visionet

CommerceLink
Integrated eCommerce

Seamlessly integrate any *e-commerce platform* with Microsoft Dynamics 365 for Operations

- Deliver a consistent brand experience across channels
- Centralize order management
- Enable omni-channel order fulfilment
- Streamline merchandising
- Unify customer loyalty programs

CommerceLink helps you build your omni-channel solution with your existing e-commerce platform and Microsoft Dynamics 365 for Operations (Retail)

CommerceLink

Product Information Management for Omni-channel

Providing a consistent brand experience to consumers across channels is key for achieving success with omni-channel investments. This not only requires retailers to centralize all aspects of product information management, but also make this information flow seamlessly across retail stores, e-commerce websites and mobile channels. Visionet's CommerceLink solution helps achieve this by enabling the seamless flow of product information between Dynamics 365 and e-commerce channels through platform-native integration.

Platform integration allows retailers to:

Eliminate Redundancy

Eliminate redundant effort needed to maintain products in separate channels

Product Identifiers

Establish consistent product identifiers across the entire retail chain

Product Hierarchies

Centrally manage product hierarchies and channel-specific attributes

Multilingual

Provide multilingual support with ease

Channel-Specific Pricing

Maintain and manage channel-specific pricing in one place

Digital Assets

Leverage product-specific digital assets across channels

Streamlined Merchandising

Managing merchandising activities separately for each sales channel is tedious, costly, and error-prone. CommerceLink makes it possible to consolidate merchandising activities across all channels from Microsoft Dynamics 365 for Operations (Retail). Shoppers will always see the same product specifications and pricing listed in catalogs, online stores, and mobile apps.

Integrating your e-commerce platform and Microsoft Dynamics with CommerceLink simplifies several merchandising tasks by applying changes company-wide, such as:

Discount management

Managing loyalty programs

Gift cards across all sales channels

For multinational enterprises, CommerceLink makes it possible to centrally manage product attributes and merchandising information in multiple languages

Centralized Order Management

Robust order management capabilities are crucial for the success of omni-channel. Irrespective of the channel or purchase (e-commerce, mobile, call center, in-store, or other), it requires an automated and streamlined flow of order information from the channel where the purchase was made to the delivery and tracking information for the customer's order.

CommerceLink facilitates centralized management of all aspects of the order lifecycle.

By integrating order information, CommerceLink gives the boost that allows your customer service representatives to:

Provide a consistent customer service experience in-store, over the phone, or via online chat	Access customers' purchase details and past customer service interactions	Facilitate deliveries, pickups, exchanges, and returns processed through any sales channel
Complete customer requests efficiently	Deliver a personalized customer experience	Avoid asking customers to repeat their personal information and reason for calling
Quickly identify unique customer needs	Reduce hold times and serve more customers per day	Improve customer loyalty and brand satisfaction

Having access to information from all sales channels also improves loss prevention and fraud management efforts. Whether the attempt occurred online or in-store, access to complete, current, and searchable transaction and inventory data makes it easier to:

- Flag and address suspicious inventory shrinkage
- Identify various forms of customer fraud
- Communicate unusual activity throughout your organization

Omni-channel Fulfilment

Unifying e-commerce data with ERP records can also help business in entirely new ways.

CommerceLink automatically synchronizes inventory, product, and customer information in near-real time, allowing multi-channel retailers to achieve the pinnacle of customer service: omni-channel order fulfilment.

Offer a single, unified customer experience through any device or sales channel

Maintain a unified purchase history for each customer

Provide shoppers the option to pay online and pick up products from a nearby retail location

Understand customer preferences with unprecedented detail

Let customers check in-store stock levels or reserve items using your online store or mobile app

