

PeerStory: Softline eCommerce Solution



This PeerStory is a collection of quotes from a real user sharing their experience using Softline eCommerce Solution on IT Central Station.



Head of eCommerce
at a tech services company
with 1,001-5,000 employees



Use Case

The eCommerce providers host our shopping cart and oversee that transaction as well as maintaining the relationship with customers. From our side, we direct all the traffic from our website to the shopping cart, which is protected by Softline. They also handle manual renewable emails and outgoing renewable emails.



They are quick to respond, always online, and available as well as ready to help, answer, and take care of the required data reports. We really enjoy working with them. They are very professional.

Results

We have started to show **very good results**, increasing in the commercial rate and shares of those payments methods. This also gave us the opportunity to collaborate not only with top banks, but also with other banks with whom new payment methods are being collaborated. **They are very proactive** in proposing partnerships.



Softline eCommerce has helped to increase our eCommerce sales and conversation rate in our shopping cart. Our customer satisfaction is now at 95 percent, which is huge.

Valuable Features

We use Softline eCommerce in Russia, the Baltics, Azerbaijan, and Uzbekistan. We have local languages and currencies in the shopping carts. It is also possible to change currencies. Our website understands GeoIP, showing you the right currency for your country. The ability to change language and currency **provides additional value and personalization.**

We can customize shopping carts according to our needs. We constantly review with Softline the features and shopping cart templates that we need. **Softline eCommerce is flexible and can provide additional features**, e.g., the design of the shopping cart, disclaimers, and some customized emails to clients.

It has 24/7 support. We can reach managers from Softline through Telegram, WhatsApp, or mobile phone. **It is very easy, client-oriented support** for us to use as a vendor.

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ROI

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We have a very interesting functionality where people order first and pay later. At the same, Softline eCommerce is reminding them about this unfinished order. This also helps **improve our conversion rates.**

Also, some additional emails, like follow up emails, which Softline sends the customers before expiration of their license, are also designed in a way that people are **motivated to prolong their license.**

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