



HOME PAGE

- Quick Edit home page layout with options of preview before publishing
- Quick edit mode on the home page so that the changes are reflected on refresh
- Tickr display (DB Edit, Remove Display)
- Display custom promotions on home page

GUEST VISIT AND REGISTRATION

- No registration required while a guest browses the catalog and adds items to cart resulting in a more real time and enriching experience of the shopping for the guest
- Simple and single step registration
- Email verification and email and SMS confirmation
- Locality and pin code based registration to map the customer to a delivering store/regional distribution center (RDC)

SEARCH

- Search based on multiple parameters (brand, category, product)
- Synonyms based search. This also enables the search to be configured in the local language as well
- Filters to restrict search to particular catalog department
- Fuzzy search to withstand typographical errors with a configurable withstand limit
- Index based searching to speed up the overall search process

CUSTOMER LOYALTY

- Loyalty mechanism as a whole can be turned on or off at any point of time
- Loyalty account created during the customer registration process
- Enable customer to withdraw from loyalty at any point of time with a single field selection
- Easy configuration of loyalty tiers and the associated point percentages
- Bonus points can be given on multiple inputs viz. customer referral, first time shopper
- Easily customizable algorithm for calculation of loyalty points
- Member classification based on recency (last purchase done by the customer), frequency (number of times the customer has purchased in a specific time period), purchase (aggregated purchase amount in the specified time period)
- In built algorithm to update the member tiers based on the classification parameters
- Support to update the customer tier based on file upload

SPECIAL COUPON AND MANUAL DISCOUNT

- Support for adding special coupons enabling the customers to redeem coupons on bill based offers set by the organization
- Validity checks to ensure that the redeemed coupon conforms to the redemption norms as set by the administrator and is within the valid date range
- Manual discount can also be given to the customer in case of bulk buying. In such case an email is also sent to the manager relaying the purchase details

SHOPPING AND CHECKOUT

- Cart visible in the entire order placing cycle enabling modifications in situ
- Promotions shown in a different layout to highlight them
- Single page shopping to avoid unnecessary page reload enhancing the usability experience
- Single click checkout; This means that the user can select delivery slots and redeem loyalty or coupons in-situ as also view the entire payment and delivery information



- Ability to change the delivery addresses information from the check out page itself

FAVORITE LIST FOR THE CUSTOMER

- Easy addition of favorites from the product page
- Favorites grouped in easily editable lists
- Provision to keep a favorite in multiple lists
- Add all items in a list to the shopping cart with a single click

AGENT VISIT

- Customer search in order desk based on full text search enabling the agent to search with the customer name, email Id, phone number
- Search can also be done based on order number
- Customer information to be shown to the agent is easily customized. This helps in providing relevant information about the customer to the agent as loyalty tier, customer instructions, do not call filter etc, along with the customer phone number leading to better visibility about the customer
- Agent can either register a new customer or login as a returning customer
- Flags set on products based on bulk unavailability and stock out situation (orange and red respectively) to enable the agent place orders according to the situation. For the same, the promotions carry the current quantity available information

ORDER FULFILLMENT

- Order placing affects respective updation in Inventory and RDC Capacity based on the pick-up delivery map configured
- The ROL system orders delivery can be integrated to the backend systems. The orders can be sent to the FTP Server in files manually or automatically by the system based on a configurable logic. The file format can be CSV or Excel

- The settlement file is uploaded in the ROL system intakes the transaction details, checks for which are configurable. Based on the transaction the order is moved to either the delivered or the cancelled state
- ROL system also provides a detailed and printable order form both to the agent as well as the customer

SYSTEM ADMINISTRATION

➤ **Home Page**

- Quick Edit home page layout with options of preview before publishing
- The layout is based on thumbnail presentation, which enables the admin to place either static or clickable images in the screen. Clickable images can represent promotions, which can be added to the cart or can be used to search similar promotions

➤ **Catalog**

- Admin can upload products, offers and inventory into the system via CSV files. Inventory upload can also be automated to run at specific intervals and pick up the required file from an FTP Server
- Offer Products can be classified and differentiated in the system based on the promotion type

➤ **User Administration**

- Admin can add new organizational departments, users and assign roles to them
- Password for users can be reset
- Based on the roles defined for the user, the data view is restricted

➤ **Report Configuration**

- Configurable reports that can be assigned based on roles or the user name
- Reports based on SQL queries. Hence can be built quickly and on the fly



➤ **Delivery Slots**

- Delivery slots capacity can be configured for DC/RDC/Store as selected in the map. Based on the configuration the system runs a task scheduled that updates the delivery slots in the system
- For any day, the capacity in the system can be changed. A particular day can also be assigned as a holiday, which would make all the slots inactive for the day

➤ **Bill Slab**

- System admin can configure bill slabs in the system, which flashes messages to the customer at a range as defined. The message itself can also be configured. On each bill slab, the admin can configure a flat discount amount or a gift item

➤ **Locality Mapping**

- Admin can add new locality, RDC and store in the system. The system also provides means to map a locality to a particular RDC or store

➤ **Loyalty**

- Admin can change the loyalty mapping based on the customer loyalty program
- Addition / Subtraction of loyalty point for a customer manually can also be done in the system

REPORTS

- Reports can be viewed from the main server or the reporting server
- It is easily downloadable in Excel or CSV format
- Reports can also be sent for printing
- Date Range based Filters
- Option to either view the report or straight download from the server



CUSTOMER FEEDBACK AND COMPLAINT HANDLING

- Customers can provide either a general feedback or on a particular order which is sent to the agents for processing
- Agents themselves can also take feedback for the customer or log a complaint against a customer order or RDC
- An agent can view the complaints and filter them based on date range, complaint status and the complaint type
- Ability to view the order form for order based complaints
- Complaints can be assigned to another user in the system that can complete and close it
- An activity log provides the view of the history of the complaint handling

TECHNICAL INFORMATION

- Rich Internet Interface using Adobe Flex
- Tomcat/Apache Application Server
- Java Components and extensive use of XML
- Windows Mobile based Multi-Channel Messenger
- Solr Search Engine based search
- MySQL RDBMS
- PHP Server for Database Administration

The application is built using frameworks built in house, which use XML to parse data between the server and client. This also simplifies integration to third party systems

The whole architecture is modular, making the application adaptable to change and easily customizable as well as improving the efficiency



SERVER SECURITY

A firewall is placed in the system with access only to required sources. On top, the IPS that can access the system can also be configured to secure the server from external attacks

The application has an in built scheduled service that runs a back up process to back up the database every day as well as incrementally. Also a monitoring script is placed in the server to alert any unwanted action to the support staff via e-mail or SMS