Retailer Suite
Magento 2

User Guide

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I - INTRODUCTION

I.1 WHAT IS ELASTIC SUITE FOR RETAILER?

Elastic Suite for retailer is an extension of the module Smile ElasticSuite (*https://github.com/Smile-SA/elasticsuite*). It's a set of modules for Magento 2 that integrates omnichannel strategy by adding web to store features:

- A powerful and customizable store locator

- Manage product catalog for each store

- Personalize the omnichannel customer experience: Drive or Retail

- High performances & scalability

This set of modules has been designed to help multi-channel distributors to easily integrate omnichannel dimension in Magento.

This set of modules has been created by Smile Innovation and is released under the Open Software Licence version 3.0.

I.2 WHO WE ARE

Set up in 1991, Smile is the first European integrator specialized in open source solutions.

On top of our engineering expertise, Smile offers a vast range of services: consulting upstream and in support of the projects, the interactive agency both in creation and web design and in editorial, strategic and e-marketing advice, application maintenance, training, support & maintenance in operational condition, hosting and exploitation.

Magento recognized Smile as a core partner through the « **Global Elite** » partnership badge.

Since 2014, **Smile Innovation** is the innovation and experimentation entity of Smile. Our multidisciplinary team brings together experts in technology, innovation, and new applications. Together we explore, invent, and test technologies of the future, to better serve our clients.

I.3 REQUIREMENTS

First, you need to have the module *Smile ElasticSuite 2.3.3* or higher. Nevertheless, it's possible to integrate only the Store Locator without ElasticSuite.

Smile ElasticSuite for Retailers has been successfully deployed and tested on the following Magento versions :

- Magento Commerce 2.1.x or higher

- Magento Open Source 2.1.x or higher

As far as possible, you should install the module at the early beginning of your Magento project, at the same time you install Magento. This way, your development team won't spend additional time to handle ElasticSuite specificities.

I.4 ELASTIC SUITE FOR RETAILER MODULES LIST

Depending on the project, several additional modules can be used to improve Elastic Suite. Each of them is published in open source and is shared on github.

Module name	Description	Requirements
Elastic Suite For retailer	Installation Package : Offer, seller, retailer, store locator, retailer offer, store delivery https://github.com/Smile-SA/elasticsuite-for-retailer	ElasticSuite 2.1
Retailer ElasticSuite Search	It allows to index retailers into the search engine and display them into the autocomplete results, and also on the search result page. https://github.com/Smile-SA/module-retailer-elasticsuite-search	ElasticSuite 2.1
Retailer	It allows to implement retailer entities into Magento https://github.com/Smile-SA/magento2-module-retailer	ElasticSuite 2.1 Seller
Offer	It allows to configure offer for retailer into magento https://github.com/Smile-SA/magento2-module-offer	ElasticSuite 2.1 Seller
Seller	It allows to add sellers. https://github.com/Smile-SA/magento2-module-seller	None
Store Locator	This module adds a store locator to the website. *https://github.com/Smile-SA/magento2-module-store-locator*	Map, Retailer
Map	It allows to add map on the website. https://github.com/Smile-SA/magento2-module-map	None
Retailer Offer	This module adds the ability to manage offers per Retailer Shop. https://github.com/Smile-SA/magento2-module-retailer-offer	Offer, retailer, store locator
Retailer Offer inventory	It allows to add stock level for retailer offer https://github.com/Smile-SA/magento2-module-retailer-offer-inventory	Retailer Offer

Store delivery	It allows to use store address for shipping address with store delivery shipping method https://github.com/Smile-SA/magento2-module-store-delivery	Store locator (Map + retailer?)

I.5 TERMINOLOGY

POS	Points of sale
Retailer	A **retailer** is synonymous with **point of sale** or **store**

I.6 FOR MORE INFORMATION

|	
Elastic Suite official website	*http://magento-elastic-suite.io*
GitHub Elastic Suite for Magento 2	*https://github.com/Smile-SA/elasticsuite*
GitHub Retailer Suite for Magento 2	*https://github.com/Smile-SA/elasticsuite-for-retailer*
ElasticSuite Demo	*http://demo.magento-elastic-suite.io*
Smile official website	*http://www.smile.fr*

In this chapter, we will speak about the different basic parameters of the module.

II.1 NAVIGATION MODE

Access: Stores -> ElasticSuite -> Elastic Suite for Retailer

The "Smile elastic suite for retailer" module allows customers to choose a retailer. The retailer selection allows merchants to have two different catalog navigation modes depending on the configuration chosen in the back office. You have the choice between "drive" or "retail" navigation mode.
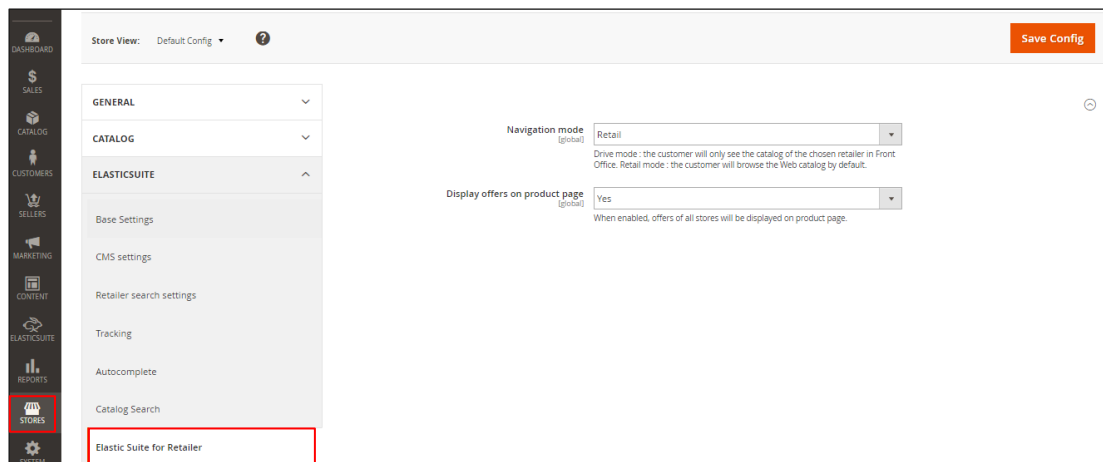
Navigation mode settings

II.1.a "Drive" navigation mode

The "drive" mode allows access to the user only to the product catalog of the selected retailer. Nevertheless, it's possible to have access to all retailer offers by setting the attribute **"Display offers on product page"** to yes.

