

## eCommerce at PrismRBS, February 6, 2019

**1. Will the eCommerce programs be presented at SPECTRUM?**

*Yes. eCommerce sales strategies will be presented at SPECTRUM. In addition, DJ Murray and the eCommerce team will be available all week to meet and field your questions.*

**2. Can the eCommerce programs be customized?**

*Yes. Most of the services are "a la carte" and can be customized to accommodate your needs.*

**3. Will PrismRBS be creating a wish list purchase area on the website in the near future?**

*Currently, this is not included in our future development plans. However, we will use this opportunity to begin exploring customer interest to see if it's something we should add to our roadmap.*

**4. What are the costs associated with the eCommerce offerings?**

*The costs vary based on the selections that you choose to include in your eCommerce package. We are happy to schedule a quick call to discuss the package and provide a custom quote.*

**5. What are the next steps for stores to get some of these benefits?**

*Please contact DJ Murray at [dmurray@prismrbs.com](mailto:dmurray@prismrbs.com) to schedule a discovery call to discuss options and next steps.*

**6. What are the promotion capabilities that are available for the platform? Eg. BOGO setup**

*PrismWeb has the ability to use Sales Events (set up in PrismCore for in store which can also be sent to web) and Promotions (set up in PrismWeb Manager and only available on the website) to temporarily reduce the price of specific items for any customer shopping on the website.*

*There is also the coupon option. Coupons are set up in PrismWeb Manager for use on the website and can be set up for unlimited use (multi-use coupon), one time use to specific past shoppers (single use targeted) or one time use for random distribution (single use random codes). These can offer discounts as a percentage or dollar off, for products, product types, catalogs, shipping, or orders. A minimum purchase amount can be set before the coupon will be accepted. If the coupon is set up for product, Buy One Get One can be selected.*

**7. How big is your team to work on each site update? Where are they located?**

*The eCommerce team consists of four experienced members, along with additional members in the web development department that assist with website updates and enhancements. The development team is located in Lincoln, Nebraska, while the eCommerce team is located in Chicago, Illinois.*