

“Bayram Edition” of SurfSeller released.

ShopCute.com announces the immediate availability of SurfSeller “Bayram Edition” bringing together many improvements, new channel support and vastly improved customer service functionality together with dedicated eBay multi-listing features.

This will replace the “Astra Edition” and we’ll be contacting customers individually to organise migration over the coming weeks. We’ll be further building and improving our solutions over time.

There is no additional charge for this Edition or the migration.

We think you’ll like it.

Summary of improvements in this edition

Visual and usability	<ul style="list-style-type: none"> • General improvements to graphics, colours and layout. • Reorganisation of menus and settings. • Removal of unused items: product level “Standard Selling Price” and “Postage overrides”. • WYSIWYG editing of product descriptions provides for HTML descriptions where supported by the channel. • "Whiteboard" has WYSIWYG editing and shows last updated time and user. • Single page for editing all prices in a channel without the need to go into each product. • Multi-listing (eBay variant) handling has been greatly improved with functionality dedicated to the task. • "Assemblies" renamed to "Bundles" in line with common understanding.
Offers and marketing	<ul style="list-style-type: none"> • Automated price settings moved to profiles assignable to products and channels as desired. • Differing eBay templates can be assigned to channels and product combinations as desired. Useful for local language templates, brand or category specific layouts and content. • Document templates in LiveShip can have additional text or graphic tile blocks pre-configured to provide a customer message and prompt inclusion of an enclosure. The ability to select these is now available by product and channel. • Collections of images (“packs”) can be created and attached by product to supported channels. It’s anticipated there will be further uses for these packs.

Channel integration	<ul style="list-style-type: none"> • New Kaufland support including listing, retrieval of orders and despatch updates. • New Groupon support with “pre-sale deals” to reserve stock and translate Groupon CDA’s with automated retrieval of orders and despatch updates. • Improved Magento 2 integration with secondary and pack image support.
Language support	<ul style="list-style-type: none"> • Product title and description items can be edited in multiple additional languages providing full language support where supported by the channel.
Currency support	<ul style="list-style-type: none"> • Product buying price can be in any major currency with values in other currencies being automatically calculated and stored. • Works with LiveShip so purchases and sales in the same currency suffer no currency conversion error.
Stock allocation	<ul style="list-style-type: none"> • Faster and improved stock allocation in configurations with a high number of channels. • Phantom Stock can be chosen for a channel overriding the product level settings. • Allocated and free stock also show on product catalogue page.
Customer service	<ul style="list-style-type: none"> • New “SurfSeller order number” allocated to each order providing a unique and easy to use reference. • The Sold listings page: <ul style="list-style-type: none"> ◦ includes the original bundle product as well as the breakdown items. ◦ shows channel and currency and is no longer limited to a single channel. ◦ rolls up multiple lines as a quantity so all lines appear together. • Arbitrary “Tags” can be created and attached to orders providing a means to filter Sold listings. • Improved “Customer service mode” to deal with an entire order in a single page, handle individual product or bundle lines, add new lines (for any product) to the order.
Management information	<ul style="list-style-type: none"> • Where postage rates have been set up in LiveShip for you, the estimated fulfilment and postage cost will be added to the sales record. The actual amount your warehouse will charge you will still depend on the actual weights and count of items despatched.
Corrections to Astra behaviour	<ul style="list-style-type: none"> • An order containing an assembly (bundle) as well as non-assembly item would often split into more than one LiveShip document regardless of other settings. This behaviour has been corrected.
Technical improvements	<ul style="list-style-type: none"> • Faster access to product catalogue related items • Faster collection of eBay orders • April 2022 level API integration with eBay.