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Checkout Shopper Registration INTEGRATION GUIDE



**SFCC - ESW Cartridge**

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# **Checkout Shoppers Registration**

* 1. Benefits

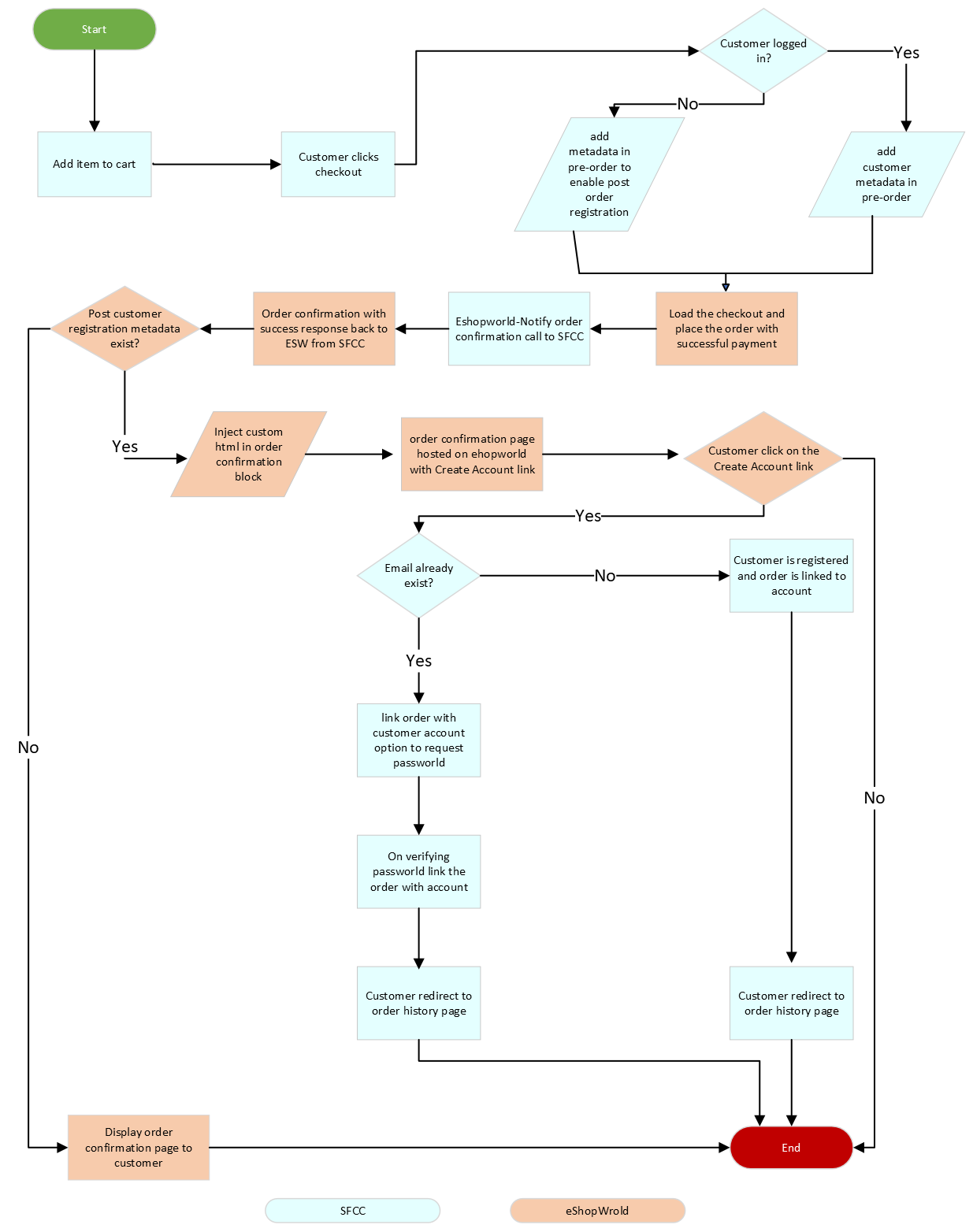
Following are some benefits of using the checkout shoppers’ registration feature.

