

The QueroSoft[®] package includes the following features:

Page	Functionality
Home	The Home Page is the first page new and existing customers will see when they visit your website. Ideally your home page should provide a snapshot overview of your products and/or services with an indication of the nature of content or purpose of the site. With the QueroSoft [®] solution you would also be able to feature your best selling items or selected special offer items/services on the home page to create instant interest and desire.
About Us	Give your customers a history of your company, your biography, a better understanding of who you are
Product Catalogue	500 product catalogue with full shopping cart for real time and instant buying. Fully managed using i-CMA (Control Panel Facility).
Services	Now that you are selling online, give you customers as much information about your services as possible. They will want to know. Let them get to know you and create a comfort zone.
Terms & Conditions	The Terms & Conditions Page will outline your privacy policy, refunds policy and terms regarding the sale of your goods and/or services.
4 Additional Pages	Have up to 4 additional pages of your choice with 2 images for illustration purposes per page. Use them to expand on your services, products, people, customers and company. Remember, you can use your 4 pages at anytime so do not struggle to fill them
Contact Us	Full address, telephone, fax, mobile, email details. With contact form so that your customers can contact you 24 by 7: <ul style="list-style-type: none"> • Name • Email • Address • Telephone • Mobile • Nature of enquiry / comments

SPEED



Included as Standard:

- 500 Product Catalogue & Shopping Cart - display your products/services in a catalogue/gallery format (with 2 tier site map). Optional integration with WorldPay or SecPay payment solutions to take credit/debit card payments online (£100.00 additional charge for integration). Full managed using i-CMA (Control Panel Facility)
- Order confirmations (receive automatic order confirmation by email once a order has been placed), customer login (customer's can login and manage their personal & payment details), special offers (set special offers)
- Email list manager - the e-mail list manager makes use of all the email addresses that are captured from website visitors as a result of completing your contact form. Sort into groups for strategic e-shots or mass mail the complete list as a whole. You have full control of the facility through your back office management facility

- Secure hosting using SSL
- Professional website design - based on a standard template, customised to reflect your corporate image/colours
- Control Panel facility (i-CMA) - access to update text, images, product catalogue and view comprehensive website statistics (MatrixStats)
- co.uk domain name
- Business email account accessed via webmail facility
- Search engine optimisation
- Standard submission to search engines (SEO)
- Technical support by email during office hours
- Scalability? All our products are scaleable which means they can grow as your business grows on the Internet

Product Management

- Capability of storing up to **500** products
- Standard datasheet for each product
 - Product code
 - Product title
 - Synopsis text
 - Price
 - Colour
 - Size
 - Quantity
 - Product description
 - Thumbnail image
 - Large image
- 2 tier Product categorisation
- Criteria based product search
- Ability to take off products from website instantly

Content Management

- Ability to update the text for contents pages
 - About Us
 - Service
 - Delivery Info
 - Privacy Policy
 - Terms & Conditions
 - Refund Policy
 - FAQ's
 - Contact Us

CONTROL



Custom Shopping Cart

- Easy to use and **interactive** product catalogue
- **Multiple** selection of products
- Buy button associated with each product
- **More info** link for detailed specifications of products
- Shipping information
- Easy checkout with **user login**
- New customer registration
- Email confirmation of orders

Customer Management

- Secure user login
- Manage personal details
- Manage user login details

Support

- **Technical support**
by email or national rate phone call

POWER

