



OmniaSA Seller Onboarding Guide

Your step-by-step path from sign-up to your first sale

Who this is for

New sellers joining OmniaSA who need a clear, step-by-step path from sign-up to first sale and smooth operations.

What you will achieve

Complete profile and KYC; Configure payouts and delivery/pickup; Publish first product; Share store link; Process first order and understand payouts.

Time needed

Quick start: 20–30 minutes — First sale readiness: 45–60 minutes

Prerequisites

- South African ID and proof of address (KYC)
- Bank account in seller's name
- 1–3 product photos (square, 1000x1000+)
- Basic product details (name, price, stock)

1) Create account and complete basics

- Install the app / open web: Mobile app → open OmniaSA app. Web → open your browser and go to your store link (or <https://omnia.co.za>).
- Sign up / Log in → Confirm your email or phone (OTP).
- Open Seller Home → you'll see a "Getting started" checklist (Profile, KYC, Bank, First Product, Delivery, Go Live).

Checklist acceptance criteria

- Profile photo and store name set
- About/description (1–2 paragraphs)
- Contact methods (WhatsApp/phone/email) set to public or private as preferred

Tip: Make your store name memorable and add a friendly profile photo.

2) KYC and bank details

- Go to Profile → Security/KYC.
- Upload SA ID (front/back) or passport (if applicable).
- Upload proof of address (utility bill/bank statement ≤3 months).
- Go to Profile → Payouts → Enter bank: account name, number, type, branch code. Confirm payouts terms.
- Status displays "Pending" → "Approved". Payouts remain disabled until KYC is "Approved". Orders can still be received; funds will settle post-approval.

Tip: Name on bank must match legal name on KYC, or provide business registration proof if trading as a company.

3) Store profile and policies

Store branding: Upload logo (square, 512x512+); Cover image (wide, 1920x600 recommended).

Store details: Category (choose the closest, e.g., Food, Appliances, Fashion); Hours: set open/close times (if applicable); Areas served (if delivering).

Policies: Returns/refunds (how many days, condition, who pays shipping); Handling time (typical prep time, e.g., 24–48 hours); Special handling (fragile, cold items) if relevant.

Tip: Clear policies reduce disputes and build trust with buyers.

4) Delivery and pickup configuration

Option A — Pickup only: Turn ON pickup, list pickup address, pickup window (days/hours), and any fees.

Option B — Seller delivers: Enable delivery and choose a simple model: Flat fee (e.g., R30 within 5km) or Tiered fee (0–5km, 5–10km, etc.). Set max distance and areas served.

Option C — Courier services (if enabled): Choose available options (PAXI/PUDO/Pargo). Set handling fee if needed, provide parcel drop-off instructions.

Minimum acceptable configuration: At least ONE of Pickup or Delivery. If Delivery ON: fee and distance must be set.

5) Add your first product

Go to Products → Add Product. Required fields: Name (short and clear), Category, Price (ZAR), Stock quantity, 1–3 photos (good light, clean background).

Optional but recommended: Variants (size, color), SKU/barcode (if used), Description (benefits, specs, care), Handling instructions (fragile, cold chain).

Publish: Toggle “Visible” ON → Preview listing → Save.

Photo guidance: Use square crop (1:1), centered product, avoid heavy text on images. Show scale and key detail (e.g., close-up for textures).

6) Share your store and products

Share store link (found on Seller Home → Share). Share product link (found on product page → Share).

WhatsApp templates:

- New store intro: “Hi! I’ve just launched my store on OmniaSA. Browse here: {storeLink} – Delivery and pickup available.”
- Product feature: “Just added: {productName}! Only R{price}. Order here: {productLink}”

Social bio: add store link to Facebook/Instagram profile. QR code: print for in-store signage (provided in Seller Home → Share).

7) Handling orders (step-by-step)

- New order arrives → You get a notification.
- Open Order → Review items, delivery/pickup method, and notes.
- Confirm order. If you can’t fulfill, communicate and cancel with reasons.
- Prepare order → Update status to “Preparing” or “Ready”.
- Delivery/pickup: Delivery → mark “Out for delivery,” then “Delivered”. Pickup → confirm pickup time and provide instructions.
- After completion: Mark “Delivered/Picked up” and encourage customer to review (optional).

Live tracking (if enabled): Use the “Track” button to view driver location in real-time and ETA. Keep the app foregrounded for smooth updates (mobile).

8) Payments and payouts

Payment methods: Card via PayFast (default). EFT/COD if explicitly enabled and compliant.

Payouts: Payout cycle: {your schedule, e.g., daily/weekly} minus fees and refunds. Payouts go to verified bank account only.

Fees visibility: “Fees and Payouts” screen shows commission, delivery fees (if platform arranged), and next payout date.

9) Support and problem solving

In-app “Help” button with: FAQs (fees, delivery setup, how payouts work, refunds/cancellations), “Report an issue” → categories (order, payment, app), “Chat to support” or email link.

Book a 15-min setup call: link to calendar or WhatsApp. Emergency contact for failed deliveries or dispute escalation.

10) Microlessons (optional but recommended)

Short videos (60–90s each) embedded under “Seller Academy”: Add your first product; Set delivery and pickup; Process your first order; Fees and payouts explained; Share your store and grow sales.

11) Quality checklist (for going live)

- Store info complete (logo, about, policies)
- KYC approved
- Bank details verified
- At least 3 products with photos and stock
- Delivery or pickup configured
- Test order completed (internal)
- Store link shared on your social channels

12) Drip messages (optional templates)

Day 0 (Signup): “Welcome to OmniaSA! Start by completing your profile and KYC: {deepLinkToProfile}”

Day 1 (If no product): “Add your first product in 3 steps: {deepLinkToAddProduct} – need help? Watch this 1-min video: {videoLink}”

Day 3 (If no delivery/pickup): “Choose how customers get their orders: Delivery or Pickup. Set it up here: {deepLinkToDelivery}”

Day 7 (If no orders): “Share your store link to get your first sale: {storeLink} – here’s a post you can copy: ‘Check out my store on OmniaSA! {storeLink}’”

13) Common issues and fixes

- Can’t receive payouts: KYC not approved or bank mismatch.
- Product not showing: “Visible” toggle off or out of stock.
- Customer can’t checkout: Missing delivery/pickup configuration.

- PayFast page blank on web: open in same tab; ensure pop^up blockers are off.
- Live tracking error during build: avoid setState in build cycle; ensure address lookup runs after first frame.

14) One^upager script for a 15^uminute onboarding call

0–2 min: Goals and what you sell

2–5 min: Set profile + KYC + bank

5–9 min: Add first product (name, price, stock, 1 photo)

9–11 min: Delivery or pickup setup

11–13 min: Share store link; tips to get first sale

13–15 min: Q&A; book follow^up

15) What success looks like

- First product published and shared in 24 hours
- First order within 7 days (target)
- Confirm and fulfill orders within promised time
- Payouts received without issues

If you share any wording or policy specifics (fees, payout schedule, categories), I'll tailor this draft and convert it into in^uapp checklists, micro^utours, and a printable PDF.