What is ECOM iQX

An eCommerce Website with powerful product configurator and advanced customer portal

The website is built on the flexible Illustrated Shop theme for use on the powerful Shopify ecommerce platform. The theme utilizes the front-end framework Foundation by Zurb while masterfully blending Liquid code with HTML 5, CSS 3, and JavaScript.

Features

Content

- Publish engaging website content through a full-featured content management system (CMS)
- Utilize specialized templates for customized home page, content and landing pages, blog articles, team profiles, collections, products, resource lists, contact form, cart, and checkout pages
- Rearrange layouts, change colors, adjust font treatments, and modify design elements without having to code with the ability to preview before publishing

Selling

- Guide exploration of pricing and options through progressive questions or simple intuitive browsing
- Display product configuration and bundling recommendations based on conditional logic
- Enable anytime, self-initiation of the sales process by customers
- Incite customer action to request a proposal, register for an account, or make a purchase
- Disclose purchasing guidelines through automatic triggering based on rules and product availability
- Increase conversions by providing online purchasing, saving for later, or sharing for discussion
- Offer post-sale abilities including online order status tracking and retrieval of paid invoices

Purchasing

- Offer customers the ability to pay through a simple, familiar checkout experience even when purchasing complex and custom products
- Draft orders to accommodate custom prices, one-of-a-kind discounts, re-create orders, purchase outside the standard website catalog, and process sales by phone or in-person
- Empower repeat customers to quickly buy again with auto-load carts and a simple click of a button
- Distribute or sell digital gift cards for any amount for use during checkout as a form of payment (possible to use in combination with discount codes)
- Offer discount codes that can be assigned to individuals, have set limited quantity usage, discount a percentage or set dollar amount, and include purchase requirements
- Set shipping and delivery choices including shipping, local delivery, and pickup with geographic flat or calculated rates, free shipping with qualifying criteria, or local delivery method rates
- Automate applying common sales tax calculations with the ability to overrides for unique situations
- Automated communications are delivered by email or text through customizable templates for every step of the purchase process from order placement to delivery

Checkout

- Accept major credit cards with a singular processing rate through industry best 256-bit encryption using features that maximize the customer's security while minimizing your liability
- Collect PayPal online money transfers through seamless integration with checkout pages
- Enable Payment accelerators of Apple Pay, Google Pay, Shop to increase conversions
- Process offline payments by checks, money orders, and lease payments
- Ability to utilize POS (point of sale) hardware to collect payments for in-person events and sales
- Facilitate recurring payments with subscriber self-management functionality, automated administration, email notifications, and credit card dunning

Customer management

- Utilize enhanced registration for a multi-step, review-and-approve process with automated onboarding communications and collecting additional actionable data
- Push contacts to a CRM for account-based marketing workflows and marketing campaigns
- Tag customers for tiered pricing and granting access to restricted web pages and files

Portal

- Display iQuoteXpress proposals with secure, gated access for an individual or a group of individuals
- Provide customers order status, history, and the ability to edit their address information
- Set viewing permissions through simple user tagging to grant access to pages, product collections, individual products, collateral documents, image files, and resource lists

Backend

- Efficiently manage customers, products, inventory, orders, discount offers, and transactions
- Review analytics including Shopify Reports, Google Analytics, and Google Search Console with the ability to embed ad platform tracking pixels for Facebook, Instagram, and Linkedin

Standards

1. Responsive Website Design (RWD) ensures your website renders equally well on desktops, tablets, and mobile devices, as confirmed through the Sauce Labs testing platform.
2. Conversion Rate Optimization (CRO) principles thoughtfully implemented throughout to capture the maximum number of emails, contact leads, and financial transactions.
3. Search Engine Optimization (SEO) performed while developing code, drafting scripts, constructing file structures, and adding meta, schema, and open graph tags.
4. Accessibility will be a hallmark of your website, including all necessary scripts and features to achieve ADA compliance for all development elements.
5. W3C Standards are strictly exercised for a website that functions the same on all browsers with optimal performance.