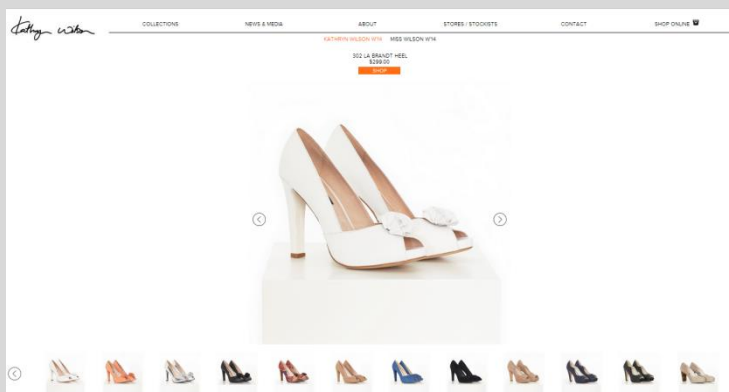


## Newsletter # 10

March 2014

Welcome to another newsletter releasing new functions for e-retailer users.

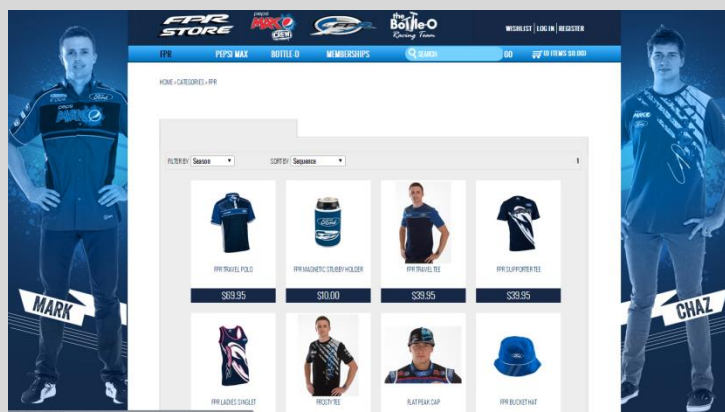


### Read in this newsletter about:

- Product Reviews
- Gift Registry
- Colour Selection Images
- Last few/Selling Out
- Security
- Administrators Log
- Scripts in page Header
- Sequence Shipping Methods
- Single products in Lookbook
- Site Closed Message
- Remarketing with Google Analytic
- Change 'new' status

The majority of our e-retailer sites experienced solid growth with their on-line sales during the last 6 months and in many cases this has become a very important element to their retail offering. The ease with which Counter Intelligence feeds and receives data from the physical stores and webstore makes it a standout in retail.

Congratulations to Kathryn Wilson on her new website released recently and to the Ford Performance Racing team who also went live recently. Counter Intelligence POS is used by a number of V8 Supercar Teams for merchandising from their mobile trailer stores at the events - and these include Ford Performance, Holden Dealer Team and Kelly Racing.



## Product Reviews

This function will allow customers to write reviews about your products and then allows you to validate these prior to publishing on your site. Below shows an example of an item that has been reviewed:



**NZD\$ 57.50**

★★★★★ 1 Review(s) | [Write a Review](#)

Code: RLFRAPOLO

The Ralph Lauren brand is one that is synonymous with class and quality clothing. The Classic Custom-Fit Mesh Polo gives you a look of status at a very decent price. Whether you are out on the town or just hanging out with friends, these shirts are perfect. This is the best selling Polo in the USA!

Price: **NZD\$ 57.50**

Availability: Available now

Please make your selections.

Finish:

To view a review – click on Review(s)

Stock Availability

Reviews

### Summary of Customer Ratings & Reviews

★★★★★ 1 out of 1 (100%) reviewers would recommend this product to a friend.

Price: ★★★★★

Quality: ★★★★★

[Write a Review](#)

★★★★★

**looks great on** 24 February 2014

**Terry** Location: Auckland Gender: Male Age: 30-39

Found this shirt very comfortable and good quality

**Sizing:**  
roomy

✓ I would recommend this to a friend!


Price: ★★★★★


Quality: ★★★★★


[f](#) [t](#)

To write a review:

### Product ratings

**Overall rating**   
\*

**Price** 

**Quality** 

I would recommend this product to a friend\* ☐ Yes ☐ No

Your Nickname

### Write a detailed review

**Review title\***   
Example: Best Purchase Ever

**Review\***

**Pros**   
Enter your Pros, separated by comma

**Cons**   
Enter your Cons, separated by comma

**Sizing**  
☐ runs small  
☐ snug  
☐ little bit tight  
☐ true to size  
☐ little bit loose  
☐ roomy  
☐ runs large

**Location**

**Gender**

### Tips for writing a great review

To see your review featured on our website:  
Use the product before reviewing it.  
Focus on the product's features and be specific.

