



CustCredit for Miva Merchant™

Customer Service Capabilities

Product Manual

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Module Description

The CustCredit™ module allows you to offer store credit to your customer for returned items. The credit is tracked with the customer's record and automatically applied when the customer checks out thus simplifying your returns process and minimizing credit card charges for refunds.

Key Benefits

- Customer-specific Store Credit page in the Miva admin
- Storefront owner enters store credit into customer's account
- Optional area to track reason for credit
- Refund credit displayed in Edit Customer Account screen when customer logs into storefront
- Refund automatically applied to customer's basket as he checks out
- Refund amount available to customer until it is depleted by purchases

With the Customer Store Credit module, your customers can now get store credit for returned items. The credit is tracked with the customer's record and automatically applied when the customer checks out. This simplifies your returns process and minimizes those credit card charges for refunds.

If you are using only the Customer Store Credit module, your customers will need to send an email to you or call you requesting store credit for a return. Then the storefront owner manually enters the credit amount and reason for credit (this is optional) into the Customer Store Credit page in the Miva Merchant admin.

Then, the next time this customer logs into your storefront, when they check out with a new purchase, they will see the amount of the refund listed on their "Edit Customer Account" screen and that amount is automatically applied to their basket as they checkout. If they do not use the entire refund during this first return to your store, the Customer Store Credit module retains the unused credit and makes it available to the customer at his next visit. This continues until the customer uses the entire credit amount.

Please note that when using this module alone, that is, without any other Copernicus products from the Customer Service Suite, you must manually enter the credit information from your customers. When using this module in conjunction with the [CustReturns™](#) module, the customer can enter his return request directly into the storefront and the storefront automatically handles the processing.

When the CustCredit module is used in conjunction with the [CustReturns](#) module, your customer can submit a returns request through your website and the return is tracked through the Miva admin. By combining these two modules, if the return is accepted you can give the customer Store Credit for the return.



When the CustCredit module is used in conjunction with the [CustRMA™](#) module the storeowner has the option to choose Store Credit (rather than a refund) when a product is fully returned. The CustRMA module tracks product returns.

When the CustCredit module is used in conjunction with the [CustContact™](#) module, the storefront owner can track the correspondence between the customer and the storefront and have the history of the issuance of Store Credit filed in the mini-help desk.

The Customer Suite of modules, CustCredit, CustReturns, CustRMA and CustContact can each be used separately but are best when used together as a comprehensive customer service solution.



Example Usage

A storefront that sells cakes and jelly beans online accepts returns for jelly beans that arrive stale at the customer's doorstep. It does not accept returns for the cakes that it sells because the cakes are baked and shipped on the same day. They are never stale since they get shipped over night. (The storefront owner solved this problem with the Copernicus Shipping SuperMod!)

Well, the storefront owner purchased a batch of jelly beans from a discounted wholesaler (whose name will not be revealed here!) who sold him 200 pounds of stale jelly beans! The storefront owner did not know that he was sold stale jelly beans and now all of his customers are receiving stale jelly beans!! This is a storefront owner's nightmare!

The Solution. The storefront owner wants to issue store credit to his customers rather than refund the money for the stale jelly beans. He wants his customers to be able to come back to his storefront and place new orders that allow them to access the store credit they received as a result of the stale jelly beans. Therefore, the storefront owner invests in the Copernicus CustCredit™ module and can customize his storefront to offer store credit for returns.

Thus solving his returns problem....if only that wholesaler would take the stale jelly beans back....



Theory of Operation

General Theory

In the early years of e-commerce, the technical hurdles of creating a functioning storefront had to be the focus of any online retailer since the store, simply put, had to work. A few years later..... with the technical hurdles taken care of by Miva Corporation and many third-party module programmers, Miva Merchant storefront owners can focus on other areas to help improve the customer experience. As storefront owners search for ways to improve sales, the old-fashioned need for customer service is clear. Even though in e-commerce the store owner and shopper may never actually meet, the need for the customer to be attended to does not change.

Customer Service is an area where an online retailer can quickly differentiate their business from other e-commerce options on the internet. If “the Customer is King,” he will quickly know it and will become loyal to your site. Gaining customer loyalty is simplified by utilizing technology that reaches out to your customers to let them know that you care. The Copernicus Customer Service Suite was designed with this in mind. By utilizing these tools, you can provide your customers with the type of service that other large online retail outlets offer such as making the returns process easy and improving methods of communication.

