NCR SMART RETAIL eCOMMERCE

MEETING THE DEMAND FOR CONNECTED RETAIL EXPERIENCES

Today, it's important for retailers to not only be present in digital channels, but be competent across channels. This means the days of siloed approaches to online storefronts are over. Consumers expect to shop across channels, and expect the same experience no matter how they shop. Retailers that attempt to create this experience without an integrated system often fall short of expectations, which can disappoint customers and waste money. NCR Smart Retail eCommerce is fully integrated with the NCR Smart Retail suite, making it easy for retailers to launch new digital sales channels, or replace legacy ecommerce solutions for a better consumer experience.

Simplifying the path to purchase

With NCR Smart Retail eCommerce, shoppers can view product details, inventory availability, customer reviews, and compare multiple items prior to purchase. The solution helps retailers grow online sales with cross-sell and upsell suggestions, daily promotions, and other promotions that can be offered across all channels or specific to the online site. Exit offers and persisting shopping carts both help combat cart abandonment. Integration with NCR Smart Retail Loyalty and Digital Passes allows shoppers to earn or redeem points for online purchases just the same as in-store purchases.

Making the most of your inventory

The solution uses the same enterprise data, to provide a single view of inventory position, so retailers can decide the best fulfillment options for online orders. This means the flexibility to look at shipment costs, delivery speed, and in-stock position to maximize stock productivity and customer service. For shoppers looking to get their purchases right away, multiple pickup locations can be offered.

For more information, visit ncr.com, or email retail@ncr.com.

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Expanding the digital store globally

With NCR Smart Retail eCommerce, international retailers can launch new sales channels in different countries with the flexibility to meet local business requirements. The system supports multiple languages, including left-to-right or right-to-left formatting, as well as multiple currencies. All sites can share the same database, regardless of differences in brands or languages. Plus, NCR Smart Retail eCommerce supports more than 50 payment gateways, the option for cash-on-delivery.

PRODUCT BENEFITS

- Completely integrated solution for retailers, providing a consistent customer experience across all channels
- Leverages the same, singular stock pool as physical stores to maximize inventory productivity and product availability across all channels
- Online orders can be fulfilled from the optimum location based on retailer-configured rules to improve profitability and customer service
- A secured site location and user polling allows retailers to post new products or designs and get feedback before the items become generally available
- Responsive screen design automatically adjusts to the device being used

SAFETY & SECURITY FEATURES

- Shopping cart automatically switches to support Secure Sockets Layer (SSL) encryption
- IP address tracking used for safety and auditing
- Automatically marks suspicious transactions as potentially fraudulent for review
- Admin can lock out any customer account for security or fraud reasons (or excessive returns)

SEARCH ENGINE OPTIMIZATION FEATURES

- Each product, category and department can have their own search engine meta tags
- Google XML sitemaps supported
- Google analytics site metrics and ecommerce tracking capability
- Search engine meta-tags

SHIPPING, PAYMENT AND CHECKOUT

- Multiple billing and shipping addresses supported
- Intelligent carrier selection for shipping
- One page checkout process
- Flexible payment options give customers choice across credit cards, gift cards, store credit, loyalty points, digital passes and cash on delivery

WHY NCR?

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Atlanta, Ga., with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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