Avoid...

- info that changes, such as price and promotional details;
- inappropriate language and attitude;
- info about other companies and websites; and
- personal info — we want to protect your privacy!

Have something else to say? Contact Us. (Your comment will be sent privately to our staff.)

## Setting up for Reviews

**Configuration**
Rating Items
About You Section Items
User Defined Items

**Settings**

Enable: Yes

**Enable/Disable Fields**

Pros and Cons: Yes

About You Section: Yes

**Social Share**

Share Review to Facebook: Yes

Twitt Review: Yes

Recommend this product to a friend: Yes

**Captcha Options**

Enable: Yes

## Rating Items

You may define the fields that you wish to us for rating the product:

Configuration
**Rating Items**
About You Section Items
User Defined Items

**Rating Items**

|               | Title   | Is Compulsory | Sequence | Enabled |
|---------------|---------|---------------|----------|---------|
| Update        | Overall | Yes           |          |         |
| Update Delete | Price   | No            | 1        | Yes     |
| Update Delete | Quality | No            | 2        | Yes     |
| Insert        |         | Yes           | 1        | No      |

## About You Section

If you would like to have information show about the profile of the customer then you may customise these as below:

Configuration
Rating Items
**About You Section Items**
User Defined Items

**About You Section Items**

|   | Title                | Element Type | Is Compulsory | Sequence                       | Enabled |
|---|----------------------|--------------|---------------|--------------------------------|---------|
| <input type="button" value="Edit"/> <input type="button" value="Delete"/>   | Location             | Text         | No            | 1                              | Yes     |
| <input type="button" value="Edit"/> <input type="button" value="Delete"/>   | Gender               | DropDownList | No            | 2                              | Yes     |
| <input type="button" value="Edit"/> <input type="button" value="Delete"/>   | Age                  | DropDownList | No            | 3                              | Yes     |
| <input type="button" value="Insert"/> <input type="button" value="Cancel"/> | <input type="text"/> | Text ▼       | No ▼          | <input type="text" value="1"/> | No ▼    |

**Element Attributes**

| Title | Sequence | Enabled |
|-------|----------|---------|
|-------|----------|---------|

### User Defined Items

You may specify further user defined fields with a drop down for text, Drop Down List, Radio Box or Check box.

Configuration
Rating Items
About You Section Items
**User Defined Items**

**User Defined Items**

|   | Title                | Element Type | Is Compulsory | Sequence                       | Enabled |
|---|----------------------|--------------|---------------|--------------------------------|---------|
| <input type="button" value="Edit"/> <input type="button" value="Delete"/>   | Sizing               | RadioBox     | No            | 1                              | Yes     |
| <input type="button" value="Insert"/> <input type="button" value="Cancel"/> | <input type="text"/> | Text ▼       | No ▼          | <input type="text" value="1"/> | No ▼    |

**Element Attributes**

| Title | Sequence | Enabled |
|-------|----------|---------|
|-------|----------|---------|

Home > Admin > Catalogue > Product Reviews

Search: 
Date Range: 
Status:

From: 
To:

| Nickname | Title       | Status  | Review   | User                    | Product    |
|----------|-------------|---------|--|-------------------------|------------|
| Sally    | Really Nice | Pending | Delighted with this bag - it's light and has lots of compartments. | Kudos Solutions Limited | Milano Bag |





Now you can recall the review – edit it and then change it from either Pending/Approved/Not Approved.

Home > Admin > Catalogue > Product Reviews > Edit Product Review

### Review Details

Product [Milano Bag](#)  
Posted By [Kudos Solutions Limited](#)  
Status Pending ▼  
Created 24 Feb 2014 14:20:51