Module Theory

The CustCredit module is designed to give the storefront owner the ability to provide credit for returned merchandise and services. The module automatically tracks the credit that is available to a customer and deducts purchases from that credit as the customer revisits the storefront to make purchases. It allows the storefront owner to track the redemption of credits and the customer to easily redeem those credits. By providing your customers with an easy way to return goods and receive credit, the storefront is more customer-friendly.



Module Installation and Upgrading

Domain Installation of Module

You must first confirm that you have at least OpenUI v4.53 (uncompiled) or OpenUI v4.71 compiled running in this storefront. You must also be sure to have the OpenUI Admin Extensions installed to make this module work properly. You can find the latest OpenUI release and installation instructions at www.openui.org.

You must first install the module in your Miva Merchant domain. After that you will need to follow the steps for installing the module in the store for which you have purchased the license.

Module Domain Installation

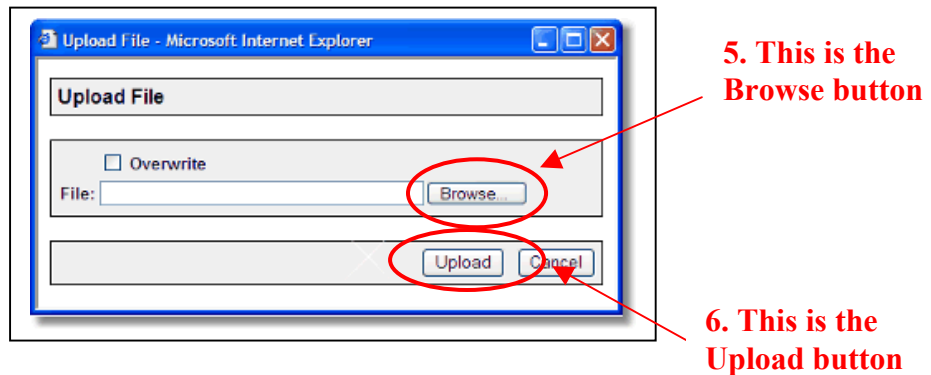
1. Go into the Miva admin (*admin.mv*)
2. Open the **Modules** branch
3. Click on the **Add Module** link and the screen pictured below will appear
4. Click the **Upload** button

The screenshot shows a web interface titled "Add Module". Below the title bar, there is a "Files" section. Under "Files", there is a "Module:" label followed by a text input field. Inside the input field, there is a small circular icon with an upload symbol, which is circled in red. A red arrow points from the text "Upload Button" to this icon. At the bottom right of the form, there are two buttons: "Add" and "Reset".

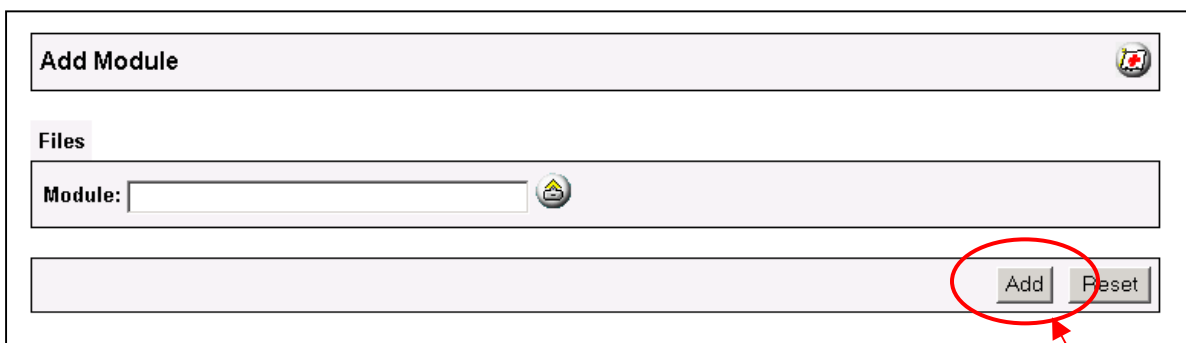


5. A Pop-Up window, like the one pictured below, appears and allows you to either **Browse** to find the module on your local drive or enter the filename of the module.