Drive mode

This operation makes it possible to implement navigation logic by "assortment retailer" where the user's navigation begins with the choice of his retailer.

II.1.a "Retailer" navigation mode

The "retail" mode allows users to navigate in the web catalog and to have access to the retailer offers.

II.2 RETAILER CONFIGURATION

II.2.a Retailer administration

Access: Sellers -> Retailers

The Inventory grid lists all retailers. Use the standard controls to sort and filter the list, find products, and apply actions to the selected retailers. From the grid, you can create new retailers and edit existing ones.
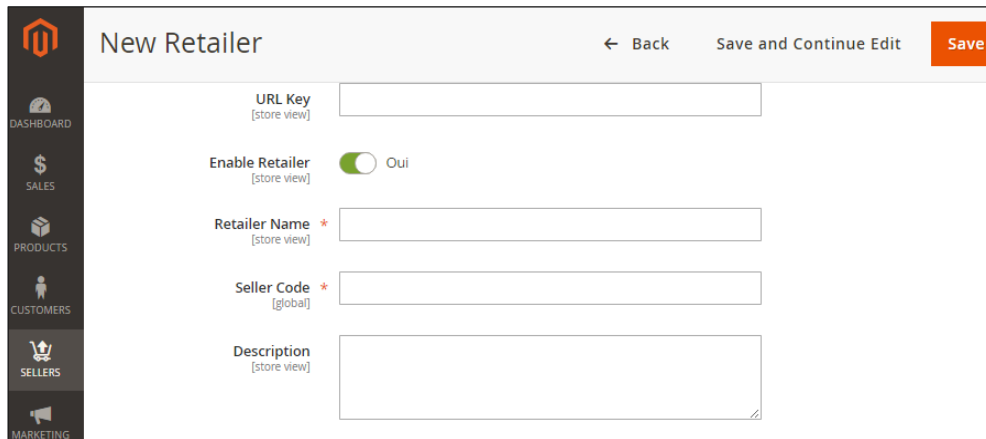

Retailers Grid

You can edit or delete a previously created retailer and add or remove some elements from the grid or by clicking the delete retailer button on the Retailer edit page.

Elastic Suite for retailer
User Guide

II.2.b Add new retailer

Access: seller -> retailer -> Click on add new retailer

Step 1 – Complete the basic fields

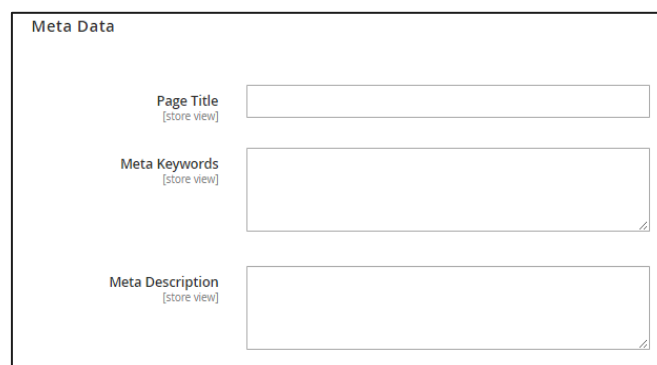The first fieldset shown in this screen allows you to configure Retailer's basic data.

Step 1 – Basic settings

Attribute	Required	Description
URL Key	No	You can enter an URL Key for the retailer, or let the system automatically create one that is based on the « Retailer name ». The URL Key defines the URL of the retailer details page.
Enable Retailer	Yes	To enable the retailer, set "Yes"
Retailer name	Yes	The name of this retailer
Seller code	Yes	A technical identifier for the retailer. Never displayed in Front-Office, may be used for internal purposes. This field should be unique among all retailers
Description	No	In the Description box, enter a paragraph or two of descriptive text for the retailer details page

Step 2 – Complete the meta data

The second attribute set contains SEO attributes, to enhance the retailer's page referral.

Meta datas attribute set

Attribute	Required	Description
Page title	No	Retailer page title (SEO)
Meta Keywords	No	Meta keywords (SEO)
Meta description	No	Retailer meta description (SEO)

Step 3 – Complete the address

This attribute set allows merchant to set the address of the retailer.

adresse attribute set

Attribute	Required	Description
Street	Yes	The street of the retailer
Postcode	Yes	The postcode of the retailer
City	Yes	The city of the retailer
Country	Yes	The country of the retailer
State/region	Depend on the country	The state/region of the retailer
Latitude	Yes	The latitude of the retailer
Longitude	Yes	The longitude of the retailer

Step 4 – Complete the contact information

This attribute set allows you to set the contact information of the Retailer

Contact information attribute set

Attribute	Required	Description
Contact phone number	No	The phone number of the retailer
Contact fax number	No	The fax number of the retailer
Contact mail	No	The email of the retailer
Show contact form	Yes	To enable the contact form, set "Yes"

Contact form

The contact form allows users to send an email to the retailer directly from the website. The customer must complete the following fields:

- Name (required)
- Email (required)
- Phone number
- Message (required)

Step 5 – Complete the shipping tab

This tab allows merchants to enable or disable the store delivery.

Shipping tab

Step 6 – Complete the opening hours

Opening hours settings

For every week day, you are able to set none or several opening periods. The intervals are divided by 15 minutes. If you want to indicate that the retailer is closed on Sunday, you just have to let this day empty. To delete an opening hour range, double click on it.

