



Customer Credit for Miva Merchant 5™

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 can be automatically applied when the customer checks out thus simplifying your returns process and minimizing credit card charges for refunds. Additionally v5 of the Customer Credit module can act as a "payment module" allowing customers to chose when to apply credit to their purchase

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
- New in V5: Import Credits from Text File

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.

When a customer requests a return, the store 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.



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 allows the customer to redeem credit at checkout. 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.

Credit redemption capabilities are provide two ways:



Module Installation and Upgrading

Domain Installation of Module

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.

Note: Always add modules one at a time, completing the full installation. If installing more than one, add a module to your store and enter the license key, then proceed to the following module.

Module Domain Installation

- Go into the Miva admin (*admin.mvc*)
- Open the Global Settings → **Modules** branch in the left menu
- Click on the **Add Module** link and the screen pictured below will appear
- Click the **Upload** button

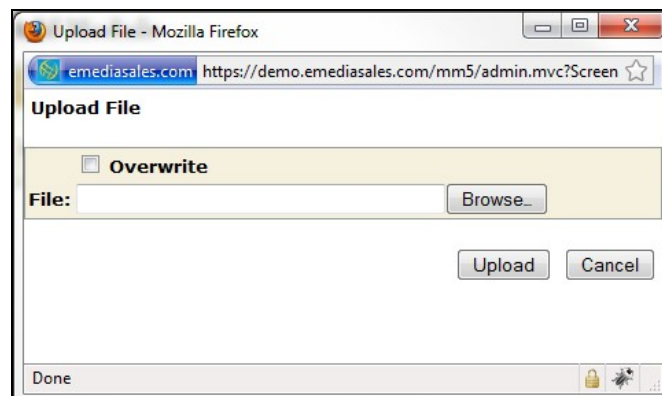
Add Module

EXTRAS HELP

Files

Module:

- 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.
- Press the **Upload** button





- Once you press the Upload button, the Upload File PopUp box disappears and the Add Module box is again visible. Press the **Add** button.
- Now the module has been installed in the domain. Next you need to install the module in the store.

Add Module

Files

Module: 



Store Installation of Module

Order Fulfillment Settings

EXTRAS HELP

Modules	eMediaSales ePartner System	Customer Order Confirmation HTML Email	Email Merchant Notification	eMediaSales DropShip Vendor Notification
Coupons	MyOnlineBilling.com Connector			

AVAILABLE ASSIGNED ALL [Check Miva Central for Related Modules, Add-ons, and Extras](#)



Assigned	Module
<input checked="" type="checkbox"/>	eMediaSales ePartner System
<input checked="" type="checkbox"/>	eMediaSales Softgoods and Digital Downloads
<input checked="" type="checkbox"/>	Customer Order Confirmation HTML Email
<input checked="" type="checkbox"/>	Email Merchant Notification
<input checked="" type="checkbox"/>	eMediaSales DropShip Vendor Notification
<input checked="" type="checkbox"/>	eMediaSales Daily Deal
<input checked="" type="checkbox"/>	Coupons
<input checked="" type="checkbox"/>	MyOnlineBilling.com Connector
<input type="checkbox"/>	CBS Customer Credit

- Go to the Miva admin (*admin.mvc*)
- Click on **Order Fulfillment Settings**
- Check the checkbox next to the module name.
- Press the **Update** button at the bottom of the screen.



- Click on the new tab CBS Customer Credit.
- Read the *License Agreement*
- Check the box next to **I ACCEPT THE TERMS AND CONDITIONS OF THE LICENSE AGREEMENT**
- **Enter your License Key**
- Press the **Update** button. Now you have successfully installed the module in the storefront and you are ready to use it!

Order Fulfillment Settings

Modules	eMediaSales ePartner System	Customer Order Confirmation HTML Email	Email Merchant Notification	eMediaSales DropShip Vendor Notification
Coupons	MyOnlineBilling.com Connector	CBS Customer Credit		

Customer Credit

Version: 5.502 ([check for update](#))  **Docs:** [Customer Credit docs](#)

License Key: **FAQ:** [FAQs at MvtRocks!](#) **Support:** my.emediasales.com

Corporate End User License Agreement
Version 1.0 February 21, 2008

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I certify that I have read and agree to the terms and conditions of the EULA.

License Number:

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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 section of the Miva admin:

1. Go to the Miva admin (admin.mv)
2. Click on the link "Order Fulfillment Settings" 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.
3. Click on the CBS Customer Credit tab.

The screenshot shows the 'Customer Credit' configuration page. At the top, it displays the 'COPERNICUS™ by eMediaSales' logo and version information: 'Version: 5.504 (check for update)' and 'License Key: 69f134afd48942185d0165b7e8f56db7'. There are also links for 'Docs: Customer Credit docs', 'FAQ: FAQs at MvtRocks!', and 'Support: mv.emediasales.com'. The main configuration area includes a dropdown for 'Redeem Credit as Payment Method' set to 'No'. Below this is a 'Customer Credit Template' text area containing HTML code:

```
<tr><td align="left" valign="bottom" colspan=2 >
You have store credit in the amount of <b>{myte:customer_credit:formatted_amount}</b>
</td></tr>
```

 There are 'Notes' and 'Versions' sections for this template, with the current version being '08/02/2011 23:11:37 UTC'. The 'Customer Credit Payment Template' section contains more HTML code:

```
<myt:if expr="1.settings:customer_credit:balance_due EQ 1">
Store credit in the amount of '{myte:customer_credit:amount;}' will be applied to this order. Please s
<div id="shipping-payment">
<div class="form_row">
<label for="CustCredit_PaymentMethod" class="bold">Pay With:</label>
<select name="CustCredit_PaymentMethod" class="textfield">
<myt:foreach array="paymentmethods" iterator="method">
<option value="{myte:method:module;}{myte:method:code;}">{myt:method:name}</option>
</myt:foreach>
</select>
```

 This section also has 'Notes' and 'Versions' fields, with the current version being 'Original'.



