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Housekeeping

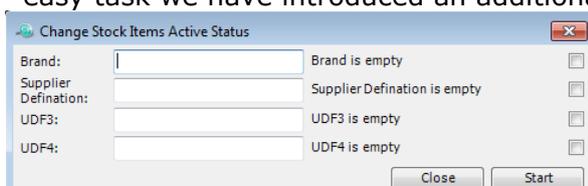
Redundant Products

We notice that many sites are carrying past seasons of sold out products on their e-retailer databases and this has an impact on the delivery speed of web pages.

When a product becomes redundant on your website it is best practice to mark it in Counter Intelligence from being Internet Active "Yes" to Internet Active "No". This will have the effect of removing it from the website.

In order that the removed product is still shown in the order history on the website we have changed e-retailer in Build 272 to retain the product description so that a customer looking at their past orders online will see a true description.

Now for those users with significant sold out products on their website changing all of the redundant codes from "Yes" to "no" might seem a daunting task. To make this an easy task we have introduced an additional facility in Counter Intelligence V11 B427 -



"Change Stock Items Active Status" - you will find this under the e-retailer menu. For the selection that you make the e-retailer active state will change to "no" and the item will be removed from your e-retailer site.

Image Sizes

We regularly discover that customers are loading large uncompressed images onto their web sites. These might be sliders on the front page where someone has neglected to compress the file – e.g. by using “Save for Web” in Adobe Photoshop. These large images mean that your page load times are excessive and your SEO could be influenced by Google because of this.



Be sure also that your product images are also compressed as these have a big impact on load times and storage. Plus, if they are being communicated to the POS units they are needlessly using bandwidth and disk storage at POS.

Product Images are recommended at 1000 x 1000px* – 100kb

**Depending on the ratio the height may be taller than the width (portrait layout)*

Cleansing Customer Database

A number of Customers Databases have situations where customers exist in their database multiple times – e.g. they may have been a website customer and they have subsequently joined the customer loyalty system in-store.

The following information clearly relates to customer loyalty collection at Point of Sale however the cleansing step applies to e-retailer customers – e.g. one customer who may have registered with multiple email addresses.



Avoiding Duplications at Point of Sale

The following changes are designed to catch double ups at source. Searching for names and phone numbers and the ability to maintain duplicate emails for a customer.

Spaces in Customer names

All erroneous spaces at the start or end of the customer names are now removed before the names are stored.

Phone Numbers

No matter how they are stored the phone number search will now:

Strip any non-numeric characters from the phone number keyed in a search i.e. 021__014 654 becomes 021014654

When it is performing the search, it will also strip out any non-numeric characters from the stored number and then compare the result with the stripped search string.

Unique Email Address

If a salesperson decides to add a duplicate account when they key the email address it will validate that it is unique. If it finds another duplicate it will ask if you want to use the existing customer account thus avoiding double ups.

Cleaning Up Duplications

Merging the two loyalty accounts has always been a problem in that the redundant account loses its history. A new feature – “Merge Customer” allows history from one customer to merge in with that of the preferred customer account and the discarded customer to lose its history and be marked as redundant – thus preventing it from being sent to POS.

Mail Chimp hates duplicates

By presenting cleaner data to Mail Chimp there should be fewer problems with emails being rejected.

Validity of Customer Details in E-retailer

The introduction of mandatory marketing fields has been introduced on E-retailer this will assist in validating information or use for marketing to customers. The marketing field must be made it Counter Intelligence office first through Setup > Customer Marketing (Maximum of 10 can be created) then can be set as compulsory through E-retailer B251 > Store Admin > Configuration > Registration – For existing customers that have not filled in this field they will just need to complete this field at the time of their next purchase when at the checkout page.