Step 7 – Complete the special opening hours

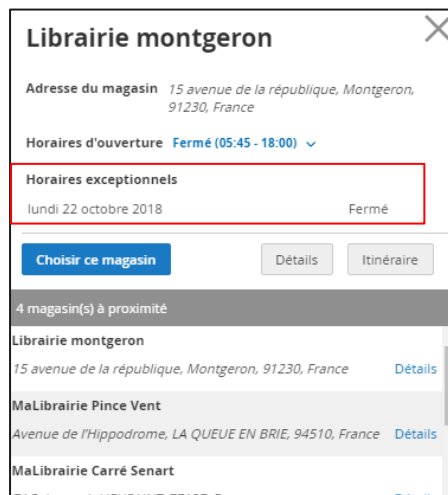This attribute set allows merchants to set special schedule for a date.

Special schedule settings

With this feature, merchants are able to add Special Opening hours:

- Setting a day which is usually Open as Closed for a specific date (special closure)
- Setting a day which is usually Closed as Open for a specific date (special opening)

If you want to remove a special opening hour, just click on the recycle bin in front of it
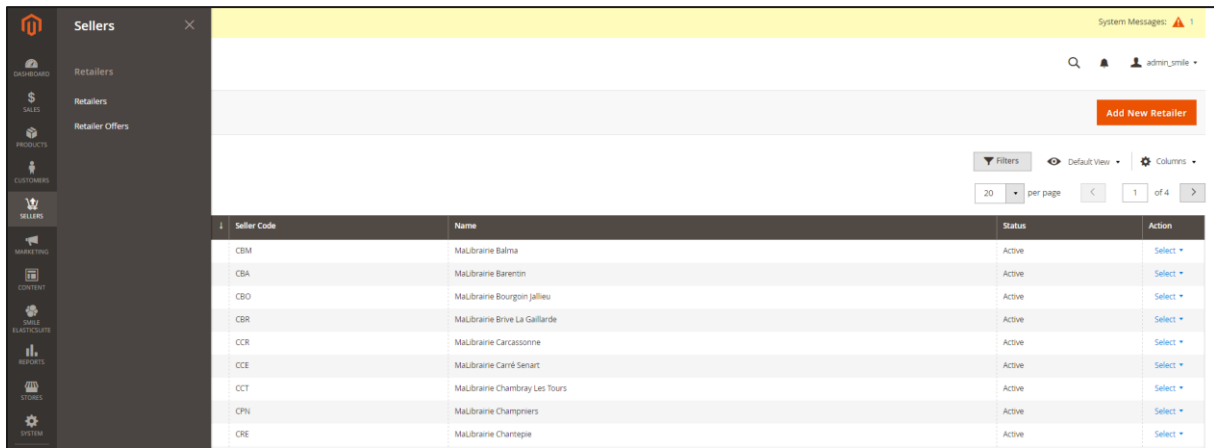

Front office display

II.3 RETAILER OFFERS CONFIGURATION

II.3.a Retailer offers administration

The retailer offers menu provides easy access to the retailer offer administration. This menu allows to manage offers. The Inventory grid lists all offers by retailers. Use the standard controls to sort and filter the list, find products, and apply actions to selected offer. From the grid, you can create new offer and edit existing ones.
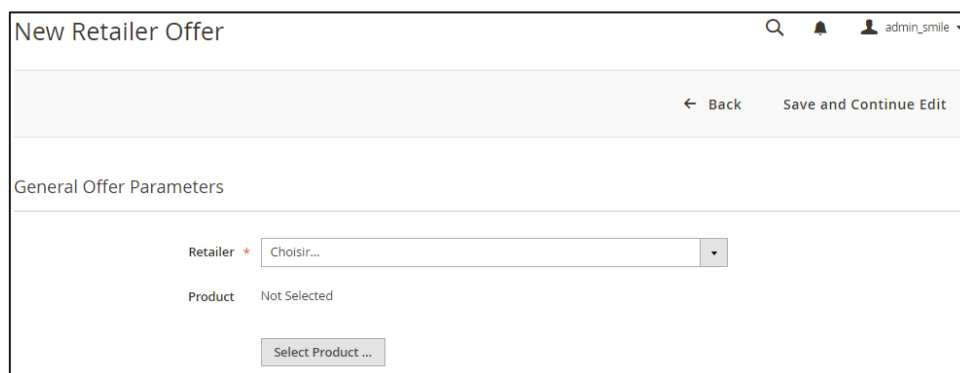

1- Sellers menu

II.3.b Create an offer

Access: seller -> retailer offers -> Click on add offer

Step 1 – General offer parameters

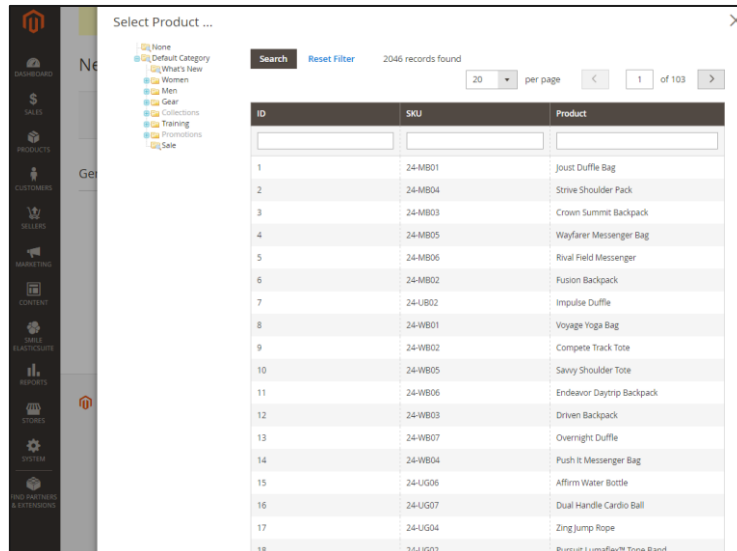Select a retailer and a product.

General offer parameters

Attribute	Required	Description
Retailer	Yes	Retailer seclection
Product	Yes	Product selection

Warning

Beware, the retailer and the product cannot be changed once the offer is created.

When you click on "product", a window appears by left and you can select the product for which you want to create an offer.

Product selection window

Click on "save and continue edit"

Step 3 – Offer conditions

Complete the following fields to create a new offer.

