Cakes.com

Online Cake Order Management

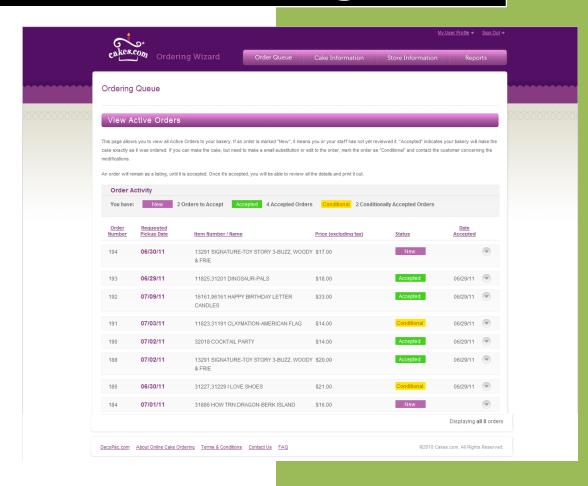
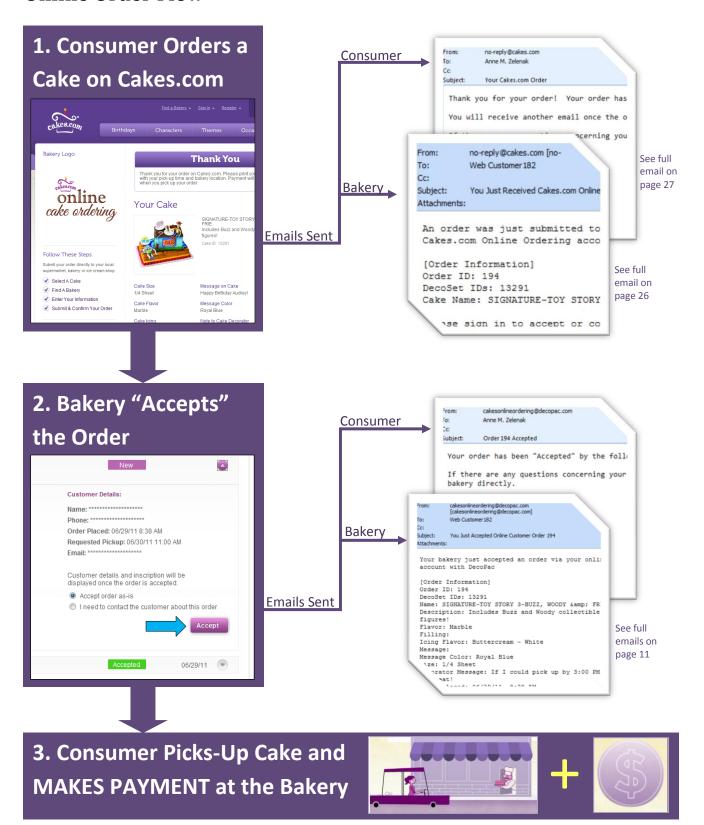




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Online Order Flow



Online Cake Order Management Overview

Welcome to Online Cake Ordering from Cakes.com! Your consumers are now placing online orders for your bakery. This document will tell you how to view and manage orders that come in through Cakes.com.

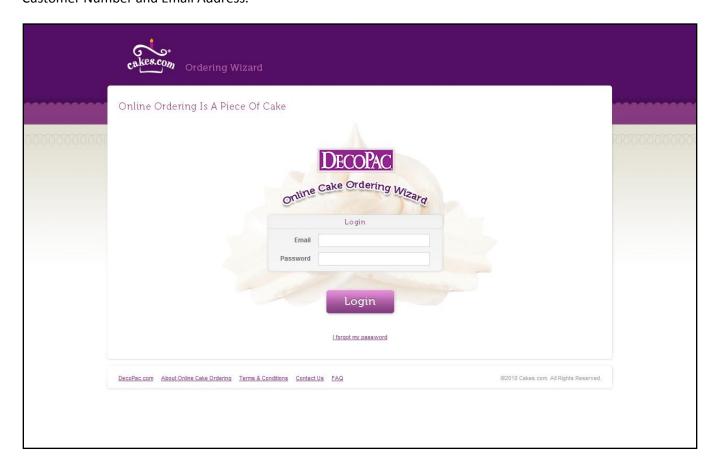
Log In

To view and manage your Online Cake Orders, log in to the following URL:

www.cakes.com/account-admin/login or go to www.decopac.com/onlinecakeordering and follow the links.

To login, enter your email address and the password that you have setup. Click the "Login" button to continue.

If you've forgotten your password, click on the "I forgot my password" link. You'll be asked to provide your Customer Number and Email Address.



