the item and get a refund.

Product Description on Website is Misleading or Inaccurate

Online shopping is different from shopping in physical stores; in a way that the buyers can physically handle the products in the latter while this is not possible in the former.

Challenges of Order Fulfillment Process

Order Fulfillment Process has its challenges

Inventory Stock Out

- You might run out of stock while carrying out order fulfillment operations.

- Therefore, it is mandatory to have sophisticated inventory management systems to notify you about an approaching stock out.

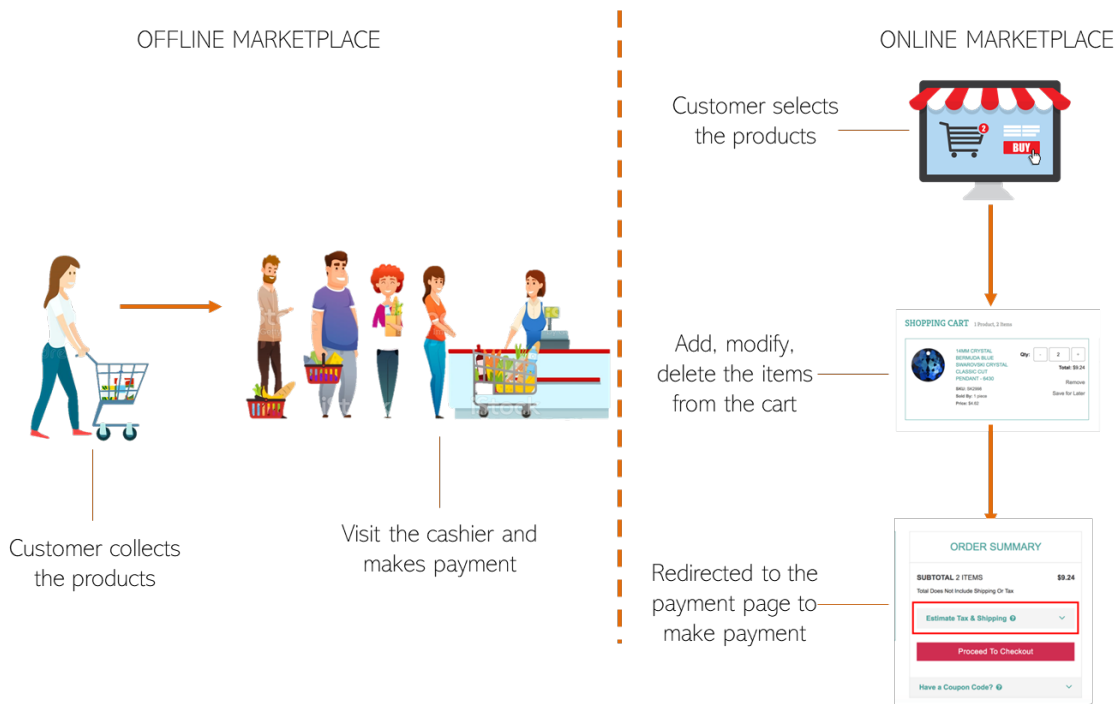
Seamless Distribution

- Selecting courier services or aggregators that lack a strong distribution network can challenge order fulfilment and seamless delivery.
- Look for 3PL providers like Shiprocket Fulfillment that offers a strong logistics distribution for hassle-free delivery.

Explain Payment Processing

Introduction

- After collecting the desirable products in a typical marketplace, the customer goes to the cashier counter to make the payment.
- Similarly, after adding products to the cart, the customer is directed to the payment page in an online setup.
- The success or failure status of payment determines whether the customer made an order or not.
- But how payments are processed? Let us learn about the various steps involved in payment processing in detail. Click the Next button on your screen to navigate through the topic.



How payments gets processed?

STEP - 1: On clicking the 'Buy' button, the website redirects the customer to a secure payment gateway page. The customer enters their credit or debit card details to initiate the payment process.

STEP - 2: The payment processing page then establishes a communication with the card-issuing bank network to verify the legitimacy of the card and the amount.

STEP - 3: The customer's card-issuing bank reviews the transaction before deducting the sale amount from that user's account.

STEP - 4: The processing page sends a transaction notification to the customer and other relevant parties on the success or failure.

STEP - 5: Within a few days, the funds from the sale finally show up in your merchant account, and the transaction is now "officially" over.