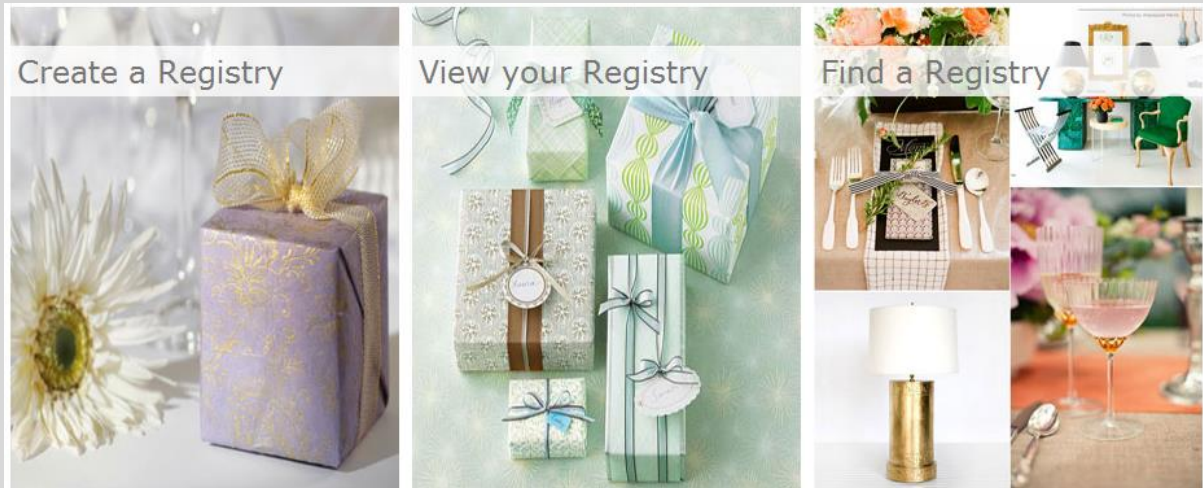
### Product ratings

Overall rating \*   
Price   
Quality   
I would recommend this product to a friend\* ☒ Yes ☐ No  
Your Nickname  

### Write a detailed review

Review title\*   
Example: Best Purchase Ever  
Review\*

## Gift Registry



This new function (not a general release function) allows a customer to select a range for products to add to a Gift Registry for a special occasion such as 21<sup>st</sup>, engagement or wedding. Guests may log on and purchase items on the registry. To enable the Registry set the status to enabled and then select your

**Gift Registry**

Gift registry status: Enabled ▼

Gift registry type: Open to site user ▼

Enable co-registrant: ☐

Store configuration was successfully updated.

Open

Create

Event Details: \* Gift Registry Test

Event Date: \* 1 April 2014

Message for guests: Gift Registry Test  
Thanks

Delivery Option: \* Pickup

**Co Registrants Details**

First Name: Sarah

Last Name: Thomas

Email Address: sarah@gmail.com

**Registrations Information**

Registrants details are managed through your account profile - please [click here](#) if you wish to update these  
Site administrator is able to edit here through Page Editor.

[Update](#)

registry type  
secured by  
password or  
to site user.

a Registry -



Hi Kudos welcome to your gift list.

In order to continue please enter your Gift Registry details in the details section below. Please note, all fields marked with \* are required.

Site administrator is able to edit here through Page Editor.

#### Registry Items Registry Details

Event Details: \*

Event Date: \*

Message for guests: 

We have selected some items we would really love to have in our house. Please select an item from the list and it will be sent directly to us by The Gift Store

Delivery Option: \*

#### Registrations Information

Registrants details are managed through your account profile - please click here if you wish to update these

Site administrator is able to edit here through Page Editor.

#### Delivery Address:

Contact Title:

First Name: \*




Last Name: \*



## View Gift Registry

Home > Gift Registry > Registry Items

Registry Items Registry Details

| ITEMS   | REQUESTED                      | PURCHASED | PRICE        | AMOUNT       | REMOVE                   |
|---|--------------------------------|-----------|--------------|--------------|--------------------------|
| <br><b>NZD\$ 199.00</b><br>7 Days  | <input type="text" value="1"/> | 0         | NZD\$ 199.00 | NZD\$ 199.00 | <input type="checkbox"/> |
| <br><b>NZD\$ 76.67</b><br>Out of Stock                                   | <input type="text" value="1"/> | 0         | NZD\$ 76.67  | NZD\$ 76.67  | <input type="checkbox"/> |
| <br><b>NZD\$ 459.00</b><br>Finish: Rimu<br>Size: Single<br>Available now | <input type="text" value="1"/> | 0         | NZD\$ 459.00 | NZD\$ 459.00 | <input type="checkbox"/> |

## Colour Selection Type

You may now elect to show colours as thumbnail images in the product screen. The ability to show sizes as image blocks has been present for some time.



To change the layout of your site simply select either thumbnails or dropdowns.