* This ESW SFCC plugin allows for building up an international shoppers database.
* Offer international shoppers promotions based on their purchase history.
* Allow shoppers to track orders using the logged-in shopper’s dashboard.
* Conversion rate of existing customers will be higher due to saving time on checkout.

In addition to checkout shoppers’ registration, the Chances of winning retailers will increase by adding this feature.

How does this work?

The following diagram explains the workflow between the ESW-SFCC plugin/cartridge and ESW Checkout.



The following flow adds meta to pre-order based on the customer’s authentication to enable post-order registration.

1. The shopper adds an item to the cart and clicks Checkout.
   1. If the user is not logged in, add meta in the pre-order request to enable account registration post to order.
2. ESW loads the checkout and places an order with successful payment after getting a confirmation from SFCC to ESW.
   1. If the customer’s registration meta exists, ESW injects customer registration HTML in the order confirmation block and displays the account registration link on the order confirmation page.
   2. If customer registration meta is not present, display the order confirmation page to the customer.
3. On the ESW order confirmation page, once a customer clicks on create account link
   1. If the customer’s account with the order email already exists in SFCC
4. Render login form with pre-filled email.
5. On form submit after verifying customer password link order with customer’s account.
   1. If no account is present with the order email in SFCC
6. Once the customer click on the create account link, register the customer’s account and link the order with the newly created account.
   1. ESW Checkout Shopper integration Configuration site preferences

You can use **Custom Preferences** to manage ESW-specific configurations of the cartridge. You can access Custom Preferences by navigating to **Merchant Tools** > **Site Preferences** > **Custom Preferences > ESW Checkout Configuration.**

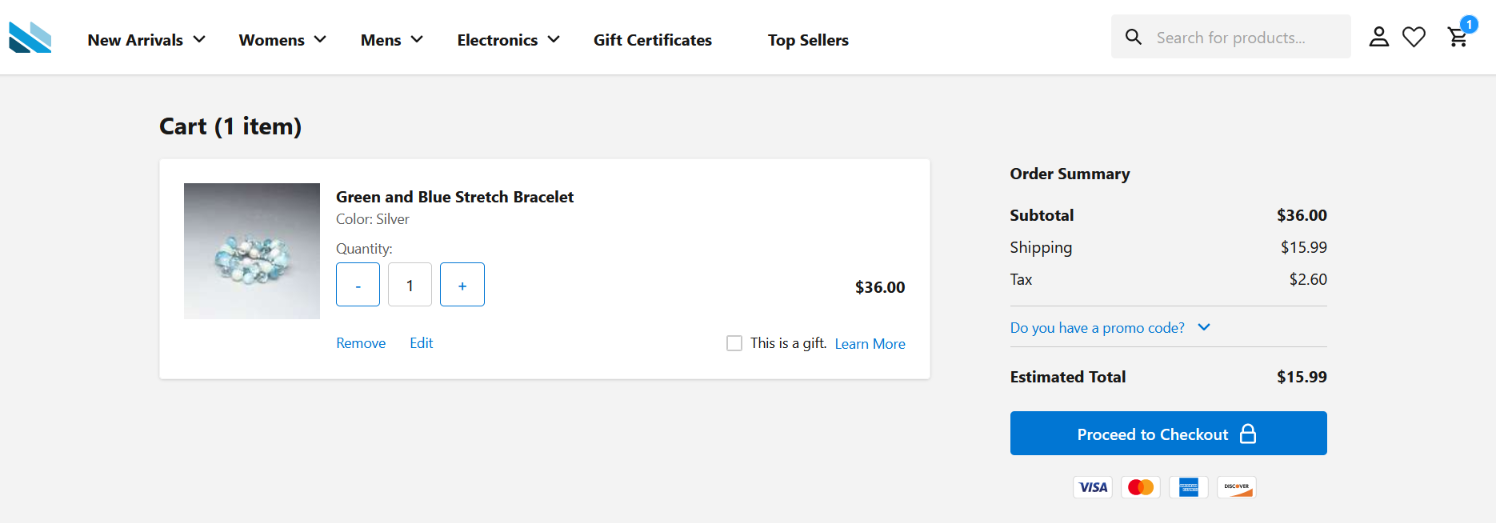
The following option is present ESW Checkout Configuration group.

