



BUY



“ The cost of taking a booking online is less than half that of taking a booking through our call centre. ”

STEVE JAMES, SALES DIRECTOR, BRITANNY FERRIES

INCREASE ONLINE SALES

Running a successful Commerce site involves much more than pairing an online storefront with a back-end payments system. You need to ensure every customer enjoys a fast, easy and pleasant buying experience, to encourage them to come back again and to recommend your site to others.

With huge amounts of money being spent online every day, the web offers incredible opportunities to increase sales while reducing transaction costs. To get the best results, you need a Commerce platform that satisfies the needs of increasingly demanding customers and prevents them defecting to one of your online (or offline) competitors.

Benefits to your customers

- ▶ Shop online at any time
- ▶ Easy to browse and buy
- ▶ Multiple ways to pay
- ▶ Review order history

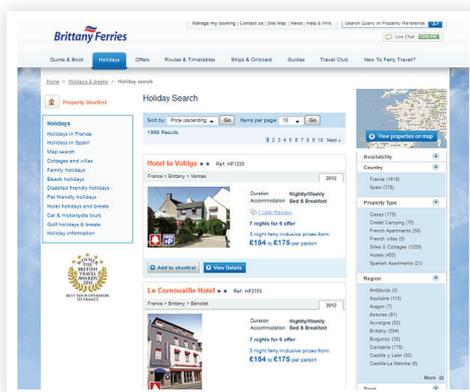
Benefits to your organisation

- ▶ Take your business 24/7
- ▶ Increase sales
- ▶ Reduce transaction costs
- ▶ Boost cross-sell rates
- ▶ Analyse sales activity
- ▶ Understand shopper behaviour

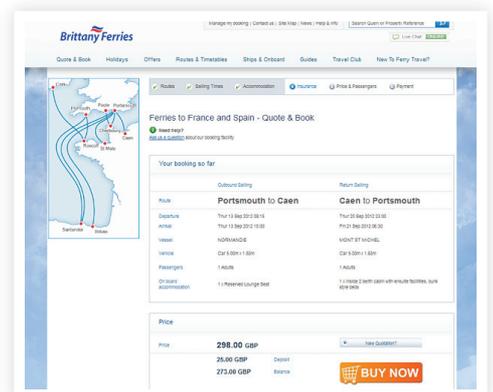
Promote special offers



Browse your catalogue



Complete the transaction



Introducing GOSS Commerce

GOSS Commerce is a module for GOSS iCM (Intelligent Content Management) that allows you to create a powerful, fully-featured online store within your website.

You can create and manage your product catalogue using the familiar GOSS iCM interface, linking it with your warehouse, stock management and CRM systems if needed. It also offers multiple currency and payment options to enable you to reach as broad a customer base as possible.

Key features

GOSS Commerce offers the following features:

- ▶ A complete online commerce solution for GOSS iCM websites
- ▶ Complete control over layout, navigation, look and feel
- ▶ Flexible product catalogue including attributes such as colours and sizes
- ▶ Shopping basket with secure, multi-step purchasing process
- ▶ Ability to define and automatically apply discounts
- ▶ "You may also like..." recommendations to enable cross-selling
- ▶ Fully-featured customer accounts including option to view order history
- ▶ Support for all types of payment systems
- ▶ User interface for fulfilment houses to update order status
- ▶ Easy to integrate with your other business systems

Complementary services available from GOSS include:

- ▶ Integration with your warehouse, stock management, CRM and other systems
- ▶ Design and implementation of user journeys for optimum usability
- ▶ Multi-variant testing to help optimise store design and layout



17%

AMOUNT OF UK SALES MADE ONLINE
(SOURCE: IMRG CAPGEMINI)

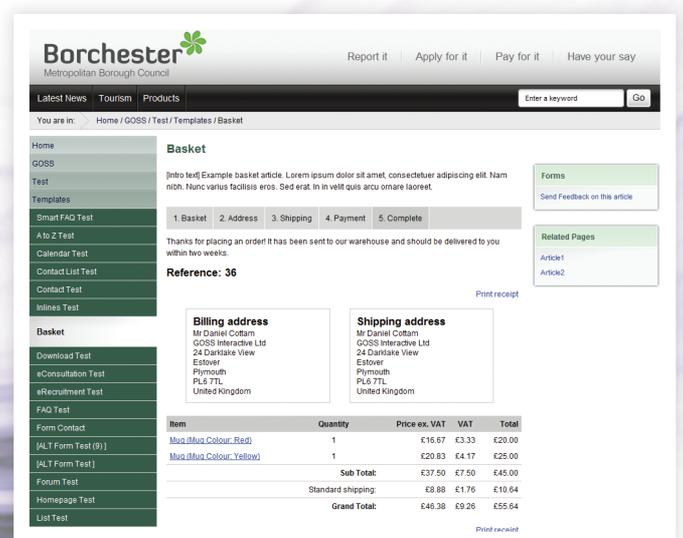
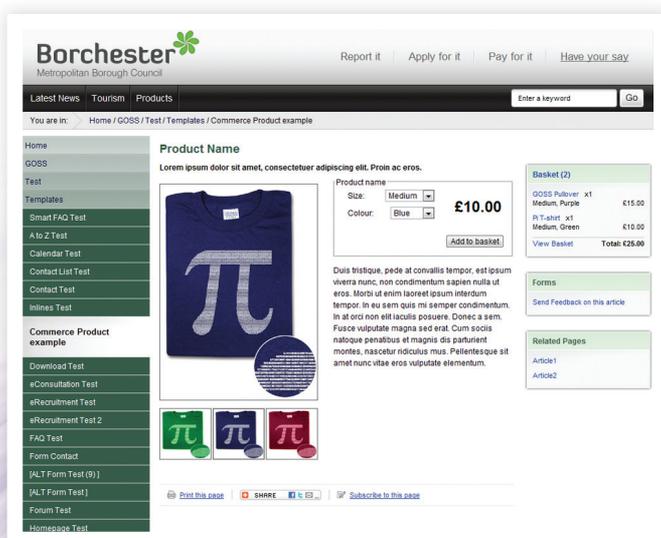


£68bn

AMOUNT UK CONSUMERS SPENT ONLINE IN 2011

Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.



Get started today

There's never been a better time to take your business online. Contact us to discover how you can deploy a secure and robust Commerce infrastructure quickly, simply and affordably.

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Watch a video

See how your website can benefit from Commerce.



www.gossinteractive.com/commerce