**Product Colour/Size Selection Type**

Colour/size selection type

Colour selection type: Colour image thumbn ▼

Only show colours if in stock: ☐

Size selection type: Text thumbnails ▼

## Last few/Selling Out – Call to Action

When stock is getting down to a low level the ability to indicate there are only a few items left may prompt a customer to make a purchase.

We have 'Stock on Hand' and 'Internet Active' have been added to the drop down in product description configuration.



Kudos can provide HTML code for the default css plus some javascript to set the “selling out” message on styles with less than X in stock.

|                 |                          |
|-----------------|--------------------------|
| Stock on Hand   | <input type="checkbox"/> |
| Internet Active | <input type="checkbox"/> |

## Security

The ability to limit the access of staff members to various functions has now been implemented. The Administrator will always have global access to every function and at levels below this you may define different levels and then assign these to the individual users.

| Role: Admin   | Role: Office Staff  | Role: Retail   |
|---|---|--|
| Site Setup: <input checked="" type="checkbox"/>                   | Site Setup: <input type="checkbox"/>                              | Site Setup: <input type="checkbox"/>                   |
| Templates: <input checked="" type="checkbox"/>                    | Templates: <input type="checkbox"/>                               | Templates: <input type="checkbox"/>                    |
| Menus & Pages: <input checked="" type="checkbox"/>                | Menus & Pages: <input type="checkbox"/>                           | Menus & Pages: <input type="checkbox"/>                |
| User Defined Descriptions: <input checked="" type="checkbox"/>    | User Defined Descriptions: <input type="checkbox"/>               | User Defined Descriptions: <input type="checkbox"/>    |
| Upload Files: <input checked="" type="checkbox"/>                 | Upload Files: <input checked="" type="checkbox"/>                 | Upload Files: <input type="checkbox"/>                 |
| Security: <input checked="" type="checkbox"/>                     | Security: <input type="checkbox"/>                                | Security: <input type="checkbox"/>                     |
| Configuration: <input checked="" type="checkbox"/>                | Configuration: <input checked="" type="checkbox"/>                | Configuration: <input type="checkbox"/>                |
| Foreign Currencies: <input checked="" type="checkbox"/>           | Foreign Currencies: <input checked="" type="checkbox"/>           | Foreign Currencies: <input type="checkbox"/>           |
| Shipping: <input checked="" type="checkbox"/>                     | Shipping: <input type="checkbox"/>                                | Shipping: <input type="checkbox"/>                     |
| Checkout Blocks: <input checked="" type="checkbox"/>              | Checkout Blocks: <input type="checkbox"/>                         | Checkout Blocks: <input type="checkbox"/>              |
| Information Tabs: <input checked="" type="checkbox"/>             | Information Tabs: <input type="checkbox"/>                        | Information Tabs: <input type="checkbox"/>             |
| Stock Availability: <input checked="" type="checkbox"/>           | Stock Availability: <input type="checkbox"/>                      | Stock Availability: <input type="checkbox"/>           |
| Filter Configuration: <input checked="" type="checkbox"/>         | Filter Configuration: <input checked="" type="checkbox"/>         | Filter Configuration: <input type="checkbox"/>         |
| Coupons: <input checked="" type="checkbox"/>                      | Coupons: <input checked="" type="checkbox"/>                      | Coupons: <input type="checkbox"/>                      |
| Gift Registries: <input checked="" type="checkbox"/>              | Gift Registries: <input checked="" type="checkbox"/>              | Gift Registries: <input type="checkbox"/>              |
| Product Review Configuration: <input checked="" type="checkbox"/> | Product Review Configuration: <input checked="" type="checkbox"/> | Product Review Configuration: <input type="checkbox"/> |
| Categories: <input checked="" type="checkbox"/>                   | Categories: <input checked="" type="checkbox"/>                   | Categories: <input type="checkbox"/>                   |
| Products: <input checked="" type="checkbox"/>                     | Products: <input checked="" type="checkbox"/>                     | Products: <input type="checkbox"/>                     |
| Product Reviews: <input checked="" type="checkbox"/>              | Product Reviews: <input type="checkbox"/>                         | Product Reviews: <input type="checkbox"/>              |
| Lookbooks: <input checked="" type="checkbox"/>                    | Lookbooks: <input type="checkbox"/>                               | Lookbooks: <input type="checkbox"/>                    |
| Clusters: <input checked="" type="checkbox"/>                     | Clusters: <input type="checkbox"/>                                | Clusters: <input type="checkbox"/>                     |
| Orders: <input checked="" type="checkbox"/>                       | Orders: <input checked="" type="checkbox"/>                       | Orders: <input checked="" type="checkbox"/>            |
| Users: <input checked="" type="checkbox"/>                        | Users: <input type="checkbox"/>                                   | Users: <input type="checkbox"/>                        |
| CI Office Data: <input checked="" type="checkbox"/>               | CI Office Data: <input type="checkbox"/>                          | CI Office Data: <input type="checkbox"/>               |
| Page Editor: <input checked="" type="checkbox"/>                  | Page Editor: <input type="checkbox"/>                             | Page Editor: <input type="checkbox"/>                  |