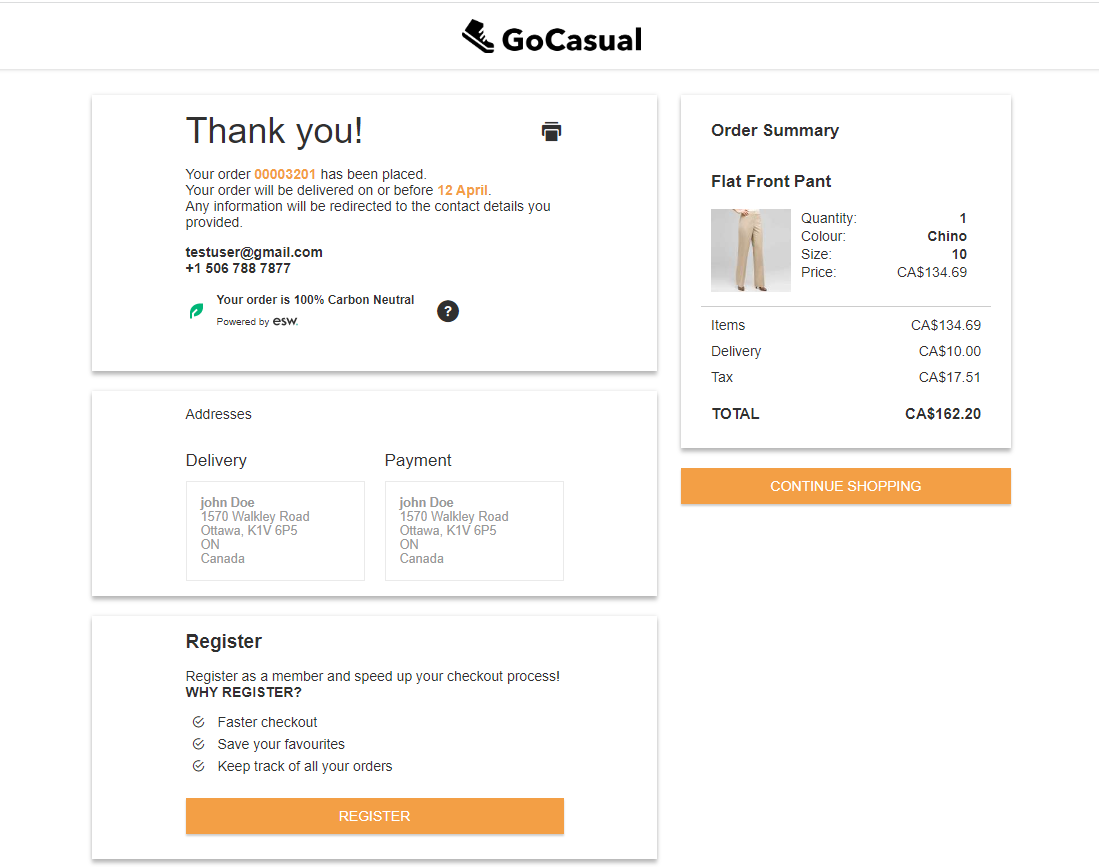
**Enable ESW Checkout Shoppers Registration:** To enable/disable the ESW checkout shopper registration option.