Offer conditions

Attribute	Required	Description
Offer is available	Yes	If the product is available for the selected Retailer.
Price	No	The product price for this Retailer (leave empty to let the product price unchanged)
Special price	No	The product special price for this Retailer (leave empty to let the product special price unchanged)

Step 3 – Offer stock

Complete the following fields for manage retailer offer stock level

Attribute	Required	Description
Quantity	No	Retailer's stock – To enable this feature, you have to install the Retailer offer inventory module
Stock status	No	In stock or Out of stock

- Click on "save and continue edit"

Offer summary

- Click on offer summary to show the offer summary

Offer summary

Automatic offers creation

The implementation of a catalog flow or an import for the management of offers is possible. The module has been designed in this sense.

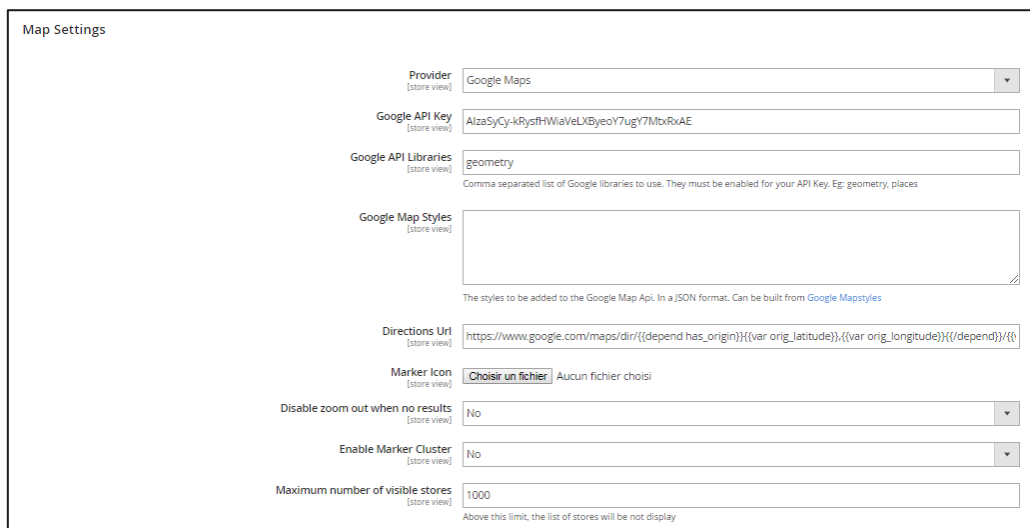## II.4 STORE LOCATOR CONFIGURATION

II.4.a Map settings

Access: Stores -> configuration -> Services -> Click on Smile Map

The Smile Map module allows merchants to configure a map on your Magento website.
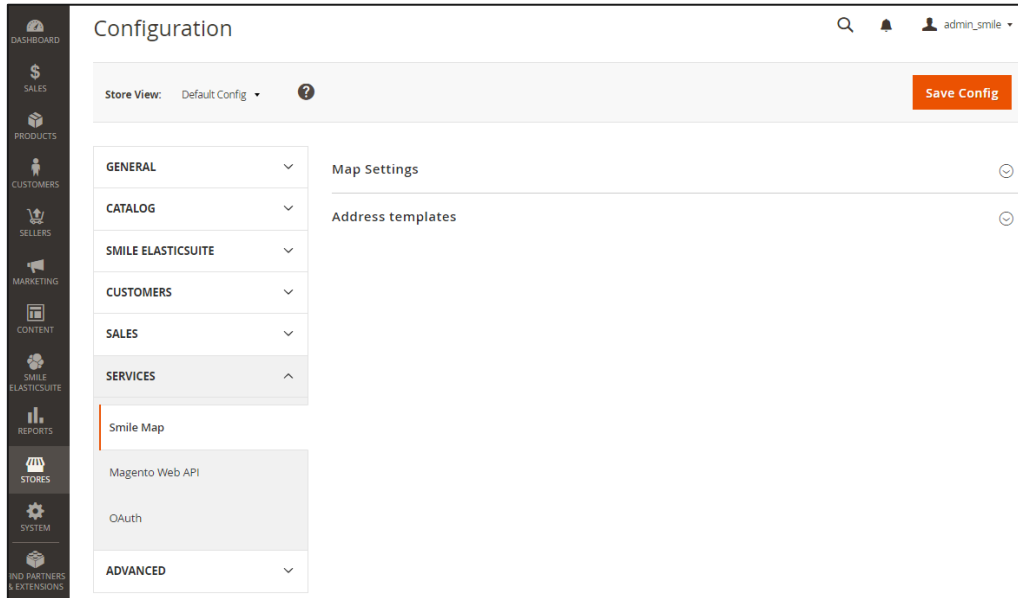
Smile map settings

Step 1 – Map settings

Smile map settings

Attribute	Required	Description
Provider	No	You can choose between OpenStreetMaps and Google Maps as Map providers.
Google API Key	No	If you choose Google as a provider, you can set your Google API Key here
Google API Librairies	No	
Google map style	No	If you want to modify the map style
Directions URL	No	The link to the Directions url of the provider. Will be used to render the Directions link for providers.
Market icon	No	To upload a specific marker icon
Disable zoom out when no result	No	To disable zoom out when no result
Enable marker cluster	No	To enable marker cluster.
Maximum number of visible stores	No	To set a limit for performance issue. Above this limit, the list of stores will not be display.

Steps 2 – Address templates

This panel allows you to customize how retailer's addresses are rendered in several different locations.

