

REC+ ECOMMERCE FEATURES

Introduction

REC+ is a proven, marketing-led, continuously updated system for creating websites and ecommerce stores to successfully promote and generate leads for your business.

BUSINESS FOCUSED SOFTWARE

Our team has the strong blend of marketing and engineering skills needed to create a superior product for online marketing, search engine friendliness and usability. Our engineers have optimised the software to run as fast as possible on our own highly-tuned, data secured hardware environment.

FUTURE-PROOFING YOUR WEB INVESTMENT

Your software is always kept up to date with the latest enhancements, security updates and software patches, avoiding costly upgrades in the future because you're always kept up to date with regular, tested updates. In the industry, it's called "CI" or Continuous Integration" and ensures reliable and secure operation of your website. This is really important "under the hood" stuff which you don't need to worry about because we've got it covered, while you get regular new features to help you promote your business.

KEEPING THINGS SIMPLE IN A COMPLEX WORLD

Competing online has become more complex, especially in terms of advertising opportunities, so we work hard to bring in the latest enhancements seamlessly and all backed up with strong, friendly support services.

INCORPORATING ARTIFICIAL INTELLIGENCE (AI)

Useful AI features are added to the software to assist with content creation, improving product descriptions, language translation and summarising content

collected via forms and customer sentiment. Future AI advancements will be introduced using a 'co-pilot' approach whereby you receive recommendations and have the final say whether to accept them.



Freedom To Create A Beautiful Store Design

Mobile-first design with full templating & content management



Easily Add, Categorise & Manage Products

Add, organise, analyse and batch update products & prices



Run Promotions & Build Customer Loyalty

Create coupons, loyalty schemes, VIP Clubs & Refer-a-friend



Send Email Campaigns & Set Up Automation

Send targeted emails and set up automated email tasks



Advertise on Google & Facebook

Feed in your products, monitor GMC, analyse visibility & ROAS



Create Multiple Interlinked Stores

Use Multistore to replicate your products to separate websites



Robust Technology & Support

Secure, high availability infrastructure and excellent service

MADE & SUPPORTED IN THE UK

The software development team is UK-based and have worked together on the product since the first line of code was written in 2008. Importantly for many clients, all support is UK-based by specialists who understand the web, online marketing and search engines and who communicate in plain English.

ENGINEERED FOR HIGH AVAILABILITY & SECURITY

Businesses need peace of mind that their website is secure against attacks from hackers and their data is safely stored and backed up. We have engineered a resilient hardware environment with robust and proactive security protection which automatically mirrors your data across two geographic locations via a high speed fibre link as well as onto a long term data store. This means your data is effectively backed up in 3 separate places in dedicated data centres provided by business hosting specialists, Bytemark. Our software release process uses industry-leading Acunetix web vulnerability scanning technology to check we are secure against known threats.

KEY FEATURES AT-A-GLANCE

- **Add & Organise Products, Manage Customer Questions & Reviews**
 - Add products and multiple images and videos
 - Use AI to help write better product descriptions
 - Add options, attributes and tags
 - Organise products into categories
 - Classify products by brand or manufacturer or product tags
 - Add special prices, quantity break prices and customer price lists
 - Add associated and alternative products
 - Set up product filters for easy selection by visitors
 - Manage stock levels (see *Manage Stock* section for more details)
 - Add downloadable PDF's
 - Use the Expert Answers system to collect, answer and publish questions from website visitors, with Google Translate AI to translate

questions and answers in different languages

- Measure the conversion value of answers to customers to motivate sales teams to act promptly
- Hide checkout addresses for digital products
- Set specific buying rules on products
- Manage product reviews left by customers
- Batch manage products and prices
- Run Product Data Quality reports to identify ways to improve product listings
- Run Product Issues reports to identify problems with product data such as missing or zero prices, duplicate codes, missing weights etc
- Send automatic Product Price List updates

- **Set Up Delivery Services & Charges**

- Calculate delivery on weight, quantity or price
- Set unlimited delivery regions and tax zones
- Set free delivery on overall basket or individual products
- Set buying rules for use at checkout to stop orders, display messages or restrict delivery services
- Set warehouses for use with UPS integration and purchase orders
- Offer a range of couriers via ShippyPro integration