6. Press the **Upload** button



7. Once you press the Upload button, the Upload File PopUp box disappears and the Add Module box is again visible. Press the **Add** button



8. Now the module has been installed in the domain. Next you need to install the module in the store



Store Installation of Module

1. Go to the Miva admin (*admin.mv*)
2. Open the **Stores** branch
3. Click on the arrow next to the store name
4. Click on **Order Fulfillment Configuration**
5. Check the checkbox next to the module name. (For this module it is *CBS – CustCredit*)
6. Press the **Update** button at the bottom of the screen.

5. Click the checkbox next to the module name

Order Fulfillment Configuration

Modules * -- CBS - CustCredit™ CBS - XML Fulfillment OpenUI Email Merchant Notification OpenUI Customer Order Confirmation Email

Assigned Module

<input checked="" type="checkbox"/>	CBS - CustCredit™
<input checked="" type="checkbox"/>	CBS - XML Fulfillment
<input type="checkbox"/>	Email Merchant Notification
<input type="checkbox"/>	Customer Order Confirmation Email

Update Reset

6. Click the Update button

7. A PopUp box appears that looks like the picture below. Enter the *CustCredit* license key you got when you purchased the module license.
8. Read the *License Agreement*
9. Check the box next to **I ACCEPT THE TERMS AND CONDITIONS OF THE LICENSE AGREEMENT**
10. Press the **Update** button. Now you have successfully installed the module in the storefront and you are ready to use it!



7. Enter the license key here

COPERNICUS™
BUSINESS SYSTEMS

CBS - [redacted] (v4.22)
Build Timestamp: 2003-01-08 23:48:53

Product Info | Documentation | Release Notes | More Products

Integrity: GOOD (268545)

License Key:

(Please note that you need ONE LICENSE FOR EACH STORE.)

License Agreement:

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10. Press the Update button

9. Accept the license agreement here



Module Upgrading

You must first confirm that you have at least OpenUI v4.53 (uncompiled) or OpenUI v4.71 compiled running in this storefront. You can find the latest OpenUI release and installation instructions at www.openui.org.

Domain Module Upgrading

1. Go to the Miva admin. (*admin.mv*)
2. Open the **Modules** branch
3. Click on **CBS – CustCredit** module
4. Click on the **Files** link in the content area of the screen

4. Click on the Files link

Edit Module: CBS - CustCredit™

Information **Files**

Type of Module:	Fulfillment
Code:	CBS-CUSTCREDIT
Name:	CBS - CustCredit™
Provider:	Copernicus Business Systems, LLC -- http://www.cbstech.com/
Version:	4.05
Usage Count (Number of Stores):	2

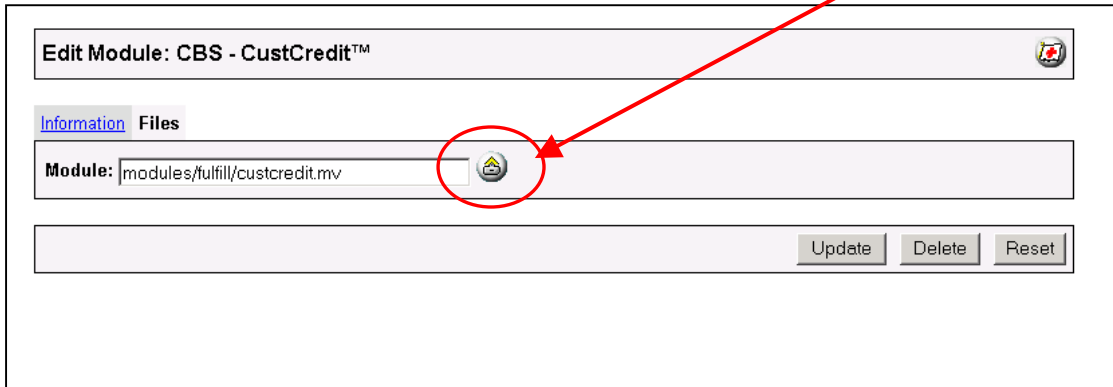
Active

Update Delete Reset

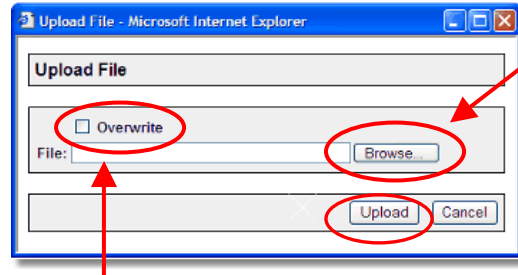


5. Click the **Upload** graphic button

5. Click on the **Upload button**



6. The Upload file PopUp box will appear. Check the **Overwrite** box so that the updated module will overwrite the old version.