Then against the user set the rule:

|       |       |
|-------|-------|
| Role: | Staff |
|-------|-------|

## Security – Administrator Log

In the advent of you wishing to view the history of who has been logging onto your site as administrator a log File has been introduced for this purpose:

Page size:  Date Range:  ☐ No scrollbars on grid

From:  To:

User:  ☐ Anonymous users only IP Address:

\*You can use wildcard(\*) on User and IP Address fields.

| ID    | User                  | Created           | IP Address      | Url   | Browser |
|-------|-----------------------|-------------------|-----------------|---|---------|
| 10485 | eretailer@kudos.co.nz | 26/02/14 09:30:37 | 203.167.252.220 | http://shopv3.e-retailer.co.nz/admin                    | Chrome  |
| 10486 | eretailer@kudos.co.nz | 26/02/14 09:30:37 | 203.167.252.220 | http://shopv3.e-retailer.co.nz/admin/                   | Chrome  |
| 10487 | eretailer@kudos.co.nz | 26/02/14 09:30:37 | 203.167.252.220 | http://shopv3.e-retailer.co.nz/admin/default.aspx       | Chrome  |
| 10488 | eretailer@kudos.co.nz | 26/02/14 09:33:37 | 203.167.252.220 | http://shopv3.e-retailer.co.nz/admin/site/security.aspx | Chrome  |

## Scripts in page Header

Often a developer may wish to place some scripts at the page header level and this is now allowed in e-retailer through the page Head Panels for both static and custom pages.

Home > Admin > Site > Menus and Pages

### Static Pages

| Edit | Common            | <meta name="robots" content="common"> <meta name="robots" content="common"> <meta name="robots" content="common"> |
|------|-------------------|---|
| Edit | Login             | <meta name="robots" content="login">  |
| Edit | Search            | <meta name="robots" content="Search">   |
| Edit | Password Recovery | <meta name="robots" content="Password Recovery">  |
| Edit | Register          | <meta name="robots" content="Register">   |
| Edit | Shopping Cart     | <meta name="robots" content=" Shopping Cart">   |
| Edit | Checkout          | <meta name="robots" content="Checkout">   |
| Edit | Order Detail      | <meta name="robots" content=" Order Detail">  |

### Page Contents

Page Name: Common

Page Head:

```
<meta name="robots" content="common">
<meta name="robots" content="common">
<meta name="robots" content="common">
```

Page Head for Mobile:

```
<meta name="robots" content="common">
<meta name="robots" content="common">
<meta name="robots" content="common">
```

## Sequence Shipping Methods

This facility allows you to assign a sequence number to each delivery and control the hierarchy in which they display:

Site & Site User: eretailer@kudos.co.nz | [Log out](#) | [Clear Cache](#)

**Home**  
**Site**  
 Site Setup  
 Mobile Site Setup  
 Templates  
 Menus and Pages  
 User Defined Descriptions  
 Upload Files  
**Store**  
 Configuration  
 Foreign Currencies  
**Shipping**  
 Checkout Blocks  
 Information Tabs

Home > Admin > Store > Shipping

Country Definition | Shipping Option | **Shipping Method** | Shipping Rate | Third-Party Logistics

| Shipping Method  | Sequence                       | Estimate Days | Tracking URL                            |
|--|--------------------------------|---------------|---|
| <a href="#">Edit</a> <a href="#">Delete</a> To Be Determined | 0                              |               |   |
| <a href="#">Edit</a> <a href="#">Delete</a> international    | 1                              |               |   |
| <a href="#">Edit</a> <a href="#">Delete</a> courier          | 2                              |               |   |
| <a href="#">Update</a> <a href="#">Cancel</a> post           | <input type="text" value="3"/> |               | <input type="text" value="http://www"/> |
| <a href="#">Edit</a> <a href="#">Delete</a> express          | 4                              |               |   |
| <a href="#">Insert</a> <a href="#">Cancel</a>                | <input type="text" value="1"/> |               |   |

Then under Configuration - Order you may select from a drop down of price low to high, price low to high sequence.