This works in the same way as on Magento. Additional information can be found in the official Magento documentation: *Magento does render Customer's address*

Address template settings

II.5 SEARCH SETTINGS

By default, the module provides a search bar for retailer only. Nevertheless, it's possible to index retailers in the autocompletion of ElasticSuite (*Magento2-retailer-elasticsuite-search*)

II.5.a Retailer autocomplete

If you use the "Magento2-retailer-elasticsuite-search" module, go to: Store -> ElasticSuite -> Autcomplete -> click on "Retailer autocomplete"
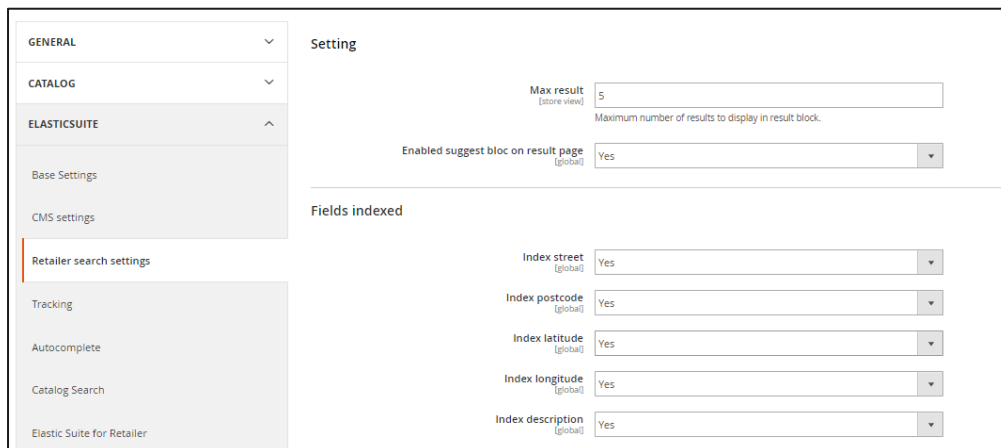

Autcocomplete settings

Attribute	Required	Description
Max size	No	Maximum number of retailer suggestions to display in autocomplete results

II.5.b Retailer search settings

If you use the "Magento2-retailer-elasticsuite-search" module, go to: Store -> ElasticSuite -> click on retailer search settings

Retailer search settings

| Attribute	Required	Description
Max result	No	Maximum number of results on the search page (block)
Enabled suggest bloc on search result page	No	Enable or disable retailer results search page block
Fields indexed	No	You can enable or disable data indexes.

III - FRONT OFFICE

III.1 FRONT OFFICE OPERATION

III.1.a Header

A new search bar dedicated to the retailers is available in the header.

Users can search by

- Geolocalisation

- Manual (city, postalcode, region)
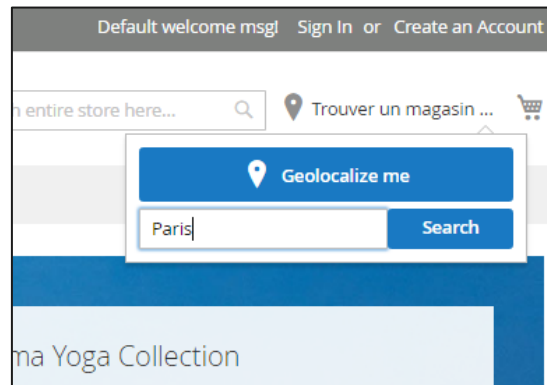
*Header with retailer's search bar*

III.1.b Product page

Depending on the configuration of the "mode" (retail or drive), the product page will have a new functionality "Retailer availability" and the price will be relevant with the retailer offer.
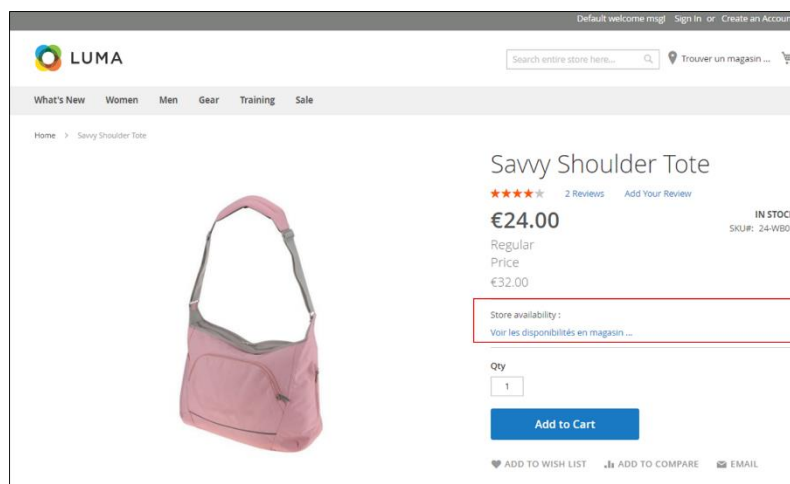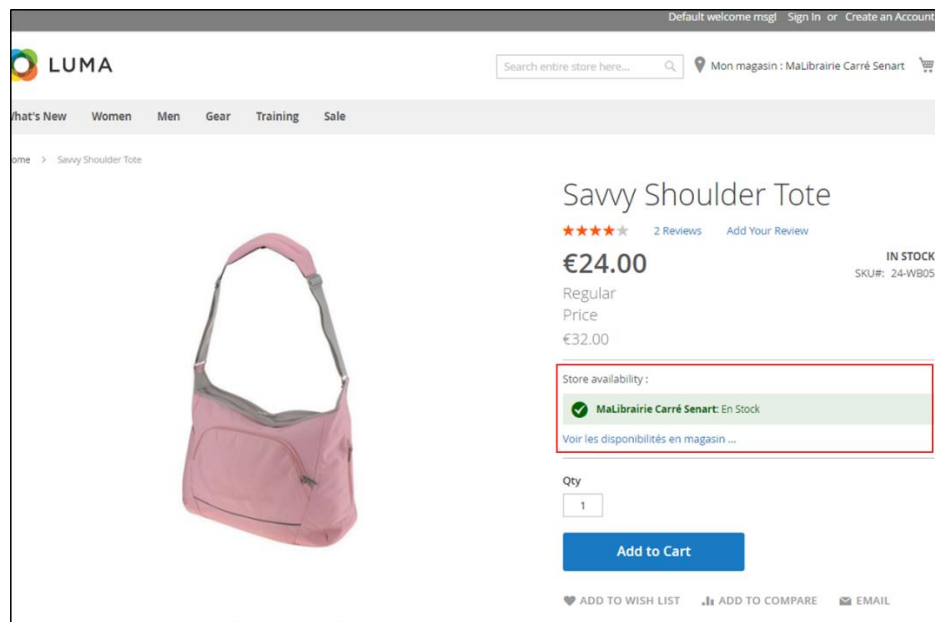