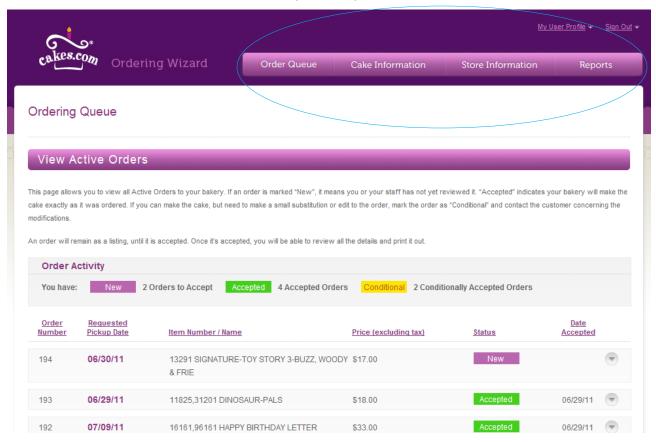
View Active Orders

When you log in, you'll be taken to the main page of the Online Cake Ordering Wizard. On this page you'll be able to see Order Activity and Detail, and also access other features like Reporting, User Profile settings, Store Information, and Cake Information.

Additional Features on this page

Additional features are discussed in more detail at the end of this document.

- My User Profile (link in upper right of page): Click this link to edit settings like Password, Email Addresses or Email Notification options. See pages 13-14.
- Menu Bar Options (pink menu bar at top of page)
 - a. Order Queue: Select "Active Orders" or "Order History" available under this option. See page 15.
 - b. **Reports:** To view reports for past orders or performance statistics related to orders, select the "Orders" or "Performance" links available in the "Reports" menu bar option. See pages 16-17.
 - c. **Cake Information** and **Store Information**: For instructions on editing cake flavors, designs, fillings, in-store or online store information, please request additional documentation from DecoPac.



Online Ordering Queue

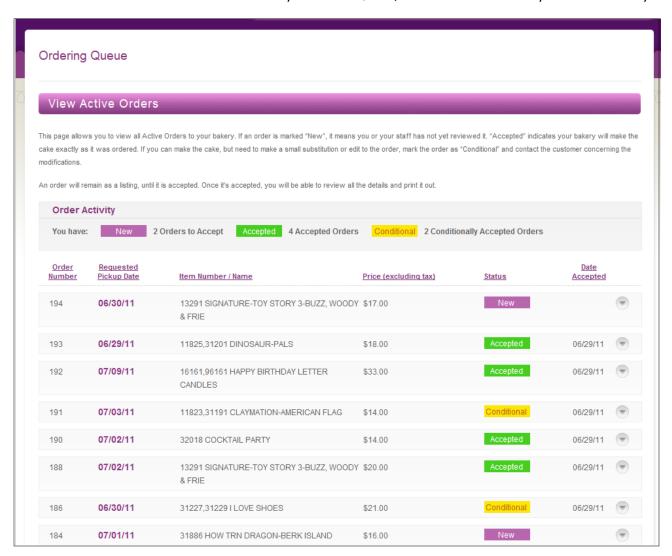
Your Online Orders Queue will show all orders made through Cakes.com. Orders are color-coded so you can easily see new orders as they come in. Please check your online Orders Queue on a daily basis to ensure enough time for you to accept and process your orders!

Order Status

Orders in your Queue can have one of 3 statuses:

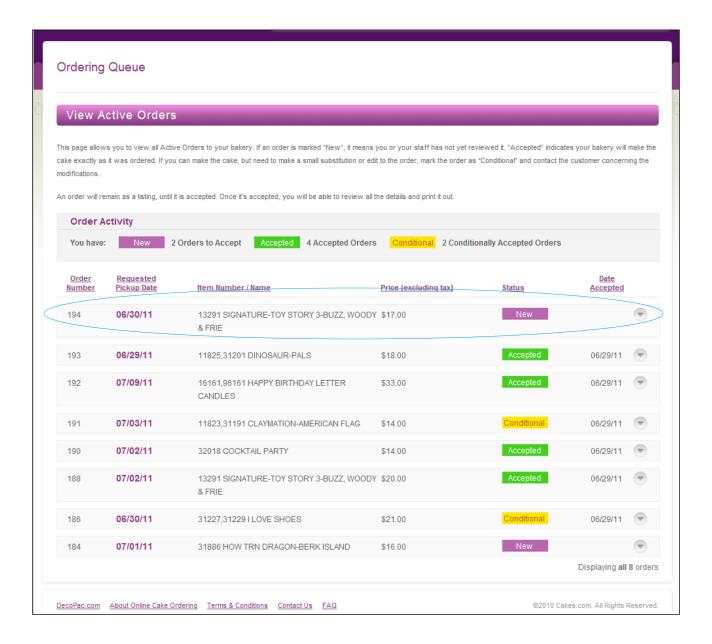
New: Orders that have not been accepted or cancelled by the bakery	
Accepted:	Orders that have been accepted; no communication with the consumer is needed
Conditional:	Orders that require additional communication between the bakery and consumer

Note: Cancelled orders will be removed from your Order Queue, but will be available in your Order History.



New Orders

New Orders are orders you have not yet accepted, and are indicated with a purple box in the Status column of your Order Queue. You will not be able to see the customer's name, phone or email until you accept the order.



