



END - TO - END

E-COMMERCE ENABLEMENT

DO YOU HAVE AN EFFECTIVE E-COMMERCE STRATEGY?

Regardless of what is the nature of your business and regardless of what products or services you sell, ecommerce is a channel you cannot avoid for long. As increasing numbers of buyers get used to and demand provision of goods and services through online channels, having a fully functional and effective ecommerce platform is a 'MUST TO HAVE' for every modern business.

ACS is an ecommerce specialist. Around the globe, we have helped few of the most successful online retailers with developing and implementing their ecommerce strategies.

We enable your ecommerce value chain
END to END.



ECOMMERCE ADVISORY

From devising an ecommerce business plan, building an overall ecommerce strategy, conducting market research, system design, development of dedicated ecommerce websites/online stores and shared management of selected process to complete outsourcing of your ecommerce business, ACS does it all.

- ✓ Ecommerce Strategy Development
- ✓ Ecommerce Value Chain Design
- ✓ Ecommerce Value Chain Enablement
- ✓ Ecommerce Websites & Apps Development
- ✓ Ecommerce Marketing Support
- ✓ Dedicated Back Office For Ecommerce Support
- ✓ Complete Ecommerce Outsourcing

STANDARD ENABLEMENT MODELS

Beyond ecommerce advisory, to enable your ecommerce function, we work with two basic models:

- A. Offer your goods and services through our proprietary multipurpose best in class ecommerce platforms. (*Shared platforms*)
- B. Build and operate a *dedicated ecommerce platform*, together with related value chain, especially for your business.

A Offer Your Goods & Services Through A Shared Platform.

Unlike an open marketplace or an auction site, the model works in a very personalized fashion. Depending upon the nature of your goods or services we place your offerings on a platform which is most suited. You then have a choice of utilizing a host of value adding features including dedicated marketing efforts, merchandising support, inventory management, sales support, order fulfillment management, credit card acceptance, delivery & COD management and much more.

Our ecommerce enablement capabilities and infrastructure are unmatched. With ACS as your ecommerce partner, you can move from having no ecommerce function to possessing enviable fully functional and efficient ecommerce capabilities in a matter of days.



B Build And Operate A Dedicated E-commerce Platform

If the nature of your business and your growth plans dictate development and operation of a dedicated ecommerce platform, in place of, or in addition to shared platforms, than ACS is the best partner you can look forward to.

Why wait for months and spend precious resources in developing an ecommerce value chain when the same could be done in a matter of days?

We will build an ecommerce platform containing specially designed web-shops and apps for you and will enable the entire value chain starting from merchandising, dedicated marketing efforts, inventory management, sales support, order fulfillment management, credit card acceptance, delivery & COD management and much more.

You do not need to go through the expensive learning curve, still with no assurance of success. You would rather partner with the professionals and achieve ecommerce success before the competition catches up.

Why wait, contact us today and embark on the exciting journey of ecommerce enablement.

SHARED OR DEDICATED PLATFORMS?

A good starting point and more cost effective way is to utilize a shared platform (web-shop). Because of broad offerings, shared platforms tend to get a lot more traffic translating into more revenue opportunities.

A dedicated platform is the next step. However it should always be considered as complimenting rather than competing with the shared platforms.

ECOMMERCE PACKAGES FOR SHARED PLATFORMS

	SILVER	GOLD	PLATINUM
✓	✓	✓	✓
✓	✓	✓	✓
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✓	✓	✓	✓

- Placement of merchant's products on ACS's proprietary multi category online stores
- Up to 300 products initial enablement followed by up to 100 new products every months
- Shared Live Chat function ¹
- Basic Search Engine Optimization ²
- Basic Merchandising & Promotional Support ³
- One dedicated brand specific banner per month
- Shared Monthly Email Marketing Campaigns ⁸
- Basic Order Fulfilment Support ⁴
- Monthly Reports (Basic)
- Shared Monthly Social Media campaigns

X	✓	✓
X	✓	✓
X	✓	✓
X	✓	✓
X	✓	✓
X	✓	✓
X	✓	✓
X	✓	✓
X	✓	✓
X	✓	✓
X	✓	✓

- Up to 500 products initial enablement followed by up to 300 new products every months
- Dedicated Full Live Chat Support ⁵
- Advanced Search Engine Optimization ⁶
- Full Merchandising & Promotional Support ⁷
- Three dedicated brand specific banners per month
- Shared Weekly Email Marketing Campaigns ⁸
- Advanced Order Fulfilment Support ⁹
- Monthly SMS Marketing Campaigns ⁸
- Weekly Reports (Advanced)
- Dedicated Bi-monthly Social Media campaigns

X	X	✓
X	X	✓
X	X	✓
X	X	✓
X	X	✓
X	X	✓

- Up to 1,000 products initial enablement followed by up to 500 new products every months.
- Complete Order Fulfilment Management ¹⁰
- Customer Call Management & Dedicated CSRs ¹¹
- Integrated Online Accounting System ¹²
- Multiple Location Order Pick & Inventory Management
- Daily Reports (Advanced)

ECOMMERCE PACKAGES FOR DEDICATED PLATFORMS

- Custom Built Propriety Ecommerce Website With Hosting And Emails
- Up to 500 products initial enablement followed by up to 200 new products every months.
- Live Chat function ¹
- Basic Search Engine Optimization ²
- Basic Merchandising & Promotional Support ³
- Ten unique brand/category specific banners per month
- Dedicated Monthly Email Marketing Campaigns ⁸
- Basic Order Fulfilment Support ⁴
- Monthly Reports (Basic)
- Automatic Annual (Free) Web Design Updates