- **Manage The Checkout Process, Orders & Post Purchase Actions**

- Take card payments via Opayo (formerly Sage Pay), Paypal, Stripe, Barclaycard EPDQ or Authorize.net
- Allow searchers to build up a wishlist of products
- Allow cash on delivery and invoice payment options
- Limit payment options to specific delivery zones
- Allow guest registration
- Provide Quick Shop facilities for faster ordering
- Enable preferential pricing registration for loyalty promotions
- Single checkout page for better conversion
- Redeem coupons and gift vouchers at checkout

- Allows charity donations and management
- Send email and SMS notifications to customers
- Manage orders and customer communications
- Set up order statuses to mirror your internal workflow
- Add manual / telephone orders in Admin
- Send back-to-back purchase orders to your supply chain or internal fulfilment centres
- Collect customer CES ratings and feedback, analyse and summarise sentiment using AI
- View individual order history
- Add email comments to orders
- Automatically send product-related emails following a purchase
- Automatically send out abandoned emails
- Receive sales alerts for high value abandoned orders that can be followed up
- Use the Abandoned Cart Followup system to record sales contacts and conversion
- Automatically send out timed re-purchase email reminders
- Automatically send out product review reminders
- Manage customer returns

- **Manage Stock**

- Set the stock quantity on each product SKU (down to individual product option/variation level and combinations)
- Set reminder alerts when the stock level reaches a specified level so you can replenish stock
- Stop selling a product when the stock level reaches a specified level so you can retain some stock to fulfill offline orders, keep a buffer stock, account for waste.
- Store bin location and assembly / picking instructions on products and print these details on orders
- Enter BOM / Bundle data (i.e. products that can be individually purchased or form part of an overall part configuration).

Can also consider using Product Addons as well.

- Integrate stock levels with 3rd party accounting systems such as Sage 50 and Unleashed.
- Ability to set stock level messages on the website e.g. 'running low' or 'normally ships in 3-5 days' / 'Out of stock' with an ETA date.
- Visitors able to sign up for Back in stock alert notifications for website a product is displayed as out of stock
- Produce reports on product stock, stock history, website visitors signed up to receive 'back in stock' alerts.
- Produce Product Lifecycle reports to see when a product is approaching end of life.
- Create / measure demand with pre-orders for products including early bird / exclusive access.
- Run Runners, Repeaters & Strangers reports to identify popular products, regular sellers and slow movers and plan replenishments
- Set up a store locator or Distributor page to guide buyers to their local distributor

- **Replicate Products Across Different Stores**

- Use 'Multistore' to replicate the product catalogue, or parts of it, across linked websites e.g. separate stores serving different customer segments
- Run each store with its own branding, content, settings, tax jurisdiction and Google data feed e.g. regional websites for Europe, the Americas and Asia Pacific
- Create different product and delivery pricing per store
- Store customers and orders separately in each website
- Control which product categories and fields are copied across
- Track and retain changes on the replication sites to avoid localisation being overwritten

- **Set & Analyse Customer Sales Targets**
 - Set customer sales targets and assign account managers
 - Classify customers by their sales profile (e.g. Big Spender, Rising Star, At Risk, Going Away)
 - View Customer Order Analysis data on screen
 - Enable comments to be quickly added by telesales staff against their accounts
- **Manage Prospects**
 - Add, track and manage campaigns and prospects
 - Measure performance via dashboards
 - Analyse your sales funnel
 - Send low cost email campaigns
 - Receive alerts when prospects open proposals
 - Fully integrated into your site
 - Full support and training available
- **Measure Product Performance**
 - Analyse Top Category & Top Product revenues and conversions
 - Create and report against product groups
 - Run Product Lifecycle reports
- **Provide Customer Self Service Facilities**
 - Enable customers to log in and see a Customer Hub specific to their user group
 - Show their sales summary and recommend other products to purchase
 - Display new products
 - View previous orders
 - Enable rapid repeat ordering
 - Enable quick ordering
 - Allow addresses and contact details to be updated
 - Allow password changes