Retail navigation mode & activation of the feature "display offers on product page" with no selected retailer

When the user clicks on "see retailer availability", a pop-in displays with the following information:

- Store search bar

- Store list with their address

- Stock "in stock" or "out of stock"
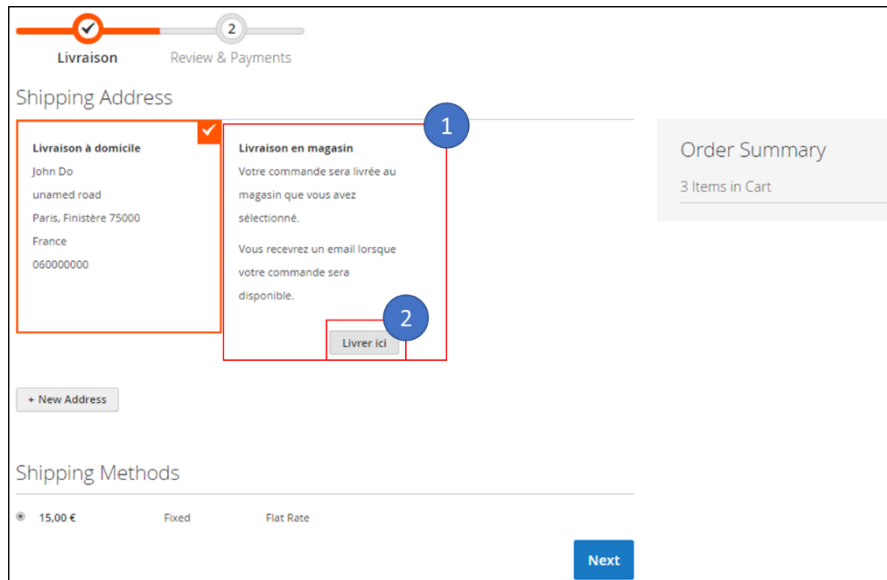
- CTA "choose this store"
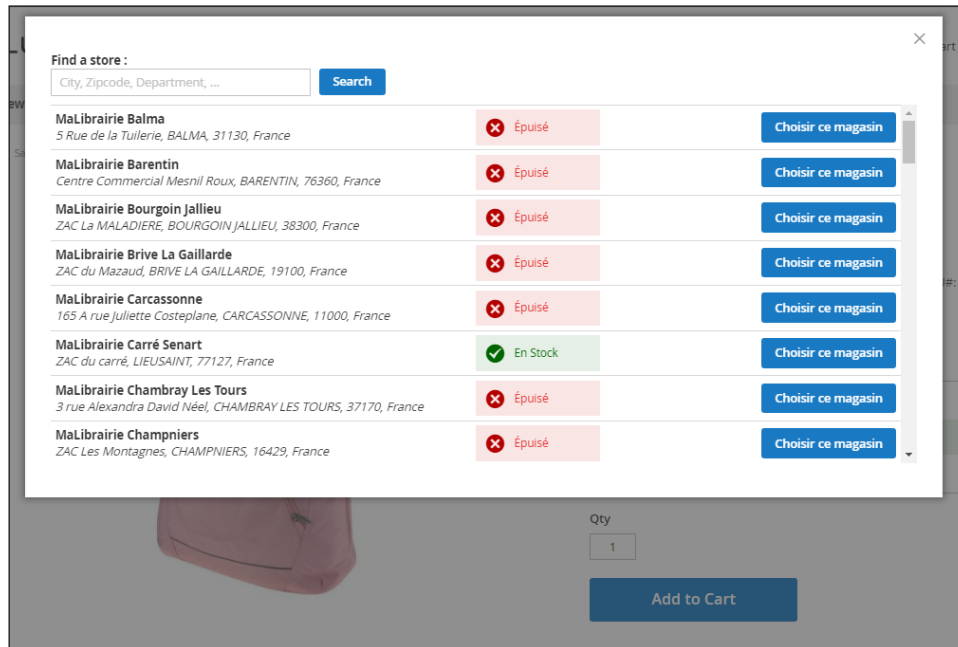
Retailer stock pop in

Selected retailer display

Ⅲ.1.c Checkout – Store delivery

Merchants can use the retailers as parcel pick up point. This method allows to merchants to use the retailers address as delivery address.

Step 1 – Shipping address

1. Th user has access to a new delivery address: "Delivery in store"

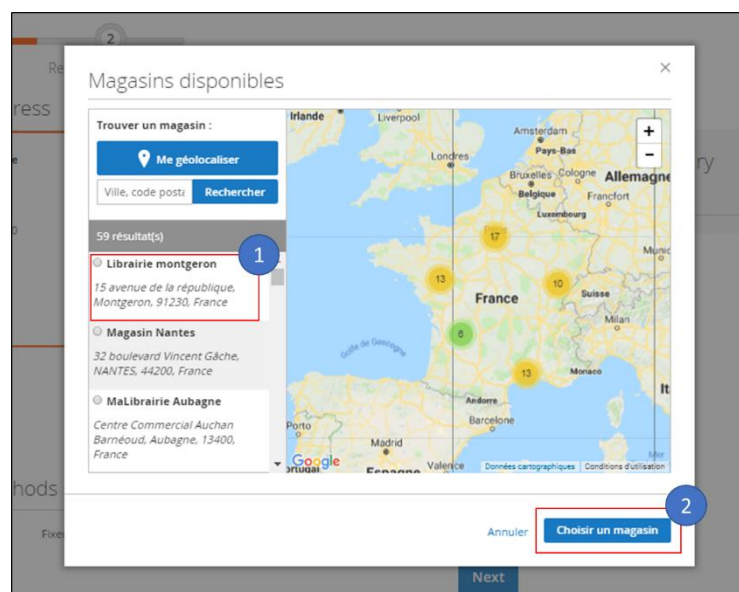2. To selec a store, click on "choose a parcel pick up point"