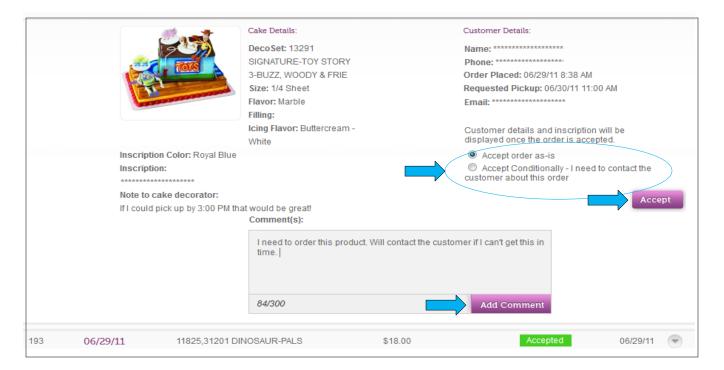
How To Accept an Order

Step 1: Accept As-Is or Conditionally

To Accept an Order click on the down arrow to the right of the order. This will display details about the order. Review the information provided. Note: You will NOT be able to see customer contact information until you Accept the Order!



If you can accept the order without further contact from the customer, select the circle next to "Accept order asis" and click the purple "Accept" button. If you need to contact the customer for additional information or clarification, select the circle next to "Accept Conditionally - I need to contact the customer about the order" and then click the "Accept" button. To add a comment about the order, enter up to 300 characters into the Comments box and click Add Comment.



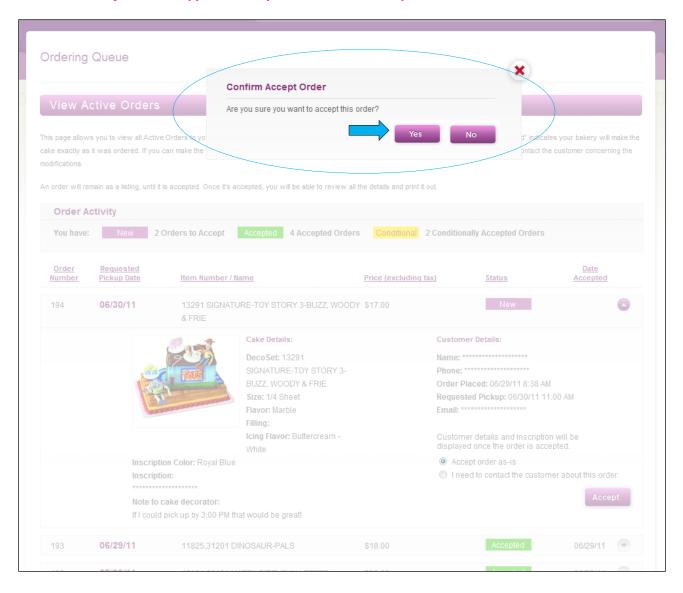
Cancel an Order: You CANNOT cancel orders through the website.

Please call 1-800-DECOPAC (332-6722) to cancel an order.

Step 2: Confirm you Accept the Order

A small window will pop up asking you to confirm that you want to accept the order.

The transaction fee will be applied when you click "Yes" to accept the order.

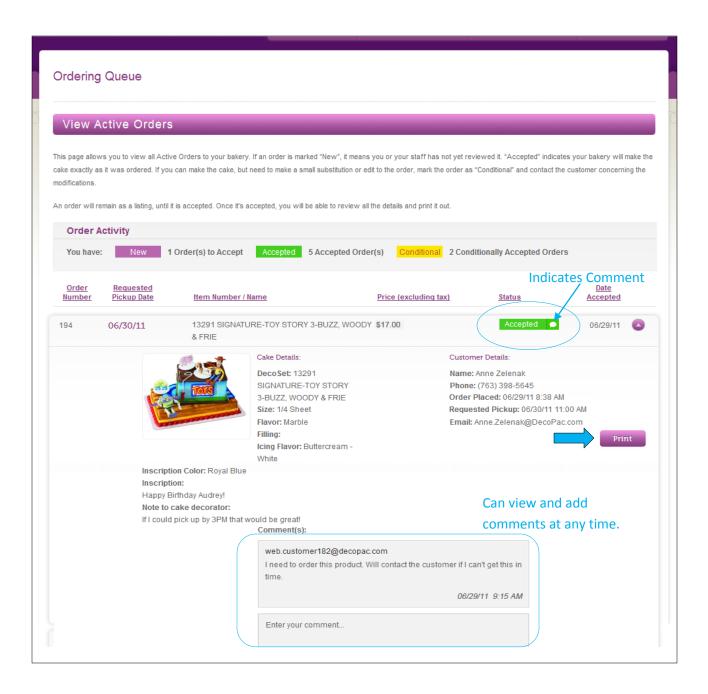


Step 3: Order Status Changes to "Accepted"

After you have accepted the order, the status will be set to "Accepted" in your Order Queue.

Step 4: View Full Order Information

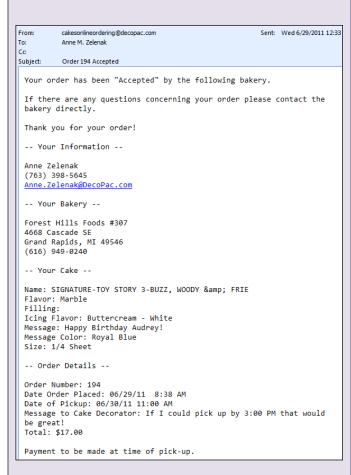
For Accepted orders, you will now be able to see the customer contact information when you click on the down arrow next to the order. You can also print the order information by clicking the "Print" button on the bottom right of the order. The "comment" icon next to the order status indicates if the order has a comment on it.