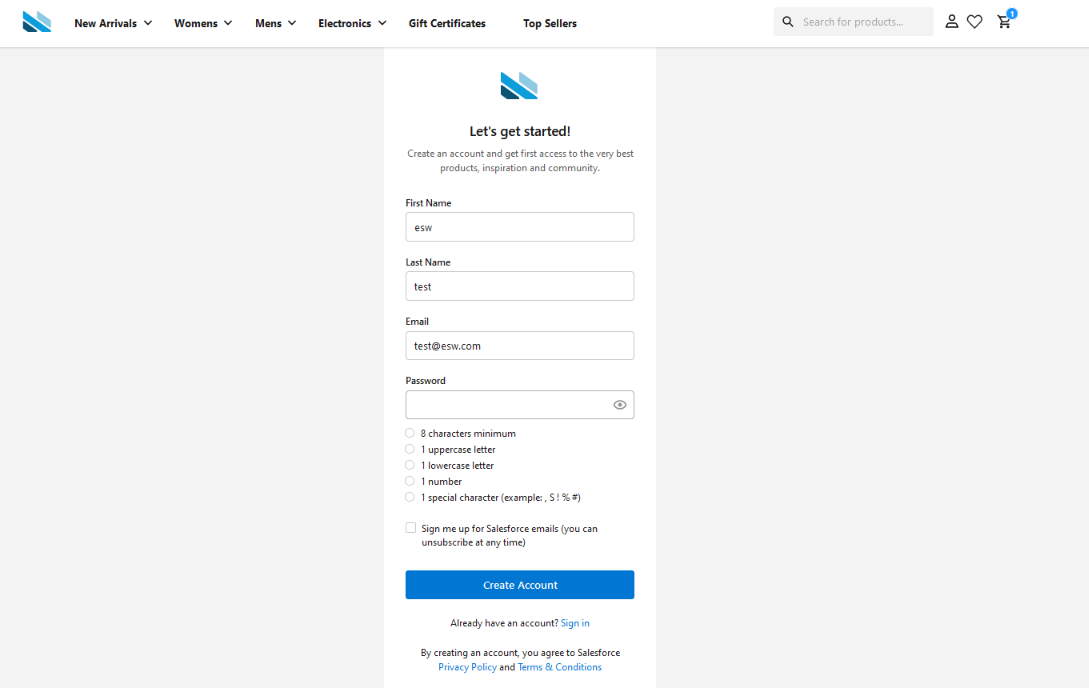
* 1. First-time Experience- New shoppers redirect to registration page:

On the registration page, user will have following querystring parameters:

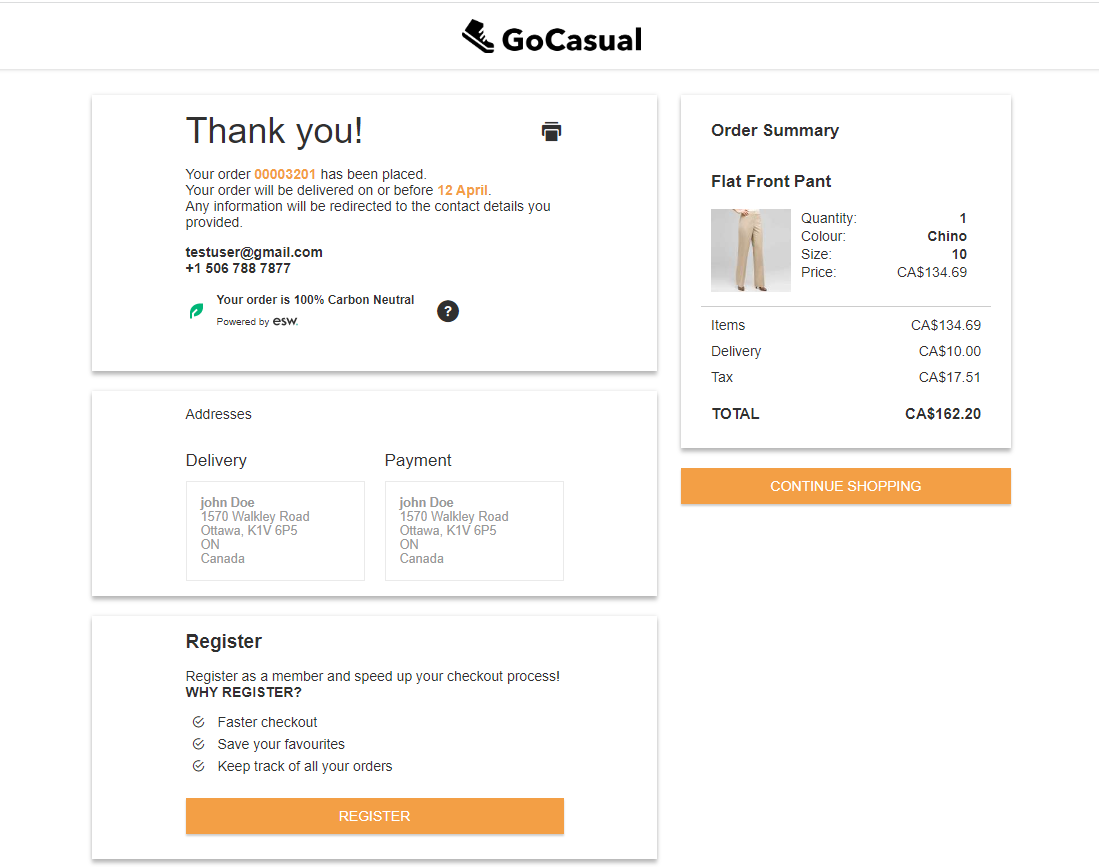
* firstName
* lastName
* email

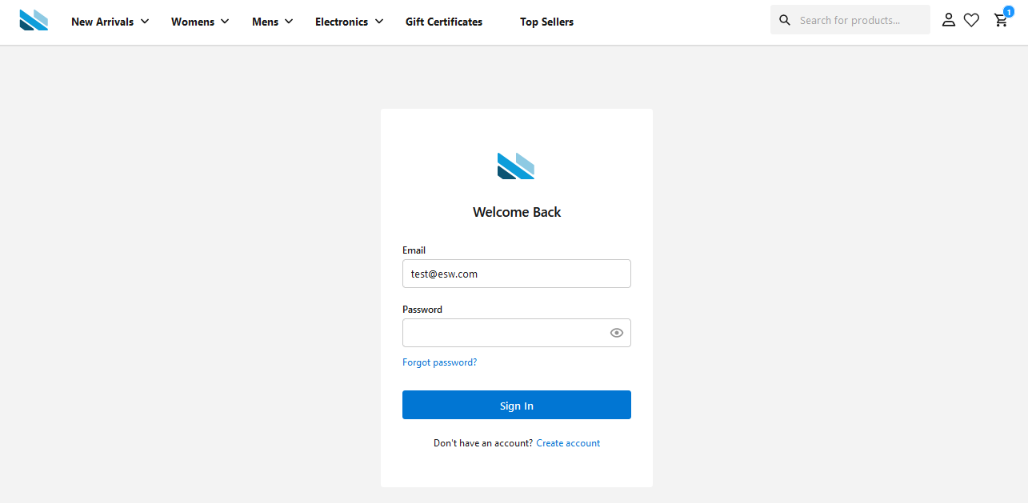


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* 1. Repeat Shoppers Experience- Returning Shoppers are presented with the register account link that redirects to the login form along with the email address in the querysting





* 1. Testing Sandbox/Staging Environment

There are two options to test this feature in a sandbox/staging environment.

1. Create an order with a new email following the ESW checkout flow. Click create account registration link on the order confirmation page.
2. Place an order with the existing account email. Click create account registration link on the order confirmation page.
   1. Review that the **Registration-Account-URL** link exists in the pre-ordered request, as seen in the following screenshot for the next domain.  
      **zyfl-002.sandbox.us01.dx.commercecloud.salesforce.com**  
      A picture containing shape

      Description automatically generated
   2. Once redirected to the ESW order confirmation page with a new email, click create account link
   3. Once redirected to the ESW order confirmation page with the existing account email, click create account link to redirect to the login form page with the pre-filled email
   4. On form submission successfully, customer lands on account page, as per the OOB pwa-kit implementation.  
      