Checkout step 1 - Shipping address

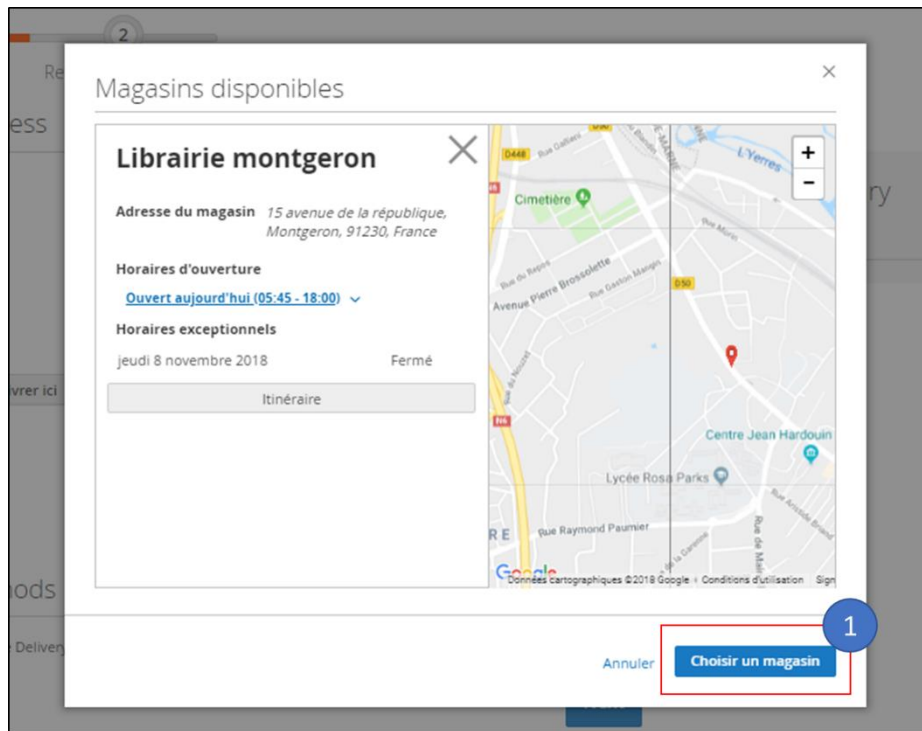### Step 2 – Parcel pick up point selection

A store locator is displayed in a pop-in

1. The user chooses a store by using search bar or drop-down list

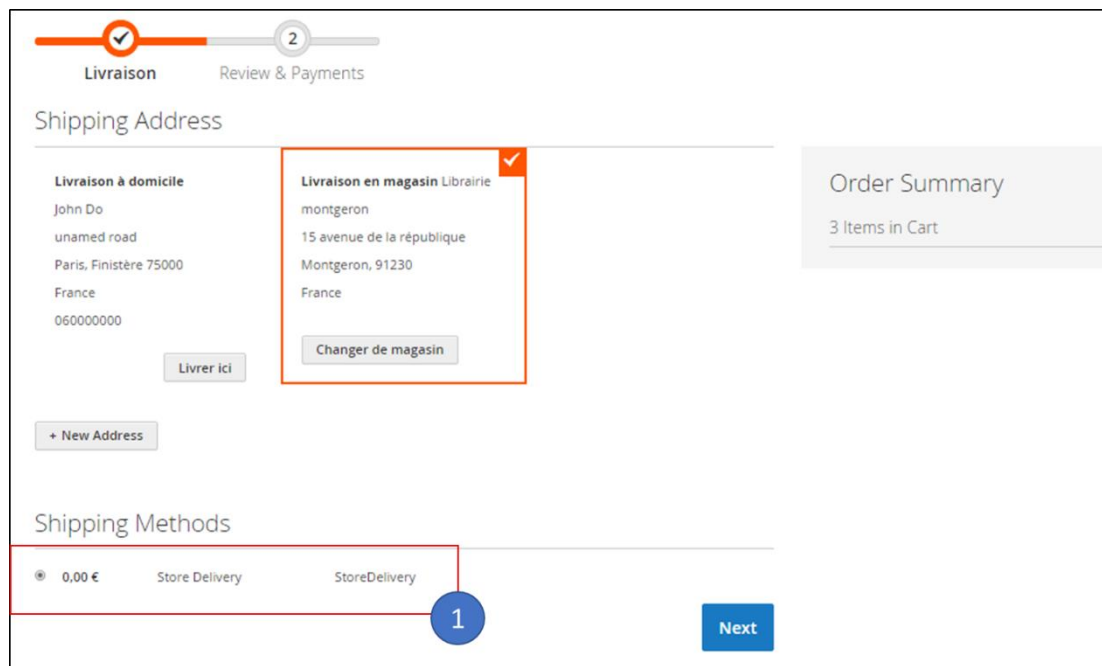2. Ckick on "choose this store" to confirm store selection

Checkout Step 1 – Parcel pick up point selection

1. User can access to store information.


Parcel pick up point information

1. Finally, the address is filled in and the delivery method is updated.

Checkout step 1 over

III.1.d **Retailer search page**

1. The map displays the stores closest to the customer's search. The results menu is dynamic. It reacts according to the zoom on the map, it refers the POS visible on the map. So, if there are 2 POS visible on the map then there will be 2 results in the results block.

2. It's possible to make a new manual search from this page or to use geolocation.

3. By clicking on "View all" on the results block, the view widens to see all the shops.
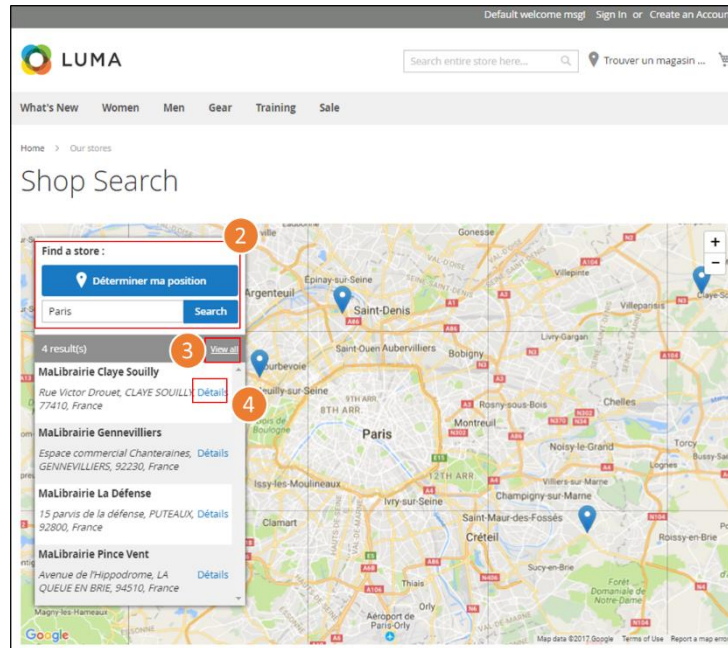
Retailer search page

