

Work on the next generation SurfSeller is underway and features update

Next generation SurfSeller

In the background we've been working on the future of SurfSeller and plan to gradually replace the current monolithic SurfSeller a feature set at a time to offer a more modern interface, new and improved features as well as extendable modules. We expect future modules to include functions such as product catalogue and quality, channel and token management, listing management, product suggestions, re-pricer, cost-based pricing, customer service, pre-emptive actions, feedback monitoring and solicitation, reporting and many more.

As you can imagine, it's going to take some time to get all this done and first to be targeted is the re-pricer.

What we're thinking it'll look like

- More modern and interactive interface
- Dashboard giving an overview of pricer match status
- Ability to build more flexible pricing strategies e.g. seller ratings, feedback, lead time, stock levels etc
- More efficient buy box targetting
- Historic data
- Customer requested features

We'll be including the new re-pricer in your existing SurfSeller subscription without additional cost. We're also considering including FBA listing re-pricing, although this may be chargeable or have "fair use" as whilst consuming our resources currently has no means to cover its cost.

We'd like to include as many customer requested features in the re-pricer as possible, so you can email repricer@shopcuteideas.com with anything you'd like to add to the ideas database or any feedback on FBA pricing. This is an ideas database so please don't use this address if you need a reply.

Bulk upload tools

The Bulk update tools now support *SKU for Channel*, *Channel Identifiers* and making an Identifier active or inactive.

Sales	Products	Stock	Competition	Supplier	Reports	Data	Settings
Products > Bulk update tools							
Choose the bulk update tool you wish to use							
Tool	Description						
Selling prices	Selling prices, price ranges and make active or inactive in a channel						Next
Channel identifiers	Channel identifiers, SKU for Channel and make active or inactive in a channel						Next

If SurfSeller matches a *SKU for Channel* then the *Channel Identifier* is updated and vice versa.

Stock allocation profile

There are now more options to determine how SurfSeller allocates your stock across the channels. The setting is "Stock allocation profile" and is found in In "Settings" > "Merchant Settings".

Balanced	<ul style="list-style-type: none">This is the original allocation profile.Stock is allocated evenly across channels and mirrored to additional identifiers on the same product and channel.Tapering reduces the stock allocated as the level approaches zero to reduce the risk of oversells.When there is not enough stock to allocate to all channels, the channel previously selling the most is preferred and failing that the order in "Settings" > "Channels".
Conservative	<ul style="list-style-type: none">As "Balanced", but with a harsher taper.
Aggressive	<ul style="list-style-type: none">Lists half of your stock in all channels
Maximum Everywhere	<ul style="list-style-type: none">Lists all of your stock in all channels

Reporting changes

New report "Reports" > "Sales report by channel" is similar to "Reports" > "Sales report" but now provides a summary at channel level when "All" channels is selected.

The (Download) option in "Sales" > "Sold" now includes the tracking number.

Product tags

Just as you can create arbitrary tags and assign them to orders, the same can now be done with products. Create your product tags in "Data" > "Product tags" and toggle them on and off as desired in the product catalogue page.

The list in "Products" > "Catalogue" can be filtered by the tags you choose (This currently does not influence the download).

Stock pre-sale

For LiveShip customers it's now possible to pre-sale stock you're expecting to be received for a LiveShip Purchase Order. The feature is enabled at product level in SurfSeller by setting "Include inbound stock" on the product catalogue detail page. The behaviour is then as if "Phantom Stock" was set.

The screenshot shows the 'Phantom stock and pre-sale' section of a product catalogue detail page. It includes the following fields and controls:

- Features** (plain text, one a line)
- Ingredients** (text area)
- Instructions** (text area)
- Phantom/ pre-sale stock**: Input field with value 0
- Pre-sale restock date**: Dropdown menu
- Phantom/pre-sale stock location**: Dropdown menu with value 'All'
- Reserved stock**: Input field with value 0
- Include inbound stock**: Checkbox, highlighted with a pink box
- Fulfillment locations**: Section with the following controls:
 - Fulfillment latency override**: Input field with value 0
 - Default location**: Dropdown menu with value 'DWH (primary)'
 - Collection location**: Dropdown menu
 - Override location 1, 2, 3**: Three pairs of dropdown menus

Stock will be considered available between the "Visibility date" and "Expected delivery" set on the Purchase Order.

The screenshot shows a table with the following columns and data:

on	Expected delivery	Visibility date	Currency
	28-09-2023	28-09-2023	GBP

	Item price	Qty

We hope you find these changes useful and thank you for using SurfSeller. We're here at care@shopcute.com.