Customer Marketing Fields

Display on Register Page	No.	Description	Type	Size	Decimals	Compulsory
<input checked="" type="checkbox"/>	1	DOB	Number	4	0	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	2	Shoe Size	Number	4	2	<input type="checkbox"/>

DOB:

*

Shoe Size:

Kudos Servers

We are progressively moving the Production/Live e-retailer databases to a dedicated highly specified Server so that optimum performance is constantly delivered.



Any non-production/development sites will be moved to a separate server dedicated to this purpose. It will be well configured but to a lesser level than the Production Server. There will be a monthly charge for databases hosted on this server at a rate of \$2 + gst per GB.

Therefore, if you believe that you have multiple e-retailer copies resident on the Servers then please contact us and we will remove the redundant databases.

Lazy Load



Lazy Load is a method of loading only the information and images that are required for the viewport (screen view) that the customer has scrolled to. The benefit of this is twofold:

- 1) That the screen will display faster than if the complete page was to be loaded
- 2) Considerable less bandwidth is used which is a huge benefit to those on mobile devices and slow connections.

We have carried out some further tuning in Version 285 of e-retailer to improve the Lazy Load performance by asynchronously delivering the HTML content and the images. We have noticed a marked improvement on those sites that have upgraded.

New Payment Options

Many E-retailer sites are now using new payment options. Laybuy is available online and instore whilst PartPay and AfterPay are online only with instore solutions coming soon.



Build 267



Build 268



Build 278

New Resources

Neal Riley has moved from the Kudos Help Desk to a new role co-ordinating all activities around e-retailer. This includes initial consultation, scoping, co-ordinating the design process and the pre-implementation QC.

If you have any questions please contact Neal at neal@kudos.co.nz

E-retailer Version release

E-retailer is being constantly improved behind the scenes – some of these changes will be minor fixes and other are new features.

We have been progressively upgrading Kudos designed websites to a target 3.0.286 version which incorporates all of the new fixes/features and some significant performance improvements in terms of web page delivery times.

Where a third-party Designer has made custom modifications to your website you will need to request us to set up a copy/development website so a copy of the existing site can be updated and the Designer can validate its integrity.

To check which version of e-retailer you are running check out the line on the bottom of the Administrators screen:



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Integrate your website with Facebook Pixel

Build 277



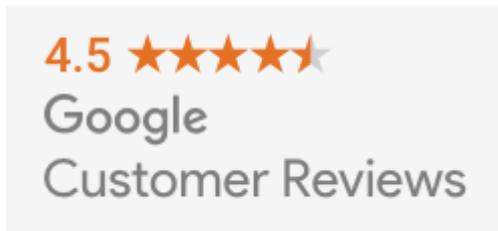
e-retailer now contains in-built code to handle the Facebook pixel.

Facebook Pixel is a helpful tracking tool that tracks conversions of sales from Facebook Ads, this helps you optimise your ads, build a target audience and remarketing.

Build 282

Implement Google Customer Reviews

Google Customer Reviews is a free program that lets you collect feedback from users who've made a purchase on your site. Ratings from Google Customer Reviews apply to your seller ratings eligibility. Seller ratings appear on Search Ads, in Shopping ads, and on an optional badge that can be displayed on your site.



Info regarding setting this up and how it works is found here

<https://www.kudos.co.nz/page/google-customer-reviews>

Build 283

Bundling Minification and HTTP Compression is an option in e-retailer

In some of the reports you may find that they suggest using Bundling, Minification and HTTP Compression In September last year we introduced this into e-retailer and it does have a definite benefit on load times.

All of these helps to reduce page load times on your site.

Bundling compresses a set of files of the same type reducing load and execution times.

Minification relates to the JavaScript code and works by removing all unnecessary characters from code thus improving the delivery time and execution of the code.

HTTP compression is a capability that can be built into web servers and web clients to improve transfer speed and bandwidth utilization.