Offer personalized product recommendations and upsell options

Allow any retail store to accept returns that were bought online or at other locations
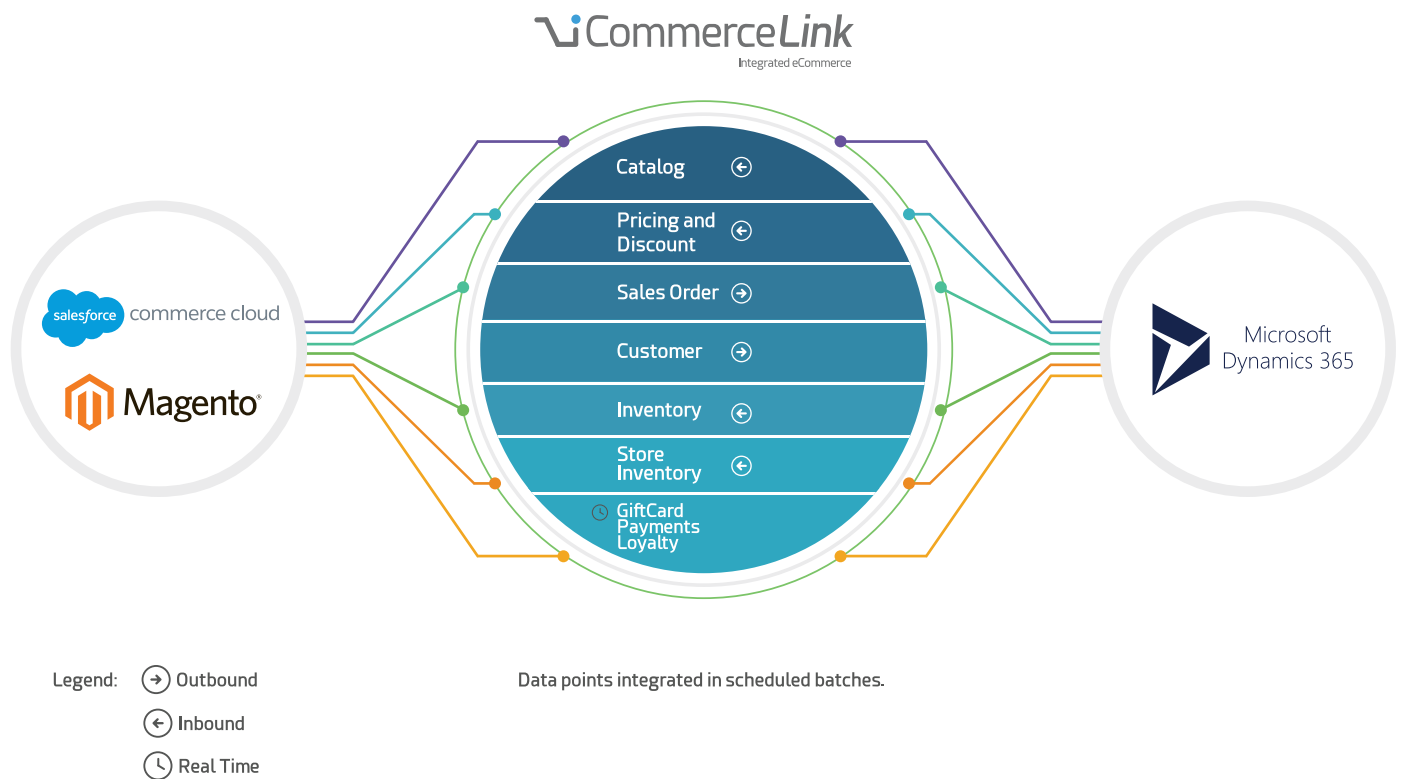
Use your customers' cumulative purchase history to steer future product development

CommerceLink Elevates Your Customers' Shopping Experience

Combining the power of your ERP and e-commerce information is a great way to integrate disparate sales channels, gain customer insights, and encourage sales growth. Unifying your supply chain with near-real time synchronization removes information bottlenecks and improves your margins even further.

Omni-channel retail will soon become the norm among the world's most successful retailers, and Visionet Systems wants your business to stand among them.

ⱱ iCommerceLink
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Catalog	←
Pricing and Discount	←
Sales Order	→
Customer	→
Inventory	←
Store Inventory	←
GiftCard Payments Loyalty	🕐

salesforce commerce cloud

Magento®

Microsoft Dynamics 365

Legend: → Outbound
← Inbound
🕐 Real Time

Data points integrated in scheduled batches.

Choose **CommerceLink**

your quick, secure, and affordable path to genuine omni-channel enablement.

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