**Shipping**

Shipping method sequence:

Shipping rate type:



Include freight when calculate tax:

Availability message:

## Lookbook – allow single product

The first implementation of the Lookbook allowed you to show clusters of products with the intent that the Lookbook image may comprise multiple products - eg Hat, Top, Skirt and Handbag. The individual products display in lines underneath the image and can then be selected. Where you wished to display only individual products this proved onerous as you would have to create a cluster for each product.

The new changes implemented mean that you may carry a single product as an element of a lookbook.

| Clusters in Lookbook 'Winter 2014' |            |   |  |
|------------------------------------|------------|---|--|
| Cluster Name                       | Style Code | Cluster Image   |  |
|                                    | CHLOESLACE |  |  |
|                                    | CHRISTIAN  |  |  |

## Website Maintenance – site Closed

If for some reason you wish to temporarily suspend your website and show a closed for maintenance screen you can check on the 'Site Closed' and then specify the IP address(es) that you will allow to access the site.

**Website Maintenance**

Site Closed: ☒

Bypass IP Address if Site Closed: (Separate with a comma)


Then under Templates you can create the message that you wish to display while the site is in this state.

Stylesheet Template   Email Template   Message Template   **Error Page Template**

Template Name:

- Generic Error Page
- File Not Found Page
- Site Under Maintenance**

Template Content:



Website is under maintenance.

We're sorry but this website is in the process of being updated. Please

We apologize for the inconvenience this may cause. Please retry in a

Server name: %%WEBSERVERNAME%%



## Remarketing with Google Analytics

This allows users to add custom scripts to replace the function method in Google Analytics Scripts at site setup.

**User**  
Users  
**System**  
CI Office Data

**Tracking Across a Domain and Its Subdomains:**  
 Domain name:   
**Custom Function Scripts:**  
 Scripts: (This will replace 'function' method in Google Analytics Scripts.)  

```
(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://' : 'http://') + 'stats.g.doubleclick.net/dc.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
```








Site configuration was successfully updated.

## Change the Status of new Products

By default e-retailer will place new products to the top of the category page based on the date it was added. Sometimes this doesn't suit and a new function allows you to display new items and then change the days date as no longer new.

**Home**  
**Site**  
 Site Setup  
 Mobile Site Setup  
 Templates  
 Menus and Pages  
 User Defined Descriptions  
 Upload Files  
 Security  
**Store**  
 Configuration  
 Foreign Currencies  
 Shipping  
 Checkout Blocks  
 Information Tabs  
 Stock Availability  
 Filter Configuration  
 Coupons  
 Gift Registries  
**Catalogue**  
 Categories  
**Styles**  
**Lookbook**

Home > Admin > Catalogue > Styles  
 Search:  New product: ☐ Page size: 50   
 Category: SHIRTS -> BUSINESS  
 \* New product attribute can be changed by clicking 'Is New' field.  

| Code     | Description                             | Image  | Is New | On Hand | Price   |  |
|----------|---|--|--------|---------|---------|--|
| LIC4143  | LICHFIELD 4143 SELF PATTERN L-S C-A     |  | Yes    | 0       | \$89.95 | <input type="button" value="View..."/> |
| VHA116T  | VAN HEUSEN A116 TALL FIT                |  | Yes    | 0       | \$29.95 | <input type="button" value="View..."/> |
| FL0111   | 01 FLINDERS FTH00111 GINGHAM L-S 435    |  | No     | 0       | \$59.95 | <input type="button" value="View..."/> |
| FL0120   | 01 FLINDERS FTH00120 ORANGE L-S 435     |  | No     | 0       | \$59.95 | <input type="button" value="View..."/> |
| CAR0718T | 11 CARLO CONTI 100718 BLUE STP TALL 361 |  | No     | 0       | \$89.95 | <input type="button" value="View..."/> |
| CAR7256  | 11 CARLO CONTI 1007256 DOBBY C-A 361    |  | No     | 0       | \$39.95 | <input type="button" value="View..."/> |
| CAR7256T | 11 CARLO CONTI 1007256 DOBBY TALL 361   |  | No     | 0       | \$89.95 | <input type="button" value="View..."/> |