Popular Payment Processing Gateways

Paypal

Paypal is one of the top-rated payment gateways that allow users to send or receive payments through email services. It operates in 203 countries and supports all credit cards like Visa, Mastercard, Citibank, American Express, etc.

Features of Paypal Services

- PCI compliance
- Inventory tracking
- Shopping cart
- Virtual terminal
- Credit card reader
- Express checkout
- Mobile card reader
- Barcode scanning
- Online invoicing
- Bill me later

Amazon Pay

Amazon Pay is a payment gateway designed for Amazon merchants and shoppers. It is easy, fast, and secure. Amazon Pay operates in 8 countries as of now.

Features of Amazon Pay

- Automatic payments
- Merchant website integration
- Inline checkout
- Customer identity
- Fraud protection

Skrill

Skrill is one of the well-known payment gateways that enable customers to purchase products and services worldwide. It supports over 30 different currencies.

Features of Skrill Payment Gateway

- Email transactions
- Quick access
- One place data
- Free account
- Supports 30 currencies
- Credit card transactions

Stripe

Stripe is a cloud-based payment gateway platform that accepts and manages online transactions anywhere in the world. It supports multi-currencies and offers a customized UI toolkit that adds ease to transactions.

Features of Stripe Payment Gateway

- Mobile customer interface
- Collaboration notes
- Payment options
- Embeddable checkout

- Authorization
- Dispute handling
- Open-source plugin
- Consolidated reports
- Accounting integrations
- Unified payout
- Financial reporting
- Roles and permissions

2Checkout (2CO)

The US-based payment gateway allows businesses to accept online payments from buyers around the globe. It further supports 8 different payment methods in 15 languages for 87 different currencies.

Features of 2CO

- Level 1 PCI data security standard
- Recurring billing
- Customized checkout options
- Integration with 100+ online carts and systems
- Customized subscription plans
- Account updater

Authorize.net

Authorize.Net provides strong infrastructure and security to ensure smooth, fast, and secure transactional data transfer. It can be fully integrated into an electronic check payment system through the user's website or the Authorize.Net's virtual terminal. The gateway has more than 370,000 merchant bases across the world.

Features of Authorize.net

- E-check processing
- Retail payment
- Virtual terminal and batch upload

- Mail/phone payment
- Recurring billing
- Customer information manager
- Sync for quick books
- Advanced fraud detection Suite

Payza

Payza is a gateway solution for businesses and people to accept and send money worldwide. The gateway is available in 190 countries and supports 22 currencies.

Features of Payza Gateway

- Centralized management
- Request funds
- Local payment options
- Add funds and withdraw
- Secure online payments
- Payment buttons
- Shopping cart Integration

SecurionPay

SecurionPay provides secure online and mobile payment solutions over multiple operating systems like Windows, Mac, Linux, Android and iOS. It is a standalone solution that provides fast and secure integration to business houses, websites, and individual retailers.

Features of SecurionPay

- PCI level 1 and tokenization
- One-Click payments
- Custom form
- Delayed capture
- Subscription plan manager

- Customer manager
- Non-invasive 3D Secure
- Trials and discounts
- Minimize chargeback ratio
- Anti-fraud tools
- Usage/Seat-based subscriptions
- Blocklisting
- Retry logic
- Billing models
- Quick-Buy for eCommerce
- Payouts to customers – OCT
- Cross-sales

BlueSnap

BlueSnap is the global payment gateway designed to help businesses easily accept payments. Bluesnap has a network of over 30+ acquiring banks and operates over 180 countries, 110 different payment types, 100 currencies in 29 different languages.

Features of BlueSnap

- Marketplace payments
- Subscriptions
- Multi-currency reporting
- Hosted solutions
- Hosted fields
- 3-D Secure and PSD2 compliance
- Integrated payments
- Invoice payments

- Cross-channel payments
- Embedded checkout
- Easy data migration
- Multi-currency payouts
- Secure acceptance web/mobile
- Payment API
- Managed risk services
- Virtual terminal
- Payment tokenization
- Consolidated reports & analytics
- Mobile apps & SDKs
- Direct debit and bank transfers
- Payment optimization
- 3rd-Party payment plugins

Braintree (A Paypal Service)

Braintree is a part of the PayPal network. It offers commerce tools to build global businesses, accept payments and enable commerce for their users. Braintree operates in 40 countries worldwide and supports over 130 currencies.