Email Notifications

Both the bakery and the customer will receive an email notification when the order is accepted as-is, accepted conditionally, or if you cancel the order by calling DecoPac.

Customer Email



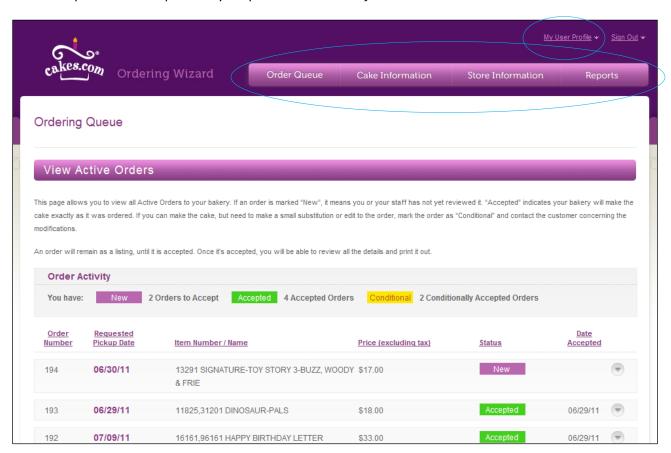
Bakery Email

```
From:
                                               Sent: Wed 6/29/2011 12:32 PM
         cakesonlineordering@decopac.com
         [cakesonlineordering@decopac.com]
To:
         Web Customer 182
Cc:
       You Just Accepted Online Customer Order 194
Subject:
Attachments:
Your bakery just accepted an order via your online ordering
account with DecoPac
 [Order Information]
 Order ID: 194
DecoSet IDs: 13291
Name: SIGNATURE-TOY STORY 3-BUZZ, WOODY & amp; FRIE
 Description: Includes Buzz and Woody collectible action
figures!
Flavor: Marble
Filling:
Icing Flavor: Buttercream - White
Message:
Message Color: Royal Blue
 Size: 1/4 Sheet
Decorator Message: If I could pick up by 3:00 PM that would
be great!
Order Placed: 06/29/11 8:38 AM
Order Accepted: 06/29/11 12:32 PM
Total: $17.00
Consumer Name: Anne Zelenak
Consumer Phone: (763) 398-5645
 Consumer Email: Anne.Zelenak@DecoPac.com
The requested pickup for this order is 06/30/11 11:00 AM.
Please log in to view more information or update your
 account.
 https://demo.cakes.com/account-admin/orders/active
Thanks.
 DecoPac
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Other Features in Online Ordering

At the top of the Ordering Wizard screens are links and tabs to the following features of your Online Ordering account. Specific details about each section are included in the following pages.

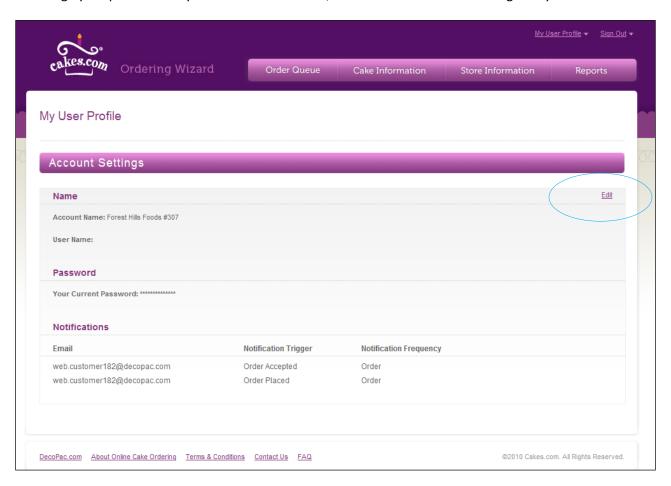
- 1. My User Profile View and edit your account and profile information.
