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OXID Platform features

CUSTOMER EXPERIENCE #CONTENT #UX #DESIGN

oxid-esales.com

WHO WANTS TO SELL MUST CHARM

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Purchasing decisions are made by people. Emotions, conversations and intuitive usability are prerequisites for a perfect shopping experience and a high conversion rate. Content marketing and front-end design become essential success factors. Make your e-commerce presence captivating, using the following features.

80% AGREE: OUR CUSTOMER EXPERIENCE IS OUR BRAND

SDL/eConsultancy

CONTENT AND DESIGN

+ Fully integrated OXID E-Commerce CMS (Visual CMS)

+ Central image management including drag & drop upload

+ Creating page content using drag & drop, even without technical skills

+ Content is responsive

+ Selection of popular widgets for landing pages such as sliders, item boxes, headers and actions

+ Simple creation of powerful widgets (display in the front-end and input masks in the back-end)

+ Complete compliance with the shop style (keeping the corporate design)

+ Direct access to the shop's database

+ Complete design freedom when creating content

+ Personalization in real time (personalization option)

MOBILE COMMERCE

+ OXID eShop Flow Theme (bootstrap-supported, fully responsive design for the perfect display on mobile end devices)

+ Responsive and mobile templates (extensions)

+ Shopgate, shopping apps, native apps

+ Tracking across devices (personalization option)

HIGHLY CUSTOMIZABLE

+ All texts and graphics in the shop can be exchanged

+ Navigation menus can be freely configured

+ Template Override System (allows the use of your own templates, without the need to change delivered files)

+ Items and categories can be assigned to alternative templates and individually designed in this way

+ Page templates contain exchangeable snippets in order to change only particular parts of a page

+ The entire shop theme can be exchanged

+ Theme-specific settings (image sizes, functions, display)

+ Modular expansion of the shop using module concept programming

THE ART OF PRESENTATION

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A convincing shopping experience is created when customers get to their goal conveniently – and quickly!
In order to highlight your product portfolio perfectly, you will not use all the functions, but you want to have them all! Only an extensive range of features will provide you with true design freedom.

KPIs FOR UX SUCCESS:
#PAGES PER SESSION
#TIME ON PAGE

CURTAIN UP FOR YOUR PRODUCT

+ Large, automatic banner carousel that can be set manually Can link to detail pages or put the item directly into the shopping basket with one click

+ Manufacturers' brand sliders (brand logos can be assigned)

+ Related products are shown (can be set)

+ Accessory products are shown

+ Display of recently viewed products

+ Display in product view: Customers who purchased this item also bought

+ Complementary products such as "product series" are shown for the products

+ Up-selling using explicit connections of products (cross-selling via related products, accessories)

+ Rich Media support during product presentation
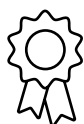
SECURE PAYMENT

Trust is vital for the completion of a sale. Modules for the most popular payment methods are supplied:

+ PayPal

+ Paymorrow

+ Amazon Pay

+ Payone

+ Klarna Invoice

Afterbuy and other extensions can be found in the OXID eXchange market place.

PERFECT INTERACTION

+ Browsing the product range in list and gallery view, sortable

+ Detail view and image galleries for items

+ The properties of several products can be compared via item attributes in table view

+ Guest order (purchase possible without registration), GDPR ready

+ "Double opt-in" process for subscription to newsletters (as an email in HTML or text)

+ Open zoom images in your own window

+ Mini shopping basket in the shop with image and text

+ Permanent shopping baskets for registered customers

+ RSS feeds to include, for example, "TOP of the shop", "new arrivals", categories and search results

+ Traffic light function and text notification for availability (automatic or for individual items)

+ Evaluation with stars including comment (for registered users)

+ Registered customers have a personal account for the management of:
  / Personal data
  / Invoicing and delivery addresses
  / Watch and wish lists
  / Lists of recommendations/personal favourites
  / Newsletter subscription
  / Order history from which products can be put right back into the shopping basket

FINDING AND BEING FOUND

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Orientation is key. Only those who can get the customer's attention in the first place, will be able to use it. Choosing the right technology does not only play an important part in successful SEO and intelligent on-site-search. Recommendations, personalisation, targeting, social interaction and campaigns, too, are 20% creativity and 80% technology.

