Endless Aisles®

E-commerce Guide

A guide meant to help you
find success with your online store!

It's never been easier or more affordable for a pet specialty retailer to build an online shopping experience for their customer. When we think about e-commerce, we frame it as a pie with four key pieces: Platform, Digital Merchandising Information, Fulfillment, and, most importantly, Marketing & CRM. We pretty much have the first three covered with Shopify and the capabilities of Endless Aisles, but there are still a number of areas where the retailer needs to lean in and take the reigns. We can help get the golf ball to the putting green, but the retailer needs to get it into the hole.

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Pet Store Websites supports with many of these steps:

✓ **Set up Shopify Account and Tier** (We recommend the Shopify plan due to its increased capabilities)

✓ **Review Shopify's [step-by-step checklist](#)**

✓ **Outline Content**

- Images: Store, Staff, Hero Images
- Testimonials
- Services
- Mission Statement
- Brand-Related Content

✓ **Download Endless Aisles Plugin**
- We will then push the catalog to the backend of your site (unpublished)
- Publish the items you'd like to merchandise on your online store

✓ **Select Theme**

- Based on Content, Navigation Structure, and Preferred Product Page Layout
(We recommend the **ShowTime theme** for its ease of use and customizable content)

✓ **Determine Navigation Structure**
- Key Content Categories
- Dropdown options

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✅ **Add Products**
> •This is where Endless Aisles comes into play. If your Endless Aisles Account Manager
> has told you your catalog has been imported, you can then start **merchandising your products.**

✅ **Categorize Your Products**
-Download Pet Store Websites' Filterize App
> •This will make site navigation UX more seamless, and is included in
> your Pet Store Websites' monthly fee
>
> •All the products we send to your store have a collection (dog or cat) and several tags
> attached to them. This will help you to **build product collections.** We also strongly recommend
> you use the Filterize app to help organize your products. Filterize is a private app built
> by our partner company Pet Store Websites. To get access to the app, please email
> rmartin@liquidmedia.com. You can learn more about Filterize and merchandising
> your e-commerce store **here.**

✅ **Determine Flat Rate Shipping Fee**
> •You will need to determine a flat rate for shipping that you pass on to your customers.
> You can read about our Shipping Fee suggestions **here.** Phillips will invoice you for the full Fedex
> and Handling rates. You can see exactly what those costs will be **here.**

✅ **Taxes**
> •Configuring your taxes is the last step before you begin testing your site.
> You can find a Step-by-Step guide to configuring your taxes **here.**

✅ **Set Up Key Admin Settings**
> •**Fraud settings**
> •**Checkout settings**
> •**Fulfillment settings**
> •**Tax/Payment settings**

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✅ **Determine & Download Additional Plugins to Power Your Site** (examples below)
- Email Capture
- Email Marketing Service Provider
- Product Recommendations
- Loyalty
- Appointment Booking
- Auto-Ship
- Product Reviews
- Exit Intent Modal
- Social Media/Instagram Feed

✅ **Log into your [EndlessAisles portal](#) to price your catalog**
- Price the items in your Endless Aisles using our new Price Control Tool in your Endless Aisles Dashboard. You can access this with the login provided during onboarding.

- We provide your wholesale cost, MAP (if applicable), and a default suggested retail

- Download your catalog and adjust your retail prices based on desired margins/mark-ups

- Once all price adjustments are complete re-upload your catalog, and sync to your Shopify site straight from your Endless Aisles Dashboard

✅ **Sign up for [Endless Marketing](#)**
- Gain access to new and professionally made marketing content for pet specialty retailers, at no extra cost.

✅ **Set Up Key Email Campaigns**
- Transactional
- Behaviorally/Life-Cycle Driven

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What to expect once you go live

There are a number of things you'll want to do on an ongoing basis. We have outlined these below:

DAILY

Check sales and any orders that are coming in

• Ensure that they are being fulfilled either through Endless Aisles or from your store
(e.g. Fromm) if you have published items that are not available through Endless Aisles or
if you are using Proximity for multiple fulfillment methods

• Review key metrics to determine what promotions you might want to run

• Ensure any issues with Auto-Ship orders are addressed
(e.g. out of stocks or discontinuations) and communicated to your customers

WEEKLY

• Log into your Endless Aisles Dashboard
- Review any retail prices that may need to be adjusted
    • New products
    • Wholesale changes
    • MAP changes

• Review your promotional calendar
    • Create any coupons needed in your Shopify Admin
    • Create any barcodes in your POS for in-store redemptions that you
    will want to publish on your "offers" page
    • Create any website banners or content
    • Create any email banners or content

• Check Endless Marketing for new content
    • Schedule new marketing content

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MONTHLY

- Build out promotional calendar
    - Events
    - Coupons/offers
    - Blog posts

- Review key metrics
    - Identify any opportunities or issues

- Empower Store Staff
    - Share any wins and do any training to make sure they understand why you are doing this
    - Ensure your staff is promoting website in-store
        - Shelf-talkers
        - Signage
        - Tee Shirts
        - Bag Stuffers
        - Special Orders via your e-commerce site

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Customer Service

As with any business operation, there are a few things that could possibly go wrong with an order you ship through Endless Aisles via your e-commerce site, but we can assure you they don't happen often:

! **Scenario 1:** Customer calls in and says they want to cancel their order

•*Answer:* Orders can only be canceled up to 30 minutes after they are submitted. Unless the "Cancel Order" button on the order page of your Endless Aisles portal is visible, it means the order has already been picked, packed, and shipped.

•FAQ: **How to cancel an order?**

! **Scenario 2:** Customer calls in and says the product was broken/expired/wrong

•*Answer:* All of these issues are our fault. We will credit your account once we have received notification that you filled out the credit request form, so you can refund your customer.

•FAQ: **EA Credit Policy**

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! **Scenario 3:** Order gets sent to EA, and in that time-frame we go out of stock on an item in the order - it hits back-order.

•*Answer:* Endless Aisles checks to see when the next PO is due to arrive to our warehouse. If it is within 1-2 days, we will hold the order. If not, we will ship the inventory we have available, and reach out to you so that you can inform your customer that their order will be short 1 or more items. You will not be invoiced for items that we didn't ship.

! **Scenario 4:** Customer calls in and says they are unsatisfied with the product

•*Answer:* Endless Aisles does not issue credits for Customer Satisfaction. For most brands, you will need to call Phillips customer service with all the details (PO number on your invoice, details of product etc..), and they will credit your account. For WellPet, this needs to first go through their CS team; once they have approved, they will ask Phillips CS to credit your account for the product.

•Phillips CS number: 1-800-451-2817

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We highly recommend exploring the rest of our **FAQ section** for more help-ful information about your EA account. After that, if you still have questions, feel free to reach back out to this email (**help@endlessaisles.io**) at any time. This is our direct support email, and our team is usually able to respond to questions or issues very quickly. We also use this email address to send out information about **product updates**, promotions, and new **blog** posts, so be sure to keep a look-out for new information on a weekly basis.

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