- 2. Order Queue View your Active Orders and Order History
- 3. Cake Information View and edit *Flavors & Designs*, *Fillings*, and *Icin*. More documentation is available by request.
- 4. Store Information View and edit *In-Store* and *Online* information about your business. More documentation is available by request.
- 5. Reports View reports on your past Orders and Performance



My User Profile

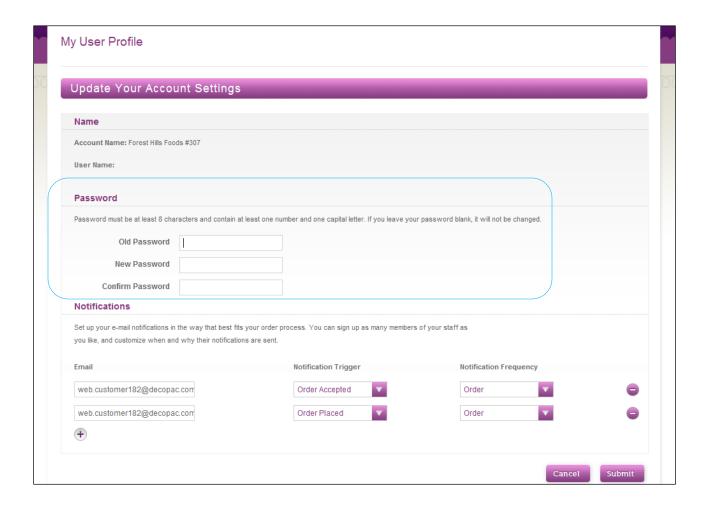
To view and update your account and profile information, click on the "My User Profile" link in the top right corner of the screen. Please note, you will not be able to update your Name or User Name online. Please contact DecoPac to update your name or username, or simply change the "primary" contact information in your DecoPac.com account.

To change your password or your email notifications, click the word "Edit" to the right of your business name.



My User Profile - Change Password

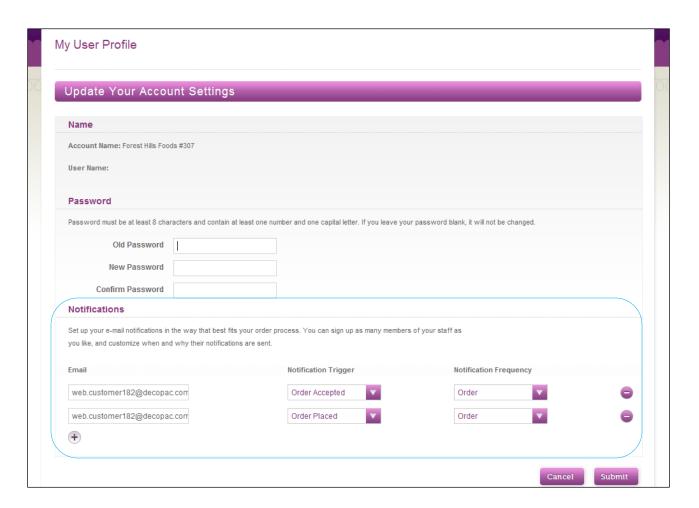
To change your password, you will need to know your current password. *Your new password must be at least 8 characters long, and must contain at least one number and one capital letter.* If you do not want to change your password, leave these fields blank.



My User Profile - Email Notifications

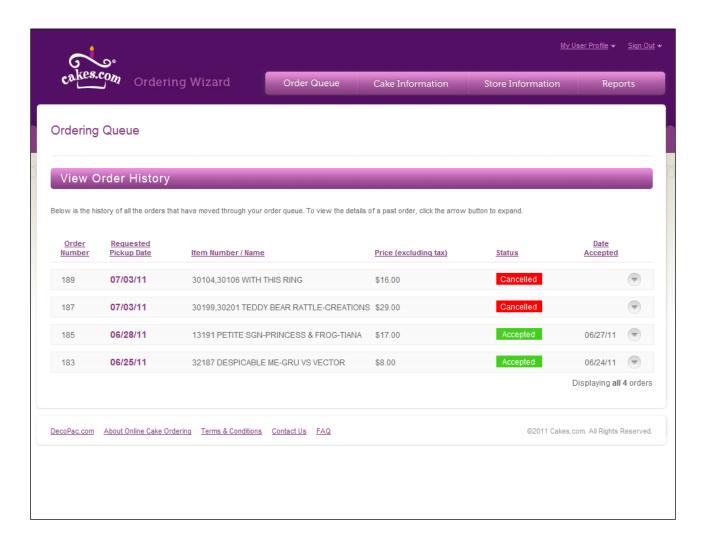
Get an email notification when orders are placed by your customers, and when orders are accepted by you or one of your staff.

- 1. Enter an email address where you want your email notification to be sent.
- 2. Select if you want the email to be triggered when an order is placed or when an order is accepted.
- 3. Under Notification Frequency, select if you want to receive an email every time an order is placed/accepted, or if you only want to receive a summary on a daily basis.