Features of Braintree

- Drop-in UI
- 24*7 support
- Customized checkout workflow
- 2-day payout
- Dynamic control panel
- Braintree valueEasy data migration

- Guaranteed uptime
- Advanced fraud protection
- Easy repeat billing
- Encryption

Common Errors in Payment Processes & Combatting the Fraudulent Transact

Not every online transaction leads to success - a certain percentage of operations can fail. There are can multiple reasons for a failed transaction.

Let us find out some of the typical payment errors.

- Invalid credit card number
- Invalid address
- Processor declined
- Expired card
- Card reported lost/stolen
- Insufficient funds
- The payment instrument is not supported
- Fraud filter bans the action

Combatting the Fraudulent Transactions

Sometimes, retailers or customers become victims of online fraud. Payment fraud is a major problem that generates huge losses for e-commerce merchants worldwide.

There is no universally accepted strategy to eliminate fraud processing. However, one can take the necessary steps to minimize the threat, such as:

- Invest in PCI-compliant data security and protection tools.
- Add additional verification mechanisms like CVV codes, billing addresses and expiration dates.
- Reduce the amount of payment data of in-store shopping.
- Use Secure Sockets Layer (SSL) certificates.
- Keep your software and hardware up-to-date.
- Avoid malware.

Chargeback & Key Stakeholders in a Chargeback Dispute

Chargeback

As an online retailer, you must know how the chargeback works but before that, let us understand what a chargeback is.

A chargeback is the payment amount that is returned to a debit or credit card, after a customer disputes the transaction or simply returns the purchased item.

For every \$1 chargeback, you lose up to \$3 in penalties, regulatory hurdles, and opportunities forgone. Industry data shows that global chargeback volume will reach \$615 million this year, and by 2023, the average industry cost per chargeback will reach \$191.

But how the chargeback process works?

Key Stakeholders in a Chargeback Dispute

The Security Issues

Why Security is Important for Online Business?

- Lack of proper protocols puts the lives and finances of online store owners and their customers at risk of payment fraud. Even a small online retail shop can heighten the risk because of insufficient Internet security.
- Statistics show that one out of five small online retailers, every year, reports of online fraud and 60% of these stores are forced to shut down their business within six months.
- Lack of online security has financial consequences and can cause data loss, identify theft, loss of reputation, and customer base.
- Therefore, it is important to use the right tools and follow the correct practices to minimize the possibilities of security threats.

Common Security Threats in e-Commerce

In an e-Commerce website, the commonly occurred security threats are:

- Financial Frauds
 - Phishing
 - Spam Attacks
 - Bots Attacks
 - DDoS Attacks
 - Brute Force Attacks
 - SQL Injections
 - Cross-site Scripting (XSS)
 - Trojan Horses
 - Man in the Middle
-
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Common Security Threats in e-Commerce

Financial Frauds

Financial frauds are committed in two ways

- Credit card fraud happens when a criminal uses stolen credit card data to purchase goods or services from an e-commerce store.
- Fake returns are unauthorized transactions made to false requests for returns

Phishing

Hackers use Phishing tools to steal confidential data, login credentials, and passwords of the user. Typically, phishing attacks occur through:

- mass email campaigns
- messages with a link that redirects to a fake or identical website

Spam Attacks

Phishing and spam usually go hand in hand. Spammers get to the network through:

- mass email campaigns
- blog comment box
- contact forms
- messages with a link that redirects to a fake or identical website

BOTS Attacks

Bots such as web crawlers are automated software applications programmed used to:

- change the pricing of the online store
- garner the best-selling inventory in shopping carts
- a decline in sales and revenue

DDoS Attack

Distributed Denial of Service (DDoS) and DOS (Denial of Service) attacks can generate a large number of requests causing:

- website crash
- sales disruption
- customer inconvenience

Brute Force Attack

Brute Force Attack is one of the common password-cracking techniques. It allows hackers to make a combination of words to replicate a password.

SQL Injections

SQL injection enters into the website's database through query submission forms. Its malicious code then read, delete, change, collect or add data and change the performance of the database.

Cross-site Scripting

Cross-site scripting is a piece of browser code script (HTML) that when accessed or opened through the virus, malware, and similar malicious practices; runs a parallel coding at the backend that receives access to the various types of user's sensitive data.