Redeem Credit as Payment Method / Customer Credit Payment Template:

When enabled, the customer's credit balance can be redeemed on the standard OSEL (Shipping and Payment Selection) screen. The amount of credit available will be displayed as a "Payment Method" in the payment methods drop down automatically.

If you use this setting, you must also add a line of StoreMorph code to your OPAY (Order Payment) screen in order to call in the Customer Credit Payment Template. This allows selection of a second payment method after applying credit in the case that the credit does not cover the full order amount.

Insert this line where you want the payment accepted message and the additional payment selection drop down to appear if the order total is larger than the credit available. It must be inside of the main OPAY form.

This line inserts the contents of the "Customer Credit Payment Template" into the OPAY page.

```
<mvt:item name="customer_credit" param="payment"/>
```

Customer Account (ACED) / Customer Credit Template:

The StoreMorph template can be edited to your needs. The primary StoreMorph entity provided by the module is the customer credit amount available to the customer. This template can be rendered by placing the following StoreMorph item in your Customer Edit (ACED) screen.:

```
<mvt:item name="customer_credit" />
```

StoreMorph for Redeeming Credits:

Credits can be redeemed at checkout using the following methods. Both methods may be used together:

1. Method 1: As a Payment Method: If you've configured the module to allow redemption of credits as a payment method, it will automatically appear in your payment selection list. You should have installed the customer_credit item on the OPAY page and added the StoreMorph shown above.
2. Method 2: Using a standalone form, anywhere during checkout. Note that the form should not overlap or appear within any other existing forms – and the credit redemption will occur following form submission and return you to the SAME page if you use the form below.



Experts may be able to combine this form into any other checkout form by simply including the hidden action variable in another form. The action “cbs_credit” triggers the module to redeem store credit. Once redeemed, credits will apply automatically, and cannot be removed from the basket.

***NOTE:** Adding the “cbs_credit” action to any existing forms of checkout **WILL CAUSE AUTOMATIC REDEMPTION** of all credits for all customers when they checkout. This may or may not be desired behavior, so please chose between adding the cbs_credit action to an existing checkout form or within a standalone form based on how you want customers to use their credit.

The following example form could be used on the OCST page to redeem credit immediately. Note: If you use this on any other page of checkout, you may need to pass additional StoreMorph variables, such as the current selected Payment or Shipping Method(s). Please consult with your Miva Merchant developer if this is required.

```
<mvt:if expr="l.settings:customer_credit:credit_available GT 0">
  <form method="post" action="&mvt:global:secure_sessionurl;">
    <label for="Redeem">Store Credit</label>
    You have &mvte:customer_credit:formatted_amount; store credit available
    <input type="submit" name="submit" value="Redeem Now">
    <input type="hidden" name="Action" value="cbs_credit" />
    <input type="hidden" name="Screen" value="&mvte:global:screen;" />
    <input type="hidden" name="Store_Code" value="&mvte:Store:code;" />
  </form>
```



Importing Credits

The Customer Credit module comes with a simple credit import feature that allows you to import credits into multiple customers with a single spreadsheet / flat file import. Only two fields are supported in the flat file. Recommended format is CSV with a header line. Fields available:

- login
- balance

The screenshot shows the Miva Modules administration interface. On the left is a sidebar menu with the following items: Miva Modules, Wizards, Groups [Add], Countries, States, Pages [Add], Categories [Add], Products [Add], Attribute Templates [Add], Upsale [Add], Inventory, Affiliate Settings, Shipping Settings, Payment Settings, Order Fulfillment Settings, Logging Settings, System Extension Settings, Customers [Add], Availability Groups [Add], Price Groups [Add], Order Processing, Utilities, Template Data Feed, Import Data, Import Categories from, Import Customers from, Import Products from, Import Data from XML, Microsoft Live Search, and CBS Customer Credit. The main content area is titled 'Import Customer Credit Data From Flat File'. It contains a 'Data File:' field with an 'UPLOAD' button, a 'Delimiter:' section with radio buttons for 'Tab' (selected) and 'Other: .', and a checkbox for 'First Line of File is a Header Row'. At the bottom right of the form are 'Next' and 'Reset' buttons.

To access the import, generate a CSV file, taking care not to include “quotes” in the CSV file, and click the arrows in the left menu of your administration to unfold and navigate to Store → Utilities → Import → CBS Customer Credit.

Upload your flat file, following the prompts to select the customer login and customer balance field, and import.



Manually Issuing Credits

To issue a credit to a customer, simply go into their account in your Miva Merchant administration:

- In the left menu, click Customers
- Search for the customer
- Click Edit when you find the customer
- Click on the tab: CBS Customer Credit
- Click Add to insert a new credit.
- Enter the amount, a reason (eg, product return) and click “Update”.

Edit Customer: james EXTRAS HELP

Identification Shipping/Billing Information **CBS Customer Credit**

Current Balance: 100.00

Time	Type	Order #	Amount	Reason	User	ADD
08/02/2011 - 21:53:36	UTC Credit		100.00	testing	admin	

1-1 1000 C

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