- 4. To add additional notifications to be sent to the same or alternate email addresses, click on the purple plus sign under the last email address entered. To remove a notification, click on the purple minus sign next to that notification.
- 5. Click the "Submit" button to save your changes.



Order Queue - View Order History

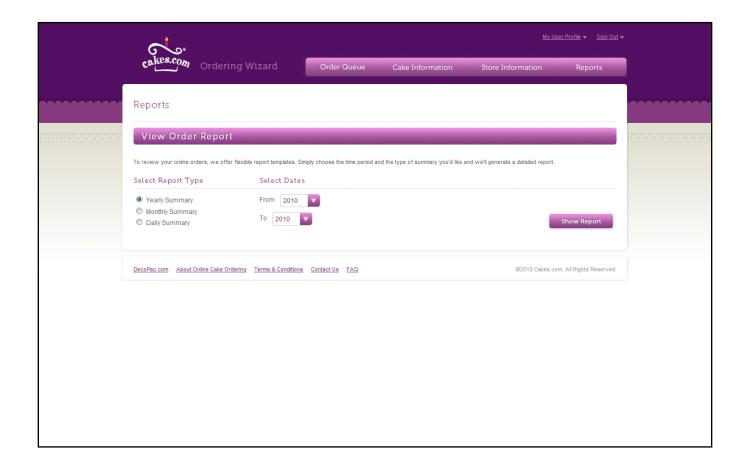
To view orders that have moved through your order queue, select Order History under the Order Queue menu option. This is also where you will be able to see orders that have been cancelled by DecoPac at your request.



Reporting - Orders

The Online Cake Ordering tool provides reporting related to online cake ordering. Reports are available after your bakery has activated Online Cake Ordering. To view reports for past orders or performance statistics related to orders – select the "Orders" or "Performance" links available in the "Reports" menu bar option.

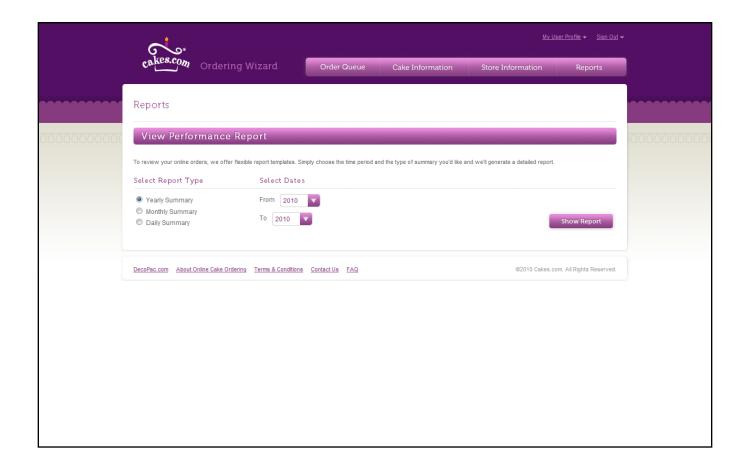
- 1. Select "Yearly Summary", "Monthly Summary", or "Daily Summary".
- 2. Select the year or years of reporting you want to view
- 3. Click the "Show Report" button to continue.



Reporting - Performance

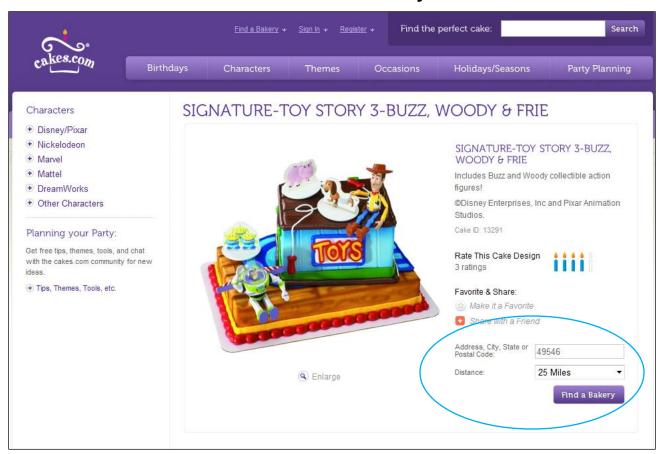
To view reports related to online order performance, select the "Performance" link available in the "Reports" menu bar option.

- 1. Select "Yearly Summary", "Monthly Summary", or "Daily Summary".
- 2. Select the year or years of reporting you want to view
- 3. Click the "Show Report" button to continue.



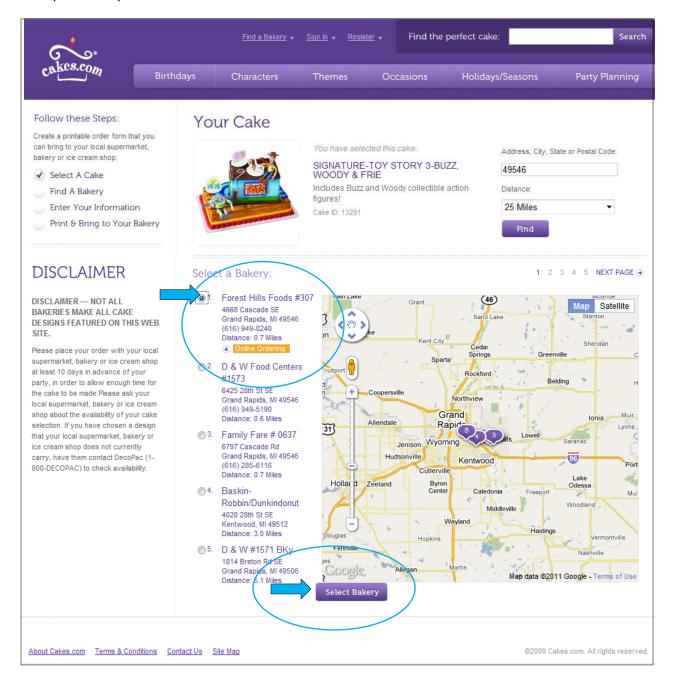
Here are the steps your consumer will go through on Cakes.com to place an online cake order.

Consumers Select a Cake and Find a Bakery