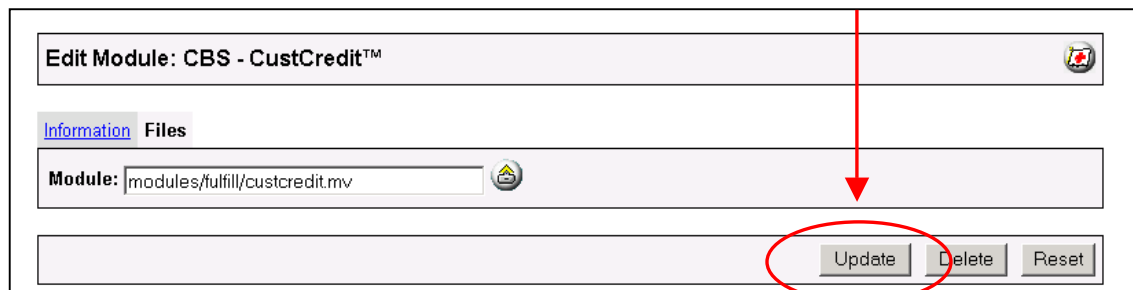
7. Click the **Browse** button to find the file.

6. Check the **Overwrite** checkbox

8. Press the **Upload** button

7. Enter the filename of the module on your local drive or use **Browse** to find the file.
8. Press the **Upload** button this will take you back to the “Files” screen.
9. Press the **Update** button and you are finished!

9. Press the **Update** button





Module Usage

Module Configuration

Once you have installed the module, you'll want to configure it. The administrative interface for this module is located in the Order Fulfillment Configuration section of the Miva admin:

1. Go to the Miva admin (admin.mv)
2. Click the arrow next to **Stores**. This will open up all of the stores you have in this domain.
3. Click on the arrow next to the name of the store in which you have installed this module.
4. Click on the link "Order Fulfillment Configuration" and in the content area of the Miva admin, you will see all of the tabs specific to the modules installed in this section. It will look similar to the picture below.
5. Click on the CBS – CustCredit tab.

5. Click this tab to control the module configuration

Order Fulfillment Configuration

Modules

- [*-- CBS - CustCredit™](#)
- [CBS - XML Fulfillment](#)
- [OpenUI Email Merchant Notification](#)
- [OpenUI Customer Order Confirmation Email](#)

Assigned Module

<input checked="" type="checkbox"/>	CBS - CustCredit™
<input checked="" type="checkbox"/>	CBS - XML Fulfillment
<input type="checkbox"/>	Email Merchant Notification
<input type="checkbox"/>	Customer Order Confirmation Email

Update Reset




CBS – CustCredit Tab


There are no configurable options in this section. Please see the CBS-CustCredit Tab in the Edit Customer section for information about how to input and edit a Credit for a customer.

Order Fulfillment Configuration

Modules	CBS - CustCredit™	CBS - XML Fulfillment	OpenUI Email Merchant Notification	OpenUI Customer Order Confirmation Email
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CBS - CustCredit™ (v4.05)
Build Timestamp: 2003-02-27 00:47:16



[Product Info](#) | [Documentation](#) | [Release Notes](#) | [More Products](#)

Module Integrity: **GOOD (421366)**

There are no configurable Fulfillment options for this module.

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Order Fulfillment Configuration updated



CBS - CustCredit Tab (Edit Customer)

Anyone with access to the Miva admin can view the Credit and Credit Redemption information that is collected on each customer by going to the customer record in the Miva Merchant admin. The information is collected and displayed in chronological order. This is the location where the storefront owner can add credits to the customer record and where redemptions are logged as a result of the customer's actions. To make changes or additions to this information, click the edit button next to the customer record with which you want to work.

