



# Jwero Ecommerce Use Cases

## Table of Contents

[Pricing](#)  
[Product](#)  
[Coupons](#)  
[Website](#)  
[Live visitor Tracking](#)  
[CRM](#)  
[Orders](#)  
[ERP Integration](#)  
[Integration](#)  
[Payment Gateway](#)

|         |   |
|---------|---|
| Pricing | <ul style="list-style-type: none"><li>• Display Products on website with prices ending with either INR 499 or INR 999</li><li>• Show Product Pricing Inclusive or Exclusive of GST on the website</li><li>• Let your customers view exact realtime Product price based on Multiple Purity.</li><li>• Let your customers view exact realtime Product price based on Multiple Colors [Rose Gold,White Gold, Yellow Gold].</li><li>• Let your customers view exact realtime Product price based on Multiple Size[For Bangles,Rings,Bracelet,etc].</li><li>• Let your customers view exact realtime Product price</li></ul> |
|---------|---|

- based on Multiple Diamond Type[Natural,Lab Grown]
- Let your customers view exact realtime Product price based on Multiple Diamond Clarity[VS,SI,HI,etc]
  - Set up Metal Amount calculation via Gross or Net Weight
  - Set Up Metal Purity Rates calculation via Automatic Mode
    - Add one Purity Value to Update all Purities Value automatically
  - Set Up Metal Purity Rates calculation via Manual Mode -
    - Add each purity value as per your required.
  - Increase or decrease each Purity Value using Price Slider to update the sell rate.
  - Set Up Additional Charges and display it with your price breakup combined.
  - Enable/Disable Diamond/Gemstone Display in Price Breakup
  - Change Display label Name for Metal,Diamond,Gemstone,Labour,Tax in Price Breakup
  - Enable/Disable Detailed price breakup on the website
  - Enable/Disable Detailed Diamond breakup on the website
  - Enable/Disable Display of only Pricing based information in Price Break up on the website
  - Set up Labour calculation based on Collection,Category or Subcategory.
  - Set up Minimum Labour value in case calculated labour is less than X amount.
  - Set up Gemstone Pricing Automation based on Each Quality, Type,Shape,Size,Rate.etc
  - Add Custom Value for specific Quality,Type,Shape,Size,rate within a specific Product
  - Create Multiple Diamond groups based on different shapes
  - Caluclate Product price based on Meta Net weight and gross weight

|         |  |
|---------|--|
|         | <ul style="list-style-type: none"> <li>• Manage pricing on sizes</li> </ul>  |
| Product | <ul style="list-style-type: none"> <li>• Bulk upload products to save time via sheet</li> <li>• Bulk Edit Products via Jwero Sheets to save Time</li> <li>• Bulk Export Products in Csv instantly</li> <li>• Instantly assign products into product Tags to save time.</li> <li>• Bulk Edit Stock Status,Gender,Collection,categories, Tags,Discount to save time.</li> <li>• Instantly Sort Products</li> <li>• Bulk Remove Products from the website</li> <li>• Bulk Upload products to the website.</li> <li>• Assign/Unassign products as Featured Products</li> <li>• Bulk Upload product Images by SKU name ordering Method</li> <li>• Keep Product Status as Instock and keep Stock Quantity Empty to keep the product as instock forever</li> <li>• Add HUID in Product to Show BIS hallmark next to the product in PDP page</li> <li>• Assign Multiple Product Tags manually or in Bulk</li> <li>• Update pricing based on current gold rates.</li> <li>• </li> </ul> |
| Coupons | <ul style="list-style-type: none"> <li>• Create Coupons that's applicable only for specific collection</li> <li>• Create Coupons that's applicable only for specific Product categories</li> <li>• Allow Customers to use coupons multiple times or just once.</li> <li>• Exclude Sale Items within coupons to avoid double deductions.</li> <li>• Display Coupon Code on Website Header as a marquee text [A content line that keeps moving from left to right]</li> <li>• Display Coupon offers or code via Homepage banner and redirect customer to cart page.</li> </ul>   |