4. By clicking on "Detail" on the results block, the view is centered on the shop. The results block is replaced by a pop-in with information from the selected shop. From this pop-in, several actions are available :

    a. Show opnening hours by clicking on the arrow

    Opening status in real time

    A quick overview of the real-time opening status is available.

    b. Show the opening state of the shop : (open today, imminent closure,…)

    c. Select the store as repository by clicking on "choose this shop". This allows you to associate the store with the browsing session (depends on the navigation mode).

    d. Reach the store page by clicking on "details"

    e. Create a route by clicking on "route". The customer is redirected to a new google map page (if you use google API) with the pre-filled arrival point (shop)

    f. View shops nearby
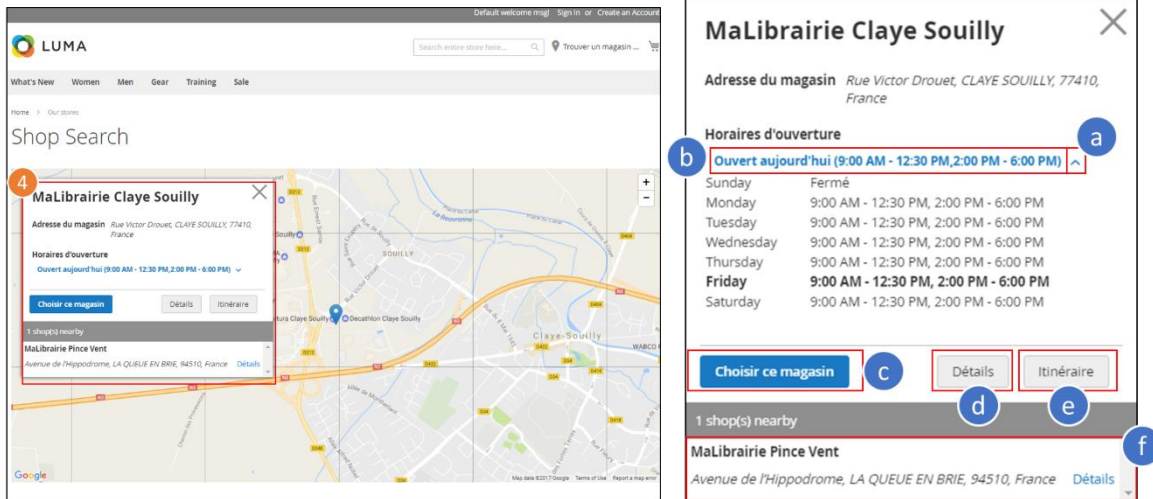
Retailer details pop-in

III.1.e Retailer page

All stores have a dedicated page. The retailers page consists of the following information:

1. Small map

2. Retailer description

3. Retailer address

4. Opening and closing hours

5. Special Opening hours

6. A contact block with the following information:

   a. Phone number

   b. Fax number

   c. Mail

   d. Link to "contact us" opens the contact form in a pop-in. (more information about the contact form in the Part x)

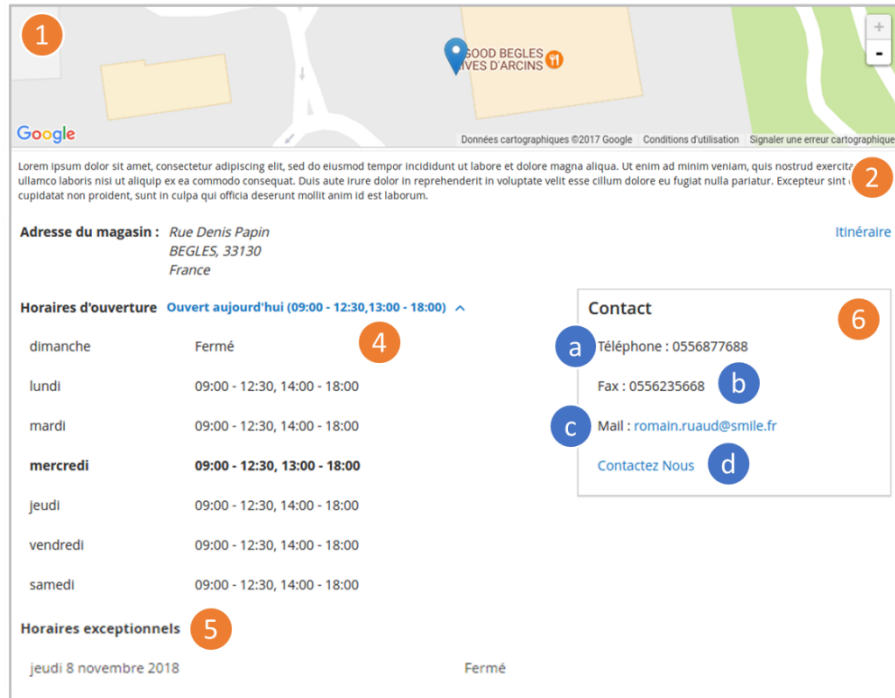It's always possible to add the current retailer as a repository.

Contact form

The link "**contact us**" is displayed only if the attribute "Show contact form" is enable.

Retailer page

Contact form

If the retailer is configured to display the contact form, the customer can access to this form via the "contact us" link on the retailer page.

Retailer contact form

The contact form allows you to send an email to the retailer directly from the website. The customer must complete the following fields:

- Name (required)

- Email (required)

- Phone number

- Message (required)