All 3 of these options may be individually set under Store configuration > Miscellaneous:

Page Speed

Bundling and minification:

Move JavaScript to the bottom of the page:

Inline critical CSS:
* For more information on Optimize CSS delivery, visit <https://developers.google.com/speed/docs/insights/OptimizeCSSDelivery>.
* Critical.css or mcritical.css must be created at templates in order to use Inline Critical CSS. You may get a critical css from <https://jonassebastianohlsson.com/criticalpathcssgenerator>.

HTTP compression:

Product JPEG images quality (%)

* Find out the page speed at <https://developers.google.com/speed/pagespeed/insights>.

Build 284

Colour Swatch Selection

Colour Swatch can be added to the Product Description Definition – This allows the customer to choose the colour to view from the Category view page which will take them to the Product Detail Page showing the selected colours image.

This is set in E-retailer > Store Admin > Configuration > Product Description > set a new property as 'Select Colour Swatch'



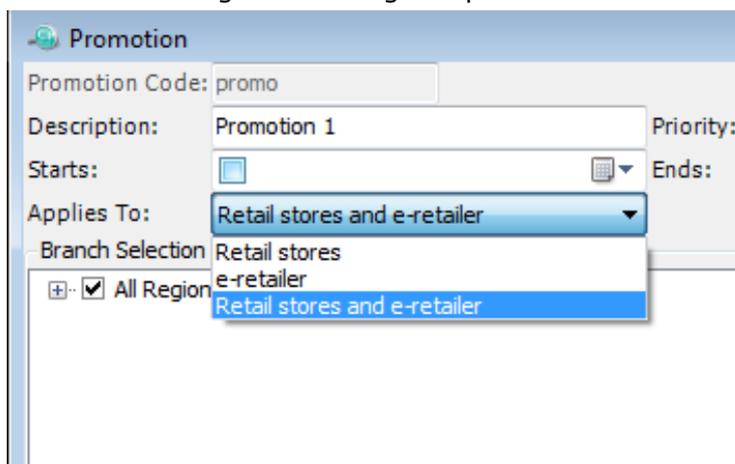
Linen Tee

NZD\$11.00
Save: NZD\$1.00
Brand: Ezy Rider



Coming Soon

The final stages are being completed for the new feature of promotions. E-retailer will



Promotion Code: promo
Description: Promotion 1
Starts: [calendar icon] Ends: [calendar icon]
Priority:
Applies To: Retail stores and e-retailer
Branch Selection: Retail stores, e-retailer, Retail stores and e-retailer
All Region:

have the ability to use promotions on your website that are currently used in store these will also be able to be made separate for an online promotion as well, this can range from Multi-buy/Mix 'n' Match, Volume Pricing or Discount and Buy # and get 1 at Discount. This change has been completed and is currently undergoing quality control – look for it soon!

General Changes

Build 266

The stock on hand matrix in product detail in the admin section shows the available quantities of all colours and sizes.

Image	On Hand	8	10	12	14
	0	0	0	0	0

Build 271

Provide the ability to enter quantities directly into the colour/size grid in the product

Product Colour/Size Selection Type

Grid selection

Only show colours if in stock:

Colour location if Colour/Size exist:

Linen Tee

Retail: NZD\$12.00

NZD\$11.00

Save: NZD\$1.00

Brand: Ezy Rider

LINEN-TEE

V neck Linen Tee with a drop hem. This best-selling tee has short raglan sleeves with roll-up cuffs. Available in a range of neutrals and soft pastels, you'll find something perfect for summer.

NZD\$12.00

NZD\$1.00

	10	12	14	16	18
Blue	<input type="text" value="2"/>	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="2"/>	<input type="text" value="1"/>
Price:	NZD\$11.00	NZD\$11.00	NZD\$11.00	NZD\$11.00	NZD\$11.00

page. Where you may also have a wholesale site this makes it easier to key in the sizes in one screen and then add them all at once to the checkout.

Build 276

Shopby Filters have been increased to 100.

Build 275

Last issued voucher amount and date columns added to e-retailer.