- Display Coupons offer via Random banner within Shop/products List page.
- Create Gift Cards as a Products and let customers buy those gift cards which can be used as Coupons on the website.
- **Create Welcome Discount:** Offer discount coupons to new customers.
- **Create Seasonal Discounts:** Create coupons for slow seasons.
- **Create Flash Sales:** Implement limited-time coupons and promote on website and via marketing
- **Create Minimum Purchase Coupons:** Apply discounts for orders above a certain value.
- **Create Launch Offers:** Introduce new products with special coupons and with countdown timer.
- **Create Limited-Time Offers:** Use time-bound coupons for new products by adding Expiry time.
- **Create Anniversary Coupons:** Send coupons for purchase anniversaries or birthdays.
- **Create Clearance Sales:** Offer significant discounts on old inventory.
- **Create End-of-Season Sales:** Provide coupons for seasonal items.
- **Create Review Incentives:** Offer discounts for product reviews.
- **Create Survey Participation:** Provide coupons for survey participation.
- **Create Social Media Promotions:** Share exclusive coupons on social media.
- **Create Email Campaigns:** Include coupons in email newsletters.
- **Create Abandoned Cart Coupons:** Send discounts to recover abandoned carts.

|         |  |
|---------|--|
|         | <ul style="list-style-type: none"> <li>• <b>Create Personalized Offers:</b> Provide personalized coupons for cart items.</li> <li>• <b>Create Next Purchase Discounts:</b> Offer discounts on the next purchase.</li> <li>• <b>Create Post-Purchase Follow-Up:</b> Send follow-up coupons after a purchase.</li> </ul>   |
| Website | <ul style="list-style-type: none"> <li>• Add Marquee text as a highlight on the website [test that moves left to right/Blinks] for offers, coupons, Store launch etc.</li> <li>• Display Automatic Latest New arrivals products on the Website</li> <li>• Display Feature Products on the website which can be controlled by jeweller to highlight the best of the products of your brand on shuffle mode that updates on each Refresh.</li> <li>• Add Best Seller Section based on the Best rates products</li> <li>• Add Important CTA button on the website top Header to redirect customers to specific Sections</li> <li>• Add Links to banners to redirect customers to specific pages such as Tags, category, offers etc</li> <li>• Display Multiple Assurances and redirect it to their specific pages if required</li> <li>• Display Visually appealing list of all Product categories with its respective images.</li> <li>• Display Visually Appealing Shop by Diamond Section by assigning tags to products based on Diamond Shape.</li> <li>• Display Exact Google Map Direction Based Embed to redirect customers on your store.</li> <li>• Embed Best of Instagram and Facebook posts on the website.</li> <li>• Integrate Instagram to display Real Time Latest Instagram</li> </ul> |

- posts on the website.
- Link Your Press/media Pages to website with brand logo and redirect customers to specific press release page
  - Enable Website to Catalog Mode [Where Customer Cannot add products to Cart ,However they can send you a Whatsapp message via Enquiry button]
  - Addition of Compare Option where Customers can compare multiple products at once by size,price and other info.
  - Add Shop By Budget Section on the Website to enable customers to buy based on Budget.
  - Add Regular Blogs + display important blogs before the Footer.
  - Add Random Banners to the Website product page or shop page to redirect customers to specific sections/pages etc
  - Enable Sticky Add to Cart Feature to let customers visually be aware of what they have added in their cart.
  - Enable Countdown Time Mode to inform them about the latest upcoming Offers on the products
  - Display Product Image Thumbnails with Zoom In Feature to enable customers to spend more on the products.
  - Add product Videos as they will load as soon as the customer lands on the product to keep the customer engage.
  - Set up Matching products to Display Upsell/Crosssell products in the Product Page.
  - Enable customer to move one product to other by enabling Navigation in Product Page
  - Add Shop page on the website to keep customers engaged for longer duration
  - Display Products in Specific Grid Count on the Shop Page
  - Display Dynamic Product Filters to Enable customers to