Trojan Horse

Trojan horse is a malware program usually downloaded by customers as legitimate software. The program:

- gathers the data about credit or debit cards
- transfer this information to the hacker
- causes computer and server crashes

Man in the Middle

- Many eCommerce software that offers IP address tracking or geolocation.
- It is recommended that you monitor all your transactions and block or raise an immediate alarm if you are suspicious about any customer or transaction.

Update the software's regularly

- Software providers frequently release updates and security patches to fix any holes in their platforms. Hosted platforms also issue automatic updates to prevent new vulnerabilities.
- Install and update your tools to protect your systems from viruses and malware.

Utilize Address Verification System

- AVS of Address Verification Systems compares the billing address of the customer and the address with the credit card company to verify the genuineness of the customer.
- Use the AVS tool as It separates legitimate transactions from fraudulent ones.

Require CVV

- CVV or Card Verification Value is the three-or four-digit code written on the back of a credit card. It stores vital information about the customer such as customer name, address, PAN or SSN number, bank or financial history.
- As per the PCI compliance, retailers cannot store the number. The cardholder generally holds the number.
- Ask the customer to enter the CVV to complete a transaction when they shop. This way, you can minimize incidences of fraudulent activities or misuse of lost/stolen cards.

Use stronger passwords

- Typically, hackers use programs that use algorithms that generate customers' passwords.
- Use stronger and longer passwords with at least one special character and a mix of smaller, capitalized, and numeric characters to keep your network secure.

Conduct risk assessment

- Store owners need to understand which types of data are at the most risk and the kinds of systems they can implement to prevent online fraud.
-

Best Practices to Address Cybercrime

Follow the best practices to keep the network safe and address the issue of malicious attacks.

BP – I: Avoid clutter

- Identify your CTA.
- eCommerce websites with simple designs have higher conversion rates.
- Your homepage should be a clear, easy to navigate, and focused.
- The visitor's eyes should be drawn straight to a CTA button or products you sell.
- Make purchase process and navigating items user friendly.
- Do not distract, overwhelm, or confuse the customers.

BP – II: Simplify your menus

Menus are a great way to stay organized and group what you are selling

- Make your menu list simple.
- Too many menu categories will confuse the consumer.
- Use broad terms to categorize your products.
- Create group of similar categories

BP – III: Add Search bar

Forcing users to scroll through these choices randomly won't drive sales and conversions. That is why implementing a search bar is the best solution.

- A search bar makes it easy for its customers to find what they are looking for.
- It helps customers narrow the options based on parameters such as gender or sport.
- Make sure all your products are clearly tagged with the appropriate labels.

BP – IV: Buy Membership of a Premium and Dedicated Web Hosting Company

Speed is one of the most important elements of a successful ecommerce website. Research shows a one second delay in page loading time can lead to a 16% decrease in customer satisfaction and a 7% loss in conversions.

- Follow a design that allows each page to load fast.

- Invest in a Premium Web Hosting Services to manage the runtime, network delays, site crashes, glitches, or error reports.

BP – V: Eliminate Unnecessary Steps in Checkout Process

- Simplify your checkout process.
- Gather only the essential information from the buyer.
- Get their billing information and shipping address.
- Set autogenerated mailing services to send the sale confirmation mail.

BP – VI: Do not force but Encourage Customer to Create a Profile with You

It is better to provide a guest checkout option instead of forcing visitors to create a profile but an encourage a user to create a profile with you before checkout.

For example, a Sign-in or Register option or an Express Checkout button at the end of the process can let a customer to setup a profile with your services. Subtle messaging, offer features, list of discounts or moneyback can encourage user to signups without being annoyed.

BP – VII: Follow-up on Cart Abandonment

At times, a customer maybe just a click or two away from completing the transaction but due to some unforeseen reasons, the transaction is left incomplete.

- Send follow-up mails to the customer on the pending transaction.
- Send follow-up on the related or interested products.
- Send mails and newsletters on the discounts, offers, recent sales, and similar.

BP – VIII: Prioritize SEO

- Research shows that 46% of consumers search for products or services on a search engine, such as Google and choose to visit the top-3 recommended eCommerce websites to buy the interested goods That is why it is so important for online retailers.
- Focus, invest, and adopt on search engine optimization to reach the top 5-ranking of Google.