SILVER	GOLD	PLATINUM
✓	✓	✓
✓	✓	✓
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- Up to 1,000 products initial enablement followed by up to 350 new products every months.
- Dedicated Full Live Chat Support ⁵
- Advanced Search Engine Optimization ⁶
- Full Merchandising & Promotional Support ⁷
- Twenty unique brand/category specific banners per month
- Dedicated Weekly Email Marketing Campaigns ⁸
- Advanced Order Fulfilment Support ⁹
- Monthly SMS Marketing Campaigns ⁸
- Weekly Reports (Advanced)
- Automatic Bi-annual Web Design Updates

X	✓	✓
X	✓	✓
X	✓	✓
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X	✓	✓

- Up to 3,000 products initial enablement followed by up to 1,000 new products every months.
- Complete Order Fulfilment Management ¹⁰
- Customer Call Management & Dedicated CSRs ¹¹
- Integrated Online Accounting System ¹²
- Multiple Location Order Pick & Inventory Management
- Complete Social Media Management & Daily Reports

X	X	✓
X	X	✓
X	X	✓
X	X	✓
X	X	✓
X	X	✓

Notes

1. A real person chat agents handles all incoming queries in real time. All live chat agents are given training to possess BASIC knowledge about merchant's products.
2. Complete onsite optimization (content optimization, meta-tags insertion etc.).
3. Merchant provides (through a merchant portal) basic inventory data which is enabled on the site (imagery, description, specifications, quantities) as available products. Includes banner management as advised by the merchant.
4. Merchant gets dedicated dashboards. When an order gets through, the merchant receives email intimation (in addition to status update on the dashboard). Customer receives an invoice and delivery information.
5. Merchant gets a DEDICATED real-time, real person, live chat agent who manages all incoming chat queries in real time. All dedicated live chat agents are given training to possess ADVANCED knowledge about merchant's products.
6. Dedicated brand specific off-site activities with clear search engine ranking targets.
7. ACS dedicated merchandising staff coordinate directly with merchant's production facility, warehouse and/or suppliers to enable products available for sale. Active coordination takes place for promotional activities including banner management and special tools deployment for promotion of specific products etc.
8. Email & SMS campaigns are run on large proprietary, strategic group targeted database of verified email addresses and mobile numbers using industry best tools.
9. ACS call agents confirm all orders, schedule & coordinate delivery and do after delivery follow up with the customer.
10. ACS handles all delivery aspects including customer order confirmation, delivery scheduling and execution, COD management, returns management and after delivery customer follow up.
11. Bilingual CSRs based in ACS facility.
12. A one user version of QuickBooks Online Plus, fully integrated with merchant's page on the website.

Notes

1. A standard functionality is installed which is managed by the merchant itself.
2. Complete onsite optimization (content optimization, meta-tags insertion etc.).
3. Merchant provides (through a merchant portal) basic inventory data which is enabled on the site (imagery, description, specifications, quantities) as available products. Includes banner management as advised by the merchant.
4. Merchant gets dedicated dashboards. When an order gets through, the merchant receives email intimation (in addition to status update on the dashboard). Customer receives an invoice and delivery information.
5. Merchant gets a dedicated real-time, real person, live chat agent who manages all incoming chat queries in real time. All live chat agents are given training to possess ADVANCED knowledge about merchant's products.
6. In addition to onsite optimization, dedicated off-site activities with clear search engine ranking targets.
7. ACS dedicated merchandising staff coordinate directly with merchant's production facility, warehouse and/or suppliers to enable products available for sale. Active coordination takes place for promotional activities including banner management and special tools deployment for promotion of specific products etc.
8. Email & SMS campaigns are run on large proprietary, strategic group targeted database of verified email addresses and mobile numbers using industry best tools.
9. ACS call agents confirm all orders, schedule & coordinate delivery and do after delivery follow up with the customer.
10. ACS handles all delivery aspects including customer order confirmation, delivery scheduling and execution, COD management, returns management and after delivery customer follow up. Merchant can use their own or ACS merchant account integrated for credit/debit card purchases.
11. Bilingual CSRs based in ACS facility.
12. Complete designing of brochures, flyers, catalogs etc. This does not include printing or production.
13. A one user version of QuickBooks Online Plus, fully integrated with merchant's website.

Contact Us

For further information on how **ACSSYNERGY** can serve your business needs, contact us at:



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Serving clients in three different continents through its strategically located delivery centers, ACS has true global footprint and delivery capabilities.

About Advanced Corporate Solutions

Advanced Corporate Solutions is a Management Consulting, Business Intelligence Technology Services, Human Capital Management and Business Process Outsourcing company.

Founded by a group of seasoned Business, Finance and Information Technology professionals, it synergizes modern management skills, in-depth reporting expertise, financial acumen and cutting edge automation technologies to help its clients become high performance businesses, across all industrial sectors.

With a primary focus on helping businesses achieve sustainable growth, our strategy builds on our expertise in consulting, business intelligence technology and outsourcing to help clients perform at the highest levels. Using our industry knowledge, service expertise and technology capabilities, we identify new business and technology trends and develop solutions to help clients around the world.