

Data Sheet

KEY BENEFITS

INCREASE AVERAGE ORDER VALUE

Upselling products on a product page can result in greater sales for high-end items. Even in a Sales Portal environment, your telephone sales staff can be proactive in asking customers for more business. They will be automatically aware of what products to suggest and what products to recommend for an up sell opportunity.

BUILD CUSTOMER LOYALTY

Research shows customers who buy 2+ products or services are much more likely to remain customers. Adding Related Products can promote up-selling and cross-selling and can result in building customer loyalty.

BETTER DISPLAY OF YOUR PRODUCT

Related Products is easy to use. You will have full control over what products are shown and how they are grouped on your webstore.

ADDITIONAL FEATURES

- Provide up-sell and cross-sell information to customers.
- Ability to Sort and Group the Related Items so that separate sections can be supported. For example, accessories grouped together, and substitutions grouped together.
- Setup of Related Products for default item in an Option Family group will display the Related Products for all items.
- Images can be included with small thumbnails that show each item for quick identification of the product.
- Buying button can be included for quick purchasing capability.
- Useful in a Sales Portal environment to help customer service representatives know what other products should be suggested when a customer purchases a particular product.

The eSource Related Products module provides the ability to link items together for cross-sell and up-sell as well as showing coordinates and accessories, etc. on the webstore.

A parent/child relationship can be established for each item on the webstore if desired. The list of Related Products is shown on the Item Detail Page and the related items can be grouped if desired (ie. Similar Items, Accessories, etc).

Main Features

The eSource Related Products module gives you the ability to drive add-on sales with each order. This area can be used to show similar products, accessories, replacement or substitution products. This gives your customer easy access to the additional products that they should consider.

The number of products related to a single product is based dynamically on the current definition. As many or as few Related Products as needed can be defined. The page length is increased to support the total number of Related Products available.

Here is an example of Related Products as they display on the webstore.