ATTENTION ONLINE HAS A NAME – SEO

+ Canonical URLs

+ Speaking URL – using the item title

+ Existing URLs can be used/mapped (old URL into new)

+ Semantic SEO with RDFa & GoodRelations – Rich Snippets

+ Fixing the URL for each item

+ META tags can be set manually per item, category and CMS page

SEARCH & PERSONALISATION

+ You can set the search function to use AND or OR (standard)

+ Item search function can be configured using several data fields

+ Item search function within individual categories and manufacturers

+ You can set whether a product is allowed to be displayed in the list of search results

+ Additional keywords can be edited to search for specific items

+ You can configure according to which criteria the customer is allowed to sort the search results

+ Configurable display of the search result (e.g. sorting, gallery/list)

+ Personalization option powered by econda

+ Intelligent search and numerous extensions (FACT-Finder, ElasticSearch, Findologic and many more)

SEEING WITH THE CUSTOMER'S EYES:

#USER-CENTRED DESIGN
#STORYTELLING
#GUIDED SELLING

ALL YOU NEED FOR PROMOTIONS, INCENTIVES AND TRIGGERS

+ Products are easy to create and to edit:

  / Main bargain buy: The first product is displayed. When it is sold out, others move up

  / Offer of the week: all assigned products are displayed. The order can be defined

  / Themed promotion (e.g. favourites): All assigned products are displayed. The order can be defined

  / New arrivals: Can be dynamically generated or explicitly assigned

  / Categories: All assigned products are displayed with their main category. The order can be defined

  / Top sellers: Can be dynamically generated or explicitly assigned

  / List of bargain buys: Products are assigned. The order can be defined

+ Product tagging (Tag Cloud) per item (specified by the registered user)

+ Link: recommend product (tell a friend)

+ Wish list function

EVERY END DEVICE, EVERY SCENARIO

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The market is growing. In which dimension is your business growing with it? From international to multi-channel, mobile first, online only, platform concept or Industry 4.0 – the knowledge of thousands of successful e-commerce applications is included in the standards of the OXID Platform.

ONLINE PURE PLAY OF EVERY TYPE

+ Private sales (closed shop, "Shopping Club"):
  / Preceding login page
  / Shopping basket expires
  / Shopping basket clears on category change

+ Desired price ("price alarm") can be submitted by the customer

+ Sending invitations

+ Promotions

+ Bonus point system

+ Newsletters in HTML or text, allocation of user groups

+ Social media and Facebook integration

+ Personalisation (via widget or option)

BEST PRACTICE FOR B2B AND B2B2C

+ Approval processes/workflows

+ Customer-specific information (prices, stock, conditions and catalogue views)

+ Self-management for customers (configurable business rules, cost centres/budget, information archive)

+ Order templates

+ Management and planning of repeated orders

+ Customer service and sales support

+ B2B2X support

+ Bi-directional offer function (record an item, give it a reference number and place it as an offer enquiry or create a customer-specific offer and allocate it to customers)

CUSTOMER JOURNEY: "MULTIPLE TOUCHPOINTS INCREASE CUSTOMER LOYALTY"

Roland Fesenmayr, CEO OXID eSales AG

OPTIMISED FOR EVERY CHANNEL AND EVERY CONCEPT

+ Definition of rights for the management of different work structures (e.g. "Editorial staff", "Product Manager", "Accounting Department",...)

+ Allocation of groups or individual users to roles

+ The shop's rights management regulates access rights in the shop front-end for user groups (e.g. "See long text", "Place in shopping basket" etc.)

+ Fully multi-channel enabled (OXID eShop POS)

+ High load option for best performance in scenarios with many instances of database access or phases with high access figures such as Christmas or TV advertising

ABOUT OXID eSALES

OXID eSales AG is one of the leading providers of e-commerce solutions. Based on the OXID Platform, scalable, modular and high-end online shops for any industry and business model can be set up and operated efficiently. In the B2C segment, companies like Bitburger, Trigema, AIDA and Calida have put their trust in OXID. This comprehensive solution for B2B shop operators is used, among others, by Mercedes-Benz GTC, Magura, 3M and the German Postal Service. The modular standard software is implemented by more than 150 solution partners according to individual needs. An ever-expanding open source community provides new, market-relevant stimuli. With online shops, mobile and Point of Sale (POS), OXID eSales covers the entire multi-channel spectrum.

GO YOUR OWN WAY

From documentation and community power to training, freelancers and module certification: OXID eSales offers everything for your own rapid and future-orientated development.

Ask us about additional features of the OXID Platform:

+ CONVERSION & REVENUE
+ SCALE & GROW
+ COMMERCE ARCHITECTURE
+ CONNECTED COMMERCE

OXID E-COMMERCE WEBINAR

Deepen your knowledge,
live and interactive