



A Complete B2C Experience

Drive traffic to your site, capture your customer's interest and guide them through an easy and secure buying experience.



In order to compete online you need a web store that is attractive, optimized for search engines and integrated to your accounting solution. k-eCommerce B2C provides customers with easy-to-sort search results, customizable and configurable layouts along with real-time pricing, availability and product information. k-eCommerce B2C offers all of this with a single point of maintenance and can support multiple web stores on the frontend. An integrated solution allows for fast, seamless checkout as well as greater accuracy and speed of fulfillment of products on the backend.

K-eCommerce B2C has all of these features packaged together and gives you the ability to customize the shopping experience based on your business model.

Improve your customer's online shopping experience

Customers expect certain elements to always be present while shopping any eCommerce website. Get started with a web store that will stand out and includes the following out of box:

- Cross-sell / upsell capabilities
- Drop shipping
- Inventory management
- Guest checkout & one page checkout
- SEO management
- Store locator
- Shipping rate calculator
- Wishlists / saved carts

Enhance the customer's online shopping experience with:

- Coupons
- Credit card payment, bank transfer (ACH, EFT)
- Customer support with live chat
- Digital goods
- Filters / power search
- Gift cards
- Product comparison
- Product review
- Returns management
- Social integration

Make sure your web store is found by search engines

Create short URLs and customize title tags and meta descriptions, all important details for SEO. Your web store can also connect to Google Analytics so you can track session time, browsing patterns, purchases and items added to cart.

Get social

Allow customers to share products from your web store on Facebook, Twitter, Pinterest and other social networks. This not only increases the visibility of your product catalog, but has SEO benefits as well. Product review is another element that can be used to create positive opinions of your products and brand while influencing a consumer's purchase decision.

The screenshot shows a product page for a red t-shirt. The breadcrumb trail is: Home » Catalog » Apparel » Men's Clothing. The product title is "T-shirt, short sleeve, retro print on front, embroidered retro logo onsleeve". The product image shows a red t-shirt with "BOSTON" printed on the front. The price is \$15.00. Options include Color (Red), Size (Small), and Test (Test-1). The quantity is 1, and the quantity available is 1012. There are buttons for "Add to my cart", "Compare", and "Tell a friend". There are also social sharing buttons for "SHARE" and "Like".

Categories / Brands

- Categories
- Coats & Jackets
- Men's Clothing
- Shoes
- Women's Clothing
- Accessories
- Brand
 - Bremesen
 - FENDER
 - TEATAXI

[View entire catalog](#)

My Account

My Account

Customer Service

- FAQ
- Questions and comments
- Contact us
- About us

Home » Catalog » Apparel » Men's Clothing

T-shirt, short sleeve, retro print on front, embroidered retro logo onsleeve

Product code : REDTSHIRT-a

Price : \$15.00

Options

Color

Size

Test

Quantity : Qty available : 1012

Compare

[Add to my cart](#)

[Tell a friend](#)

[SHARE](#) [Like](#) Be the first of your friends to like this.

Comparison

[Compare our greatest clothing available](#)

Other Suggestions

Jacket for spring - biker style, distressed denim, multiple pockets

\$50.00

Qty :



[Add](#)

Qty avail. : 1002

Catalog ▾ New Products Specials

My Shopping Cart

This week: If you spend more than \$25, you get free shipping

 Mountain Bike	x1	\$ 299.00	✕	
 Helmet	x1	\$ 29.00	✕	
Promo Code				<input type="text"/>
Sub total				\$ 328.00
Taxes				\$ 19.68
Total				\$ 347.68

Modify my cart

Checkout

Help customers find your products

With filters / power search, your customers will be able to refine search results by certain attributes, such as price, brand, color or size. Help customers even more with their hunt when you use linked attributes, a feature that allows you to present a large number of SKUs under a single listing. To navigate options, customers make selections from dropdown menus. Users also have the ability to compare like items with our product comparison feature as well.

Maximize profit potential

Display related products from item detail pages to strike your customer's interest in other products to cross-sell and upsell. Draw even more sales when you offer coupons, another feature available for your B2C web store. These could include:

- Buy one/get one specials
- Free shipping
- Gift certificates

Make checkout a one-step process

Allow your customers to place an order without creating an account using guest checkout or simply make the check out form all on one page. This will expedite the ordering process, increase conversions and lower your shopping cart abandonment rate.

Cloud or On Premise

Choose the k-eCommerce cloud to host your B2C web store to get up and running quickly and easily with little cost upfront. When you choose the cloud, we handle all IT so you can focus on your core business.

Our solution can also be hosted on your own server, if you prefer. This gives you full control of your eCommerce installation. We will still provide IT resources to help you customize your solution so it can best meet your unique business needs.

About k-eCommerce

k-eCommerce is dedicated to developing integrated eCommerce and ePayment solutions for Microsoft Dynamics® users. We develop fully integrated B2B, B2C, Sales Portal and mobile-optimized eCommerce websites. Our solutions are quick and easy to deploy on premise or in the cloud. k-eCommerce also provides secure PA-DSS certified credit card/ACH processing and an online bill pay portal.

We are a Microsoft Gold Certified Partner with Gold Web Development, Silver Application Development and Silver ERP competencies. Founded in 2001, k-eCommerce has offices in Detroit and Montreal.



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