Hitachi Solutions

Commerce
Suite For B2C

The eCommerce Solution Designed to Provide a True Omnichannel Experience for Microsoft Dynamics.

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Our customers are seeing a brighter, sharper image with our website compared to prior years. With our new, sharp site, customers are impressed not only with the appearance but with the functionality. The overall user experience was what we were striving for to begin with, and it has been a major benefit that we received going with Hitachi Solutions."

Joe Grlica
IT/IS Manager, SchoolKidz

schoolkidz USA

Hitachi Solutions' Commerce Suite for B2C is designed to seamlessly sync with your Microsoft Dynamics business applications. This tight integration enables you to tailor the online experience to each customer's specifications, reduce data duplication, speed transaction processing, and provide a unified global view of real-time data and activities.

Business Outcomes

→ Provide a personalized and unified customer journey

→ Better manage product merchandising, promotions, and pricing

→ Improve customer service and retention while reducing costs

→ Increase visibility for accurate customer and sales data

→ Speed checkout and increase conversions

→ Simplify back office operations

B2C Commerce

Maximize your reach and improve customer retention by giving shoppers the truly personalized customer journey they expect with Microsoft Dynamics-integrated B2C technology.

B2C Optimized

→ Pre-built workflows and process templates provide a responsive, configurable user interface that you can implement, modify, and scale quickly and easily

→ Rich content

→ One-page checkout

→ Multiple templates

→ Built-in CMS
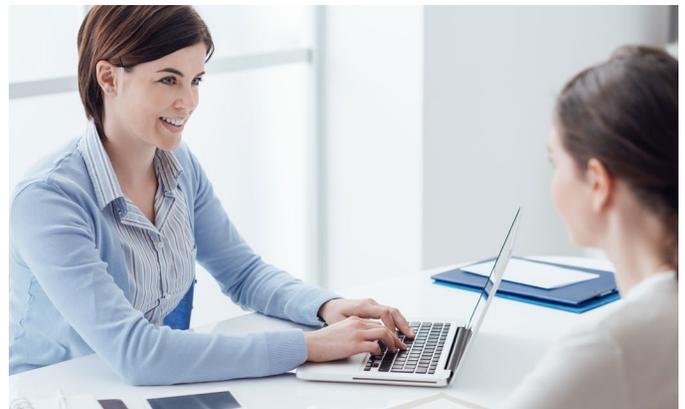
Merchandising Management

Strategically market and manage your products to:

→ Appeal directly to your customers' interests

→ Enhance product branding

→ Cross-sell and upsell based on buyer behavior

Multiple Payment Options

→ Integrated with over 20 payment gateways with support for Credit Card, ACH, PayPal, and Amazon Pay

→ Integrates with all major shipping carriers and third-party tax providers

→ Supports multiple currencies and languages

Promotions

Increase online revenues with marketing promotions.

→ Set up unlimited discounts and coupons

→ Establish incentives and loyalty rewards programs

→ Track campaigns with custom reports

Native SEO

Improve search engine optimization for your web store with native SEO capabilities, including:

→ SEO URLs and product pages

→ Page tagging and alternate tags for images

→ Detailed content, product reviews, and conversion funnel

Social Media Integration

Leverage social media channels such as Twitter and Facebook to post promotions and marketing campaigns, and to enable sharing and following.

Features & Modules

Order Entry
Fast, Agile B2C Order Processing

Hitachi Solutions' Commerce Order Entry automates and speeds the order entry process. It provides a centralized order platform that links to your existing business systems from mobile devices for fast, cost-effective fulfillment and improved customer service.

Web-Based Portal

→ Salespeople and account executives can create new orders and look up account and customer history

→ CSRs can view and edit orders that have not yet been processed, change the shipping method, or change the shipping address on an order or order line

→ Intuitive Excel-like interface provides the ability to tab through fields and key in products

Alerts and Indicators

→ Fraud alerts for orders

→ Parametric setup for tracking advanced fraud

→ Ability to automatically put orders on hold that meet certain criteria

→ Alerts for issues with orders

→ Integration error tracking and alerts

Customer Management

→ Customer history with statistics

→ Customer preferential levels and VIP status

→ Ability to set customer-specific pricing based on price lists/trade agreements such as retail or distributor pricing

Mobile Support

→ Optimized for tablet platforms

→ Supports multiple devices, including:
- iPad
- Android tablets
- Windows OS-based tablets

Integrated Marketing

→ Alerts for instant rebates

→ Accessories and gift certificates

→ Support for promotional codes and gift certificates

Get Started.

Request a Customized Demo.

Interested in learning more about our Commerce suite? Get a customized demo to see how you can re-invent your business solutions.

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Call Us at 888.599.4332