BP – IX: Write Blogs on Regular Basis

Blogs, newsletters, articles, comments on posts let customer to have a reason to check on your website on a daily or weekly basis and buy something.

BP – X: Build your Subscriber List

To have a successful ecommerce site, you need to have lots of visitors ready to buy.

- Build an ecommerce email list for your business.
- Add subscribers to collect email addresses during the checkout process.
- A strong number of subscribers list allows companies to gather feedback, design offers and promotions to entice sales.
- Send personalized offers to drive traffic to your website and increase sales

BP – XI: Support various Payment Practices

You cannot assume everyone having a Visa or Master card. So, expand your infrastructure by supporting varied forms of payment like,

- Cash on delivery (COD)
- Membership Benefits of other cards
- Gift Coupons
- PayPal, Google Pay, Apple Pay and other alternatives
- Cards with higher merchant transaction fees like Discover, American Express

BP – XII: Write Informative Product Description

Each product on your website needs to have an informative description. To write a proper and informative descriptions:

- avoid large blocks of text
- keep the description text short and to-the-point
- keep the language of the text simple
- explain how the product works
- highlights the key benefits
- use bullet points to make the chunk of information easy and user friendly

BP – XIII: Get rid of the Ads

Do not use your ecommerce site as a platform to sell advertisement space to other brands.

- Sidebar ads and popups can look like spam

- A visitor of possible customer may distract
- Look at how consumers throughout the world feel about advertisements on websites
- Remove any ads you have, and leave as blank space
- Eliminate the clutter in your design

BP – XIV: Provide Access to Customer Services

Not all the transactions on your ecommerce site will go smoothly. Customers may have questions, complaints, or support. Thus, your website needs to have ways to contact to your brand through:

- phone
- email
- live chat
- technical support

Note: Do not keep your customers on hold. Make sure your staff are trained to resolve issues quickly and efficiently.

BP – XV: Conduct Tests Occasionally and Analyze the Results

How do you know if your ecommerce site is set up for the highest possible conversions?

- run A/B tests on a regular basis
- adjust the CTA placement, its phrasing, or button color
- determine which landing pages are driving the most sales
- make necessary and timely adjustments and customization

BP – XVI: Go Mobile

Research shows that the people using their smartphones for online shopping has increased by 62% in last six-months. Thus, you cannot afford to exclude mobile shoppers. Your ecommerce site needs to be optimized for mobile devices.

- Follow or design a mobile strategy for your online business
- Personalize the consumer shopping experience
- Save user information on file, such as their payment options and shipping address

- Plan your checkout and purchase framework in just a few clicks

BP – XVII: Offer Free Shipping

Customers see a price listed on one page of your website, but at checkout, they see additional charges. Added costs drives people away.

- Do not charge your customers for shipping
- Increase the prices of your products to cover any shipping costs as opposed to charging for shipping separately

BP – XVIII: Partner with Brand Influencers

Establishing credibility is one of the best ways to drive sales and have a successful ecommerce website. Partner with a celebrity or someone with a strong social following for endorsement. It yields a high Return on Investment (ROI).

BP – XIX: Display high quality Product Images

Having an ecommerce shop means customers do not get to touch and feel the products the same way they can in a physical store. They rely on pictures to give them a sense of what they are buying.

- take multiple pictures from every angle of each product
- hire product photographers
- include features like zoom-in and zoom-out
- highlight the best features of the product

BP – XX: Include Video Demonstrations

According to Forbes, 90% of consumers say videos help them decide about purchasing a product. That's why it is most recommended best practices for online retailers.

- Include high quality photos and product descriptions
- Include video demonstrations of the product
- Include DIY
- Create impression on the prospective customers

BP – XXI: Feature customer reviews and testimonials on your website

Testimonials and reviews are ways to add credibility for your products and brand. Hence, include these on

Recap:

- Hackers causes huge financial and data loss to the online retail companies if they lack proper protocols and security management on their websites.
- eCommerce websites are constantly under the threat of security attacks through Phishing, Spamming, DDoS Attacks,
- SQL Injections, Cross-site Scripting (XSS) and similar.
- Being prepared to risk is the first step to identify and implement proper measures to mitigate the threats.
- Setting financial limits, Use of stronger passwords, update the software and network with security patches, utilizing the Address Verification Method are some of the ways to mitigate the risk of security breaches.
- Follow the best practices to keep your network, systems, and data safe from being misused.