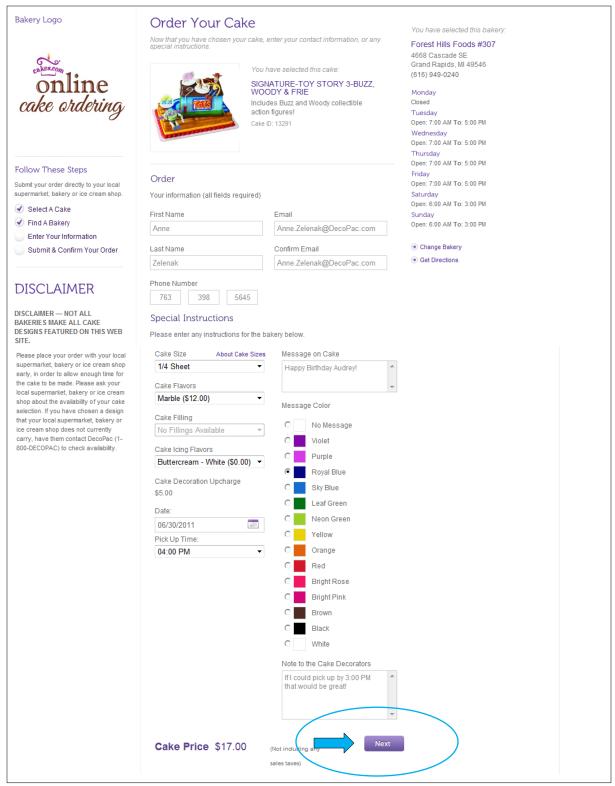


Consumers Select a Bakery with Online Ordering

Once your Online Ordering is set up and active, your Cake.com consumers will see a yellow Online Ordering icon with your bakery information.

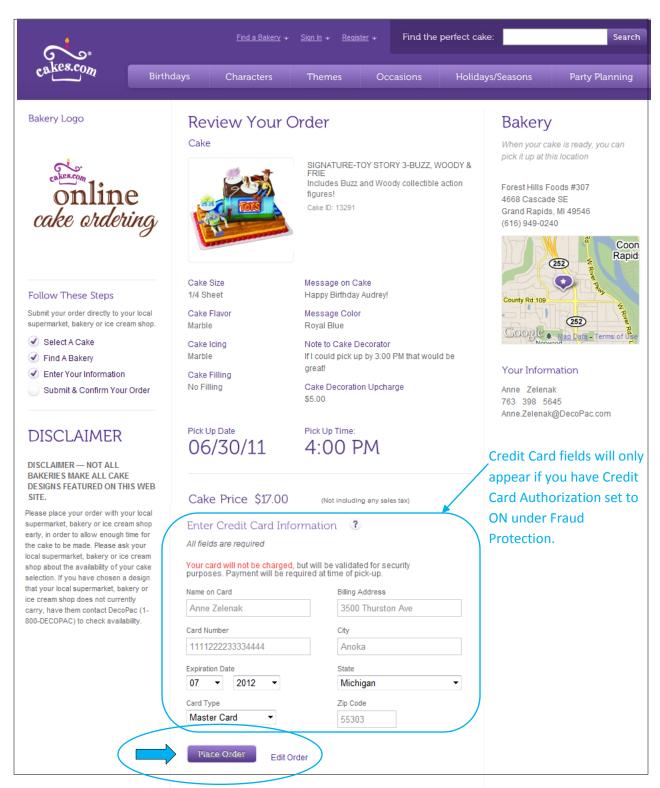


Consumers Enter Information and Select Cake Options



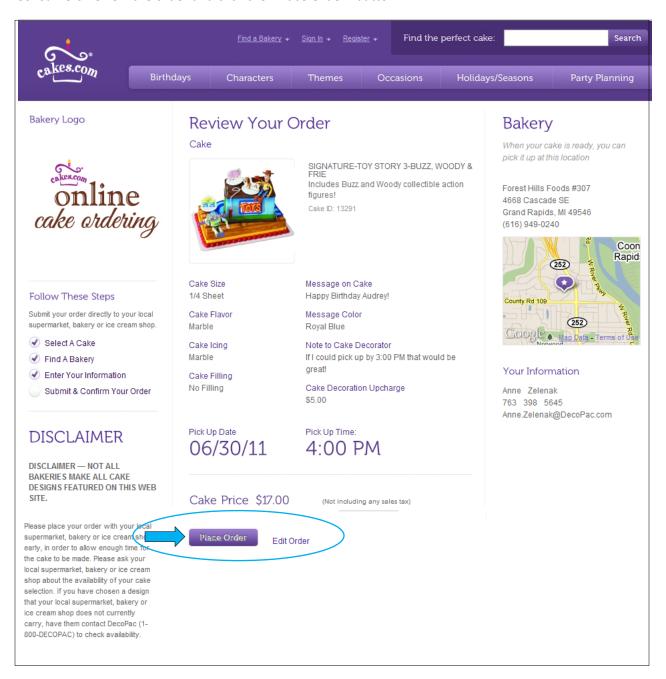
Consumers Review and Place Order (Credit Card Verification ON)

Consumers Review the order and enter their Credit Card information and click the "Place Order" button.



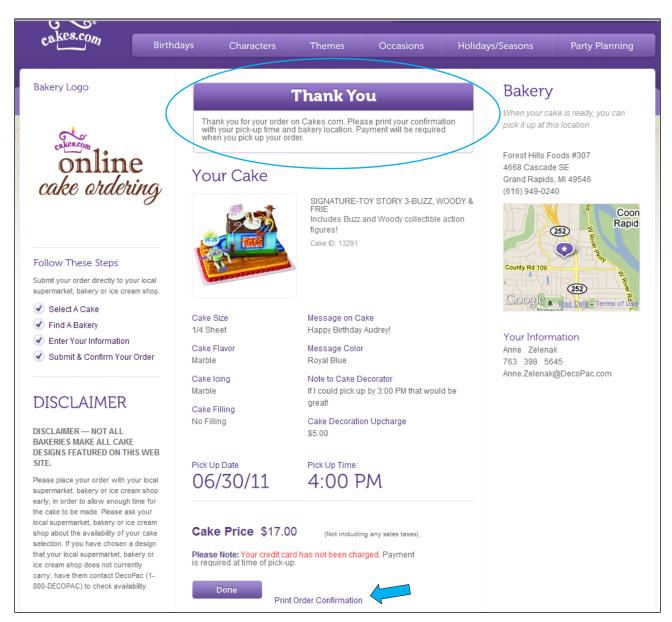
Consumers Review and Place Order (Credit Card Verification OFF)

Consumers Review the order and click the "Place Order" button.



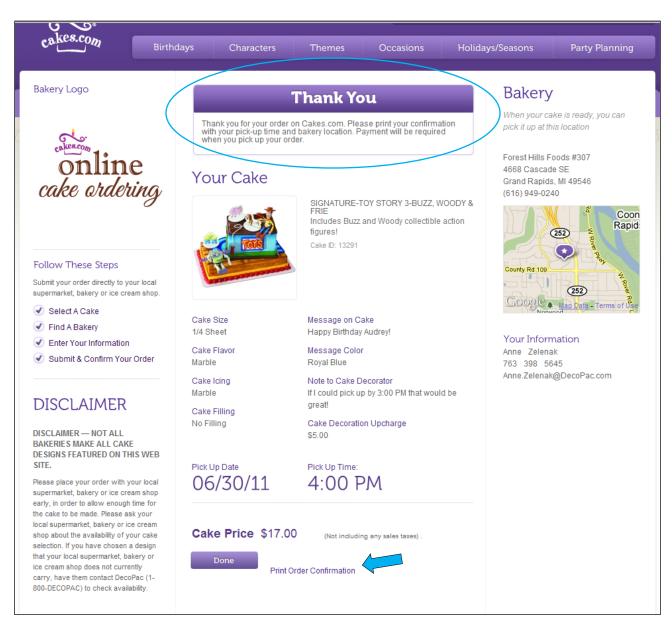
Confirmation (Credit Card Verification ON)

Consumers see a confirmation page and can print a copy of the order.



Confirmation (Credit Card Verification OFF)

Consumers see a confirmation page and can print a copy of the order.



Bakery Email Notification

Your bakery will receive an email notification about the new order:

no-reply@cakes.com [no-reply@cakes.com] Sent: Wed 6/29/2011 8:38 AM From: To: Web Customer 182 Cc: Subject: You Just Received Cakes.com Online Customer Order 194 Attachments: An order was just submitted to your bakery via your Cakes.com Online Ordering account with DecoPac. [Order Information] Order ID: 194 DecoSet IDs: 13291 Cake Name: SIGNATURE-TOY STORY 3-BUZZ, WOODY & FRIE Please sign in to accept or conditionally accept this order. https://demo.cakes.com/account-admin/orders/active Thanks, DecoPac, Inc. 1-800-DecoPac Std. Hours of operation M - F 7am - 7pm CT Saturday 7am - 2pm CT

Consumer Email Notification

Your customer will also receive an email notification about the order:

```
From:
         no-reply@cakes.com
                                                                             Sent: Wed 6/29/2011 8:38
         Anne M. Zelenak
To:
Cc:
Subject: Your Cakes.com Order
 Thank you for your order! Your order has been submitted to the following bakery.
 You will receive another email once the order has been accepted by the bakery.
 If there are any questions concerning your order please contact the bakery directly.
 -- Your Information --
 Anne Zelenak
 (763) 398-5645
 Anne.Zelenak@DecoPac.com
 -- Your Bakery --
 Forest Hills Foods #307
 4668 Cascade SE
 Grand Rapids, MI 49546
 (616) 949-0240
 -- Your Cake --
 Name: SIGNATURE-TOY STORY 3-BUZZ, WOODY & FRIE
 Flavor: Marble
 Filling:
 Icing Flavor: Buttercream - White
 Message: Happy Birthday Audrey!
 Message Color: Royal Blue
 Size: 1/4 Sheet
 -- Order Details --
 Order Number: 194
 Date Order Placed: 06/29/11 8:38 AM
 Date of Pickup: 06/30/11 11:00 AM
 Message to Cake Decorator: If I could pick up by 3:00 PM that would be great!
 Total: $17.00
 Payment to be made at time of pick-up.
```

Bakery Online Ordering Queue

Your Cake Order Queue will now show the new order under Order Activity.

