

# B2C eCommerce with TrueCommerce Nexternal

## The Industry's Premier Branded B2C Shopping Experience

Manage all of your B2C orders—whether placed through your online store or Amazon Seller Central—in one cloud-based, automated solution that integrates with your business system.



### BENEFITS

**More Connected. More Supported.  
More Prepared for What's Next.**

- Process orders faster—capture credit card payments, print shipping labels, generate tracking numbers, process bulk orders and much more in just seconds
- Amazon Seller Central integration automates the flow of order and inventory data with Amazon, so you can scale that channel and enhance buyer satisfaction while reducing the chance of costly errors
- Connect with customers through extensive marketing capabilities like email marketing, SEO tools, affiliate traffic tracking and unique social media features
- Cloud-based, user-friendly order management system delivers powerful reporting/analytics, Salesforce.com integration, and integration with popular business systems like NetSuite, Acumatica, QuickBooks and Microsoft Dynamics

In this latest stage of eCommerce expansion, you need every edge you can get to maximize conversions, build brand loyalty and scale order processing. TrueCommerce Nexternal eCommerce offers a shopping experience second to none, backed by robust and intuitive order management tools.

Our industry-first Facebook Share & Save enables automatic discounts to incentivize social sharing and build backlinks to your site. Click-and-Collect lets shoppers conveniently choose curbside pickup, while embedding product videos helps to increase conversions. Providing ratings and reviews helps to build trust and brand loyalty, while leveraging in-category marketing tools can help boost shopping cart size. An express ordering option, plus real-time shipping rates with expected delivery dates, help you clinch the sale time and time again. Support for multiple order recipients makes it easy to place more gift orders, while enticing subscription and club features build recurring revenue.

TrueCommerce Nexternal's order management system is as capable as its customer-facing side. Automated features accelerate business processes and support you in every key area, from security to service to shipping. We even offer Amazon Seller Central integration to ensure faster fulfillment and up-to-date inventory.

Now you can efficiently sell direct to customers with a custom-branded and flexible B2C storefront backed by experienced and dedicated support staff. Leveraging integration with your business system—a TrueCommerce core strength—you can process both online B2C orders and Amazon Seller Central orders in the same automated way. Now that's doing business in every direction.

## TRUECOMMERCE NEXTERAL B2C ECOMMERCE FEATURES AND BENEFITS

### The Industry's Premier B2C Shopping Cart Experience

- Maximize your eCommerce presence with a branded online storefront
- Elegant, always on-screen B2C shopping cart delivers unmatched customer experience to convert more orders and reduce cart abandonment and customer questions—across mobile, phone, in-person, club/subscription and even Amazon orders
- Increase average order size with built-in features like automated upsell overlays, dynamic cart messaging, single-click reorder, social media integration, and much, much more
- User-friendly, cloud-based order management system offers seamless integration with leading business systems like Microsoft Dynamics, Acumatica, QuickBooks, NetSuite and more

### Sell Successfully on Amazon with Advanced Integration

- Automatically sync order, product and inventory data between Amazon and your eCommerce solution
- Process Amazon orders faster and reduce costly errors and returns, to scale Amazon sales and save hours per week
- Improve customer experience—and reviews!—with more accurate listings, better order communications and tighter ship times

### Quickly Create the Perfect Loyalty Program

- Award loyalty points for purchases—a must-have feature to increase sales and customer retention in industries like food & beverage, cosmetics/beauty, health products and pet supplies
- Easily tailor all loyalty program parameters, from awarding and redeeming points to whether and when points expire
- Show customers a “My Account” page, offer the option to purchase gift certificates, automate loyalty point reminder emails, and more

### Gain More Customers and Improve Brand Loyalty with Powerful Marketing Tools

- Leverage proven search engine optimization (SEO) techniques to dramatically increase your site's organic traffic
- Grow sales with rich customer review and social media sharing features
- Let shoppers select a preferred delivery date—a powerful differentiator for gift merchants and many others
- Built-in Google Shopping integration ensures that Google is aware of any product updates, price changes, or new additions automatically
- Leverage powerful reporting to improve decision-making, uncover trends and answer key business questions



## ABOUT TRUECOMMERCE

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. That's why thousands of companies across various industries rely on us.

**TrueCommerce.**  
Do business in every direction.

## THE TRUECOMMERCE TEAM IS HERE TO HELP!

If you have any questions regarding TrueCommerce, or how our solutions apply to your business, our passionate, customer focused team is here for you.

Call us today at **888.430.4489**

[www.truecommerce.com](http://www.truecommerce.com)



**TrueCommerce™** | Do business in every direction

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