|                       |  |
|-----------------------|--|
|                       | <p>find their Desired Product Instantly.</p> <ul style="list-style-type: none"> <li>● Add search Option on the website to let customers search for their desired products.</li> <li>● Display shipping information next to each product</li> <li>● Display custom size guide for Jewellery Type</li> <li>● Display custom jewellery care guide</li> <li>●</li> </ul>   |
| Live visitor Tracking | <ul style="list-style-type: none"> <li>● Review Complete Customer Journey of the Customer</li> <li>● Study Daily Visitor Behavior Analytics to understand your audience Type</li> <li>● Review Popular Products among your audience</li> <li>● Review Popular pages among your audience</li> <li>● Review your audience's preferred choice of devices</li> <li>● Know Exactly How many Contacts are live at a time</li> </ul>  |
| CRM                   | <ul style="list-style-type: none"> <li>● Track and Manage detailed Customer Information</li> <li>● Create Customer Data Collection form via Jwero to Auto add data via multiple Salesperson/branches into one Single CRM</li> <li>● Track Customer's Journey via Activities</li> <li>● Track Custom Offline orders of Each Customer</li> <li>● Segment your customers via Tags</li> <li>● Maintain customer information via Notes</li> <li>● Create Custom Fields to track more data based on your organizational Requirement</li> <li>● Track your customer's Abandoned cart and Wishlist Product info</li> <li>● Email and SMS Integration Upgrade</li> <li>● Customer Support Ticketing</li> <li>● Customer Feedback Collection in Notes</li> </ul> |

|                 |   |
|-----------------|---|
|                 | <ul style="list-style-type: none"> <li>• Contact Import/Export</li> <li>• Third-party App Integrations</li> <li>• Bulk Upload Customer Contact info in Jwero via Jwero Sheets.</li> <li>• Bulk Update Customers into specific Tags via Jwero Sheets</li> </ul>  |
| Orders          | <ul style="list-style-type: none"> <li>• Review Daily Orders via Filters</li> <li>• Change Order Status</li> <li>• Add Order Note</li> <li>• Send Automatic Order Confirmation to Customer by setting Email SMTP</li> <li>• Add Offline Order Information in Customer Profile</li> <li>• Search Order by Order ID</li> <li>• Set up Shipping Information and let system auto calculate Shipping Cost</li> <li>• Set Discount and Coupon, and let system auto calculate the rates</li> <li>• Automatic Tax Calculation</li> <li>• Order Export/Import</li> </ul> |
| ERP Integration | <ul style="list-style-type: none"> <li>• Integrate your ERP and Sync products Realtime in Jwero.</li> <li>• Real-time Inventory Sync</li> <li>• Order Synchronization</li> <li>• Automatic Price Updates</li> <li>• Product Data Sync</li> <li>• Import Products with Images to Save Time and Publish them directly on Website</li> </ul>   |

|                        |   |
|------------------------|---|
| <b>Integration</b>     | <ul style="list-style-type: none"> <li>• Integrate Your Google Analytics account to track in depth &amp; detailed Website Traffic</li> <li>• Integrate Google Analytics to Track Bounce Rate of your Website</li> <li>• Integrate Google Tag Manager to add External Header Codes in the website without affecting your Website</li> <li>• Need to add Facebook Pixel? Just add within your Tag manager account and integrate with Jwero</li> <li>• Add Pinterest Code in your Main Google Tag Manager Account and Integrate it with Jwero.</li> <li>• Integrate MSG91 to Set up SMS based OTP based Login for your customer [passwordless login]</li> <li>• Integrate and manage chat support for customer inquiries.</li> </ul> |
| <b>Payment Gateway</b> | <ul style="list-style-type: none"> <li>• Set up multiple payment methods including COD option for your customers.</li> <li>• Enable an option on the website to accept COD only until INR 5K above that only PG is accepted.</li> <li>• Integrate International Payment method such as paypal,stripe etc</li> </ul>   |