- **Advertise On Google / Facebook**

- Feed products into Google via Google Merchant Centre
- Feed products into Facebook
- Advertise on Google via Shopping / Pmax
- View the source of product sales in the Marketing Console and in Order Manager on individual orders
- Report on Google Merchant Centre issues preventing products being advertised
- Report on product Ad visibility, clicks, CPC and ROAS
- Create GMC Groups to report on specific product groups for issues and visibility e.g. bestsellers, high value, First add to cart
- Create Priority products for enhanced advertising
- Collect and display Google Reviews, summarise sentiment using AI

- **Share Product Information On Social Media**

- Easily share new products on X and Facebook
- Schedule posts to go out to X, Facebook and LinkedIn

- **Send Personalised Email Campaigns**

- Import your contacts into personalised user groups
- Easily add content to your email campaigns
- Use AI to create better subject lines
- Preview content prior to sending
- Send out in responsive design mode for mobile-friendliness
- Save campaigns as templates to save time in the future
- Send targeted campaigns to user groups and based on purchasing history
- Send 'timed' campaigns to go out in the future
- Send 'personalised' emails from your own email address for higher open rates
- View effectiveness with sent, open and click through rates
- Export users to Mailchimp as an optional way to send emails

- **Create Promotions, Loyalty Schemes & VIP Clubs**

- Create a variety of coupons and assign to customers
- Create automated loyalty coupons to encourage 2nd and subsequent orders after a set period of time has passed
- Create a Refer-a-friend scheme
- Send order Anniversary emails to attract more sales or repeat purchases
- Create separate VIP Clubs for different customers (e.g. Retail versus Trade, Distributors)
- Offer rewards to move VIP Club between levels
- Promote or relegate VIP Club members automatically
- Send advance reminders to notify the member of what they need to do to remain in their level or move to the next level
- Assign members into customer groups (e.g. to receive different pricing or personalised messaging)

- **Enable Automated Price Management**

- Use 'VIP clubs' solely for price management based on customer groups and thereby group pricing
- Move customers between different Clubs (e.g. Trade, Distributor which have different rewards and pricing and different notification messages)
- Send automated messages to advise of changes in levels or clubs

- **Create Custom Management Reports**

- Use the Report Builder system to build Executive Reports
- Display graphs and tables
- Compare to previous periods for monthly, quarterly or annual reports
- Include 3rd party data from Google Ads and GA4

- **Manage & Personalise Content**

- Add and manage content pages
- Set up personalisation rules for different types of content
- Add and organise your blog
- Add contact forms and processes
- Add downloads
- Add site exit banners
- Add newsletter signups
- Add galleries

- **Administration & Legal Compliance**

- GDPR compliant
- Cookie Manager system built-in
- Automatic SSL certificates for HTTPS
- Data Import and Export systems and downloads
- Standard reports available out-of-the-box
- Template system for design changes
- API access available
- Website Recommendations system to advise of issues or opportunities
- In-built File Manager
- Redirect Manager for permanent or temporary URL redirections

- **Secure Peace Of Mind**

- Robust engineering to secure against attacks from hackers
- High availability using automatic mirroring of your data across two geographic locations via a high speed fibre link
- Data backed up in 3 separate places in dedicated data centres provided by business hosting specialists, Bytemark.
- Continuous software updates including security updates, software patches and maintenance
- Web vulnerability scanning technology from Acunetix checks the web

software is secure against known threats.

- **Receive Excellent Support and Ongoing Enhancements**

- Built-in apps that fully integrate into the system and work, unlike many plug-ins for open source platforms
- Fully tested and security scanned during software build process
- Supported by specialists and dedicated UK development team
- Fast responses via telephone, email or support tickets
- Knowledge base available online
- Rigorous browser checking procedures in place for all software releases
- Stable and mature platform running on superior, robust infrastructure built for businesses serious about their online presence
- Updated technology with new enhancements rolled out on a regular basis, all free-of-charge
- Major enhancements typically released on a quarterly basis, with optional new modules that may be chargeable