Click the edit button to enter into the customer account to record a Credit

Edit Customer: jsobanet


[Identification](#) [Shipping/Billing Information](#) [Additional Addresses](#) [OpenOrders™](#) **CBS - CustCredit™**
[SmartBrain™ Categories](#) [SmartBrain™ Products](#)


COPERNICUS™ BUSINESS SYSTEMS **CBS - CustCredit™ (v4.05)**
Build Timestamp: 2003-02-27 00:47:16

[Product Info](#) [Documentation](#) [Release Notes](#) [More Products](#)


Customer Credit Balance: **\$0** Module Integrity: GOOD (421368)

All times are displayed in EDT

Time	Order #	Amount	User	Reason	
03/25/2003 15:06:58 EDT		<input type="text" value="0.00"/>	admin	<input type="text"/>	

0-0 10 

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 Update Delete Reset



The following information is displayed for each customer record. You can edit the Amount and the Reason for a credit. Order numbers are automatically assigned and redemption information is collected as a result of the customer's actions.

- **Time:** This displays the date and time of this specific credit or redemption of credit.
- **Order #:** This is the order number attached to the redemption of a credit. This is only tracked and made available for viewing for redemption order numbers. This is not the original order number.
- **Amount:** This is the dollar value of the credit or redemption.
- **User:** This is the Miva Merchant Administration User ID of the person who created the customer credit
- **Reason:** This is the reason that the person who entered the customer credit put into the system for the issuance of the credit.

Customer Credit Balance: \$0

Time	Order #	Amount	User	Reason
11/03/2002 10:00:18 CDT		\$0.01	ehlersd	f
11/03/2002 11:46:14 CDT		\$15.75	ehlersd	Test Credit
11/03/2002 12:45:53 CDT	1005	(\$5.81)		
11/03/2002 14:44:13 CDT		\$17.35	ehlersd	Test
11/03/2002 15:06:40 CDT	1006	(\$17.35)		
11/03/2002 15:17:34 CDT		22.95	ehlersd	Order Refund #1002

You can edit the Amount and Reason for the Credit



Shopper "Edit Customer Account" Screen

When a customer who has a credit with your store is checking out of the storefront, he will see his available credit listed on the Customer Account Screen. Shoppers who do not have a credit will not have any information displayed here.

[Select Store](#) [Store Front](#) [Account](#) [Search](#) [Product List](#) [Basket Contents](#) [Checkout](#)

[Logout](#)

Bold=Required
Italic=Optional

Login:

Email Lost Passwords To:

Password:

Confirm Password:

You have a store credit in the amount of: **\$22.95**

Ship To:		Bill To (If Different):	
First Name:	<input type="text" value="d"/>	First Name:	<input type="text" value="d"/>
Last Name:	<input type="text" value="d"/>	Last Name:	<input type="text" value="d"/>
Email Address:	<input type="text" value="d@d.com"/>	Email Address:	<input type="text" value="d@d.com"/>
Phone Number:	<input type="text" value="111-111-1111"/>	Phone Number:	<input type="text" value="111-111-1111"/>
Fax Number:	<input type="text"/>	Fax Number:	<input type="text"/>
Company:	<input type="text"/>	Company:	<input type="text"/>
Address:	<input type="text" value="d"/>	Address:	<input type="text" value="d"/>
City:	<input type="text" value="d"/>	City:	<input type="text" value="d"/>
State/Province:	<input type="text" value="Texas"/>	State/Province:	<input type="text" value="Texas"/>
Other State/Province:	<input type="text"/>	Other State/Province:	<input type="text"/>
Zip/Postal Code:	<input type="text" value="11111"/>	Zip/Postal Code:	<input type="text" value="11111"/>
Country:	<input type="text" value="United States"/>	Country:	<input type="text" value="United States"/>



Shopper “Shipping Payment Selection” Screen

In this screen, a customer, who has a credit with your store, can view the amount of the credit that was applied to this order and any remaining credit that is available after this purchase is completed. Shoppers who do not have a credit will not have any information displayed here.

[Select Store](#) [Store Front](#) [Account](#) [Search](#) [Product List](#) [Basket Contents](#) [Checkout](#)

Ship To:		Bill To:	
Name:	d d	Name:	d d
Email Address:	d@d.com	Email Address:	d@d.com
Phone Number:	111-111-1111	Phone Number:	111-111-1111
Fax Number:		Fax Number:	
Company:		Company:	
Address:	d d,TX 11111 US	Address:	d d,TX 11111 US

Code	Product	Quantity	Price/Ea.	Total
000184	AE INTERNET SECURITY V2.5 FAM ED 2001 CD MOST	2	\$43.68	\$87.36
Customer Credit (\$0.00 remaining):				(\$22.95)
Total:				\$64.41

Ship Via:

Pay With:



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