



2019-07-22



WEBSITE TOUR

SECTION 2A: PLACING A WEB ORDER

WEBSITE STRUCTURE

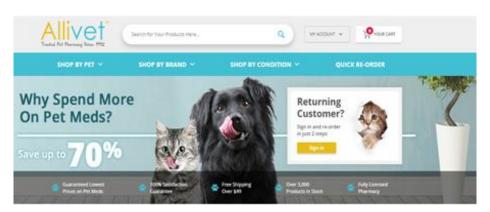
HOMEPAGE INTRO

Welcome to Allivet.com!

As a customer service agent, the website will be one of your biggest resources to help service our clients.

In this section you will learn:

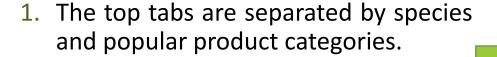
- How to navigate the website from the customer's point of view
- How to use the search function
- How to place an order as a customer
- How our shipping time frames function





TABS AND CATEGORIES

As the customer you will notice how the homepage is broken up into three different tabs/categories in order to make the search easier for our customers.



- 2. The middle tabs highlight our most popular species for easy access.
- 3. The last tab will allow you to scroll through our best-selling items.



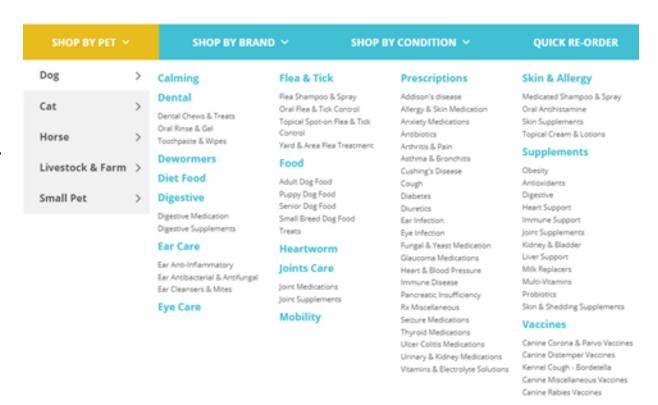




TABS AND CATEGORIES

Subtabs

- When you select one of the top tabs a drop-down menu will appear.
- This dropdown is further broken down to subtabs based on the specie, or product tab that was selected.
- This will be further broken down to the categories within the subtabs.





Most customers have a general idea of what they are looking for. Our site has a search bar to make it easier for our customers to find what they need.

- This search bar is located at the top of the homepage.
- Auto suggestions will be provided based on what is being entered in order to avoid spelling errors of medication

General vs. Specific

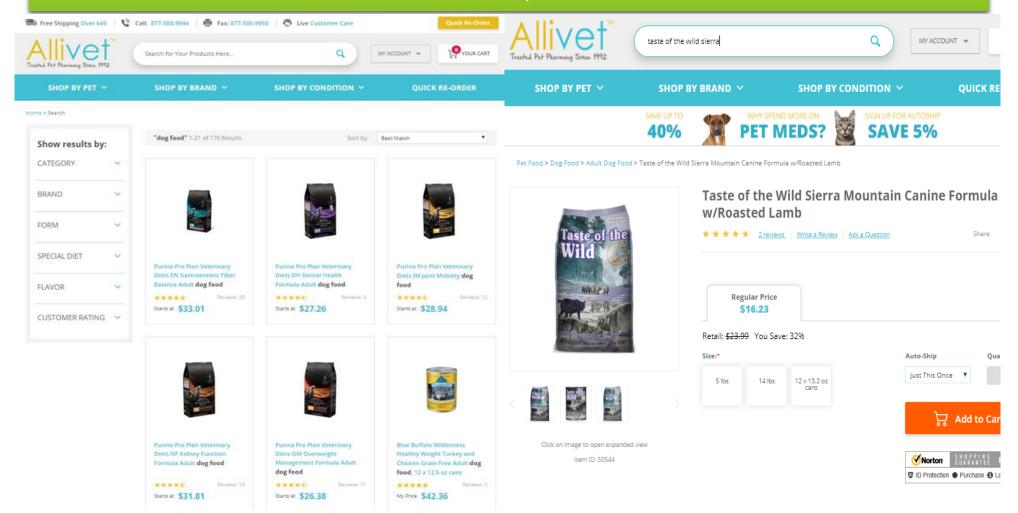
There are two types of search methods:

- General searches are wide searches that need to be broken down to smaller categories.
- Specific searches are for people looking for a specific product by name.

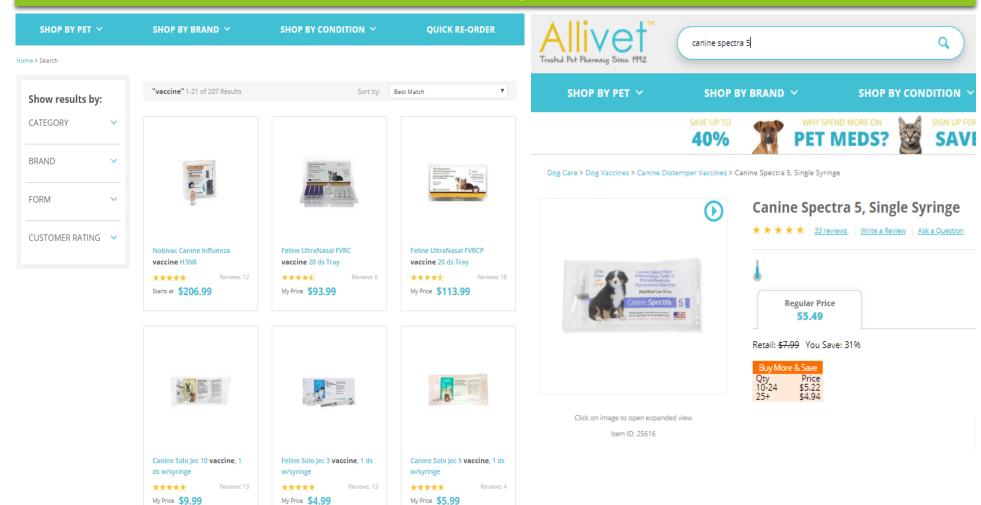


General	Specific
Dog Food	Taste of the Wild Lamb
Vaccines	Canine Spectra 5
Heartworm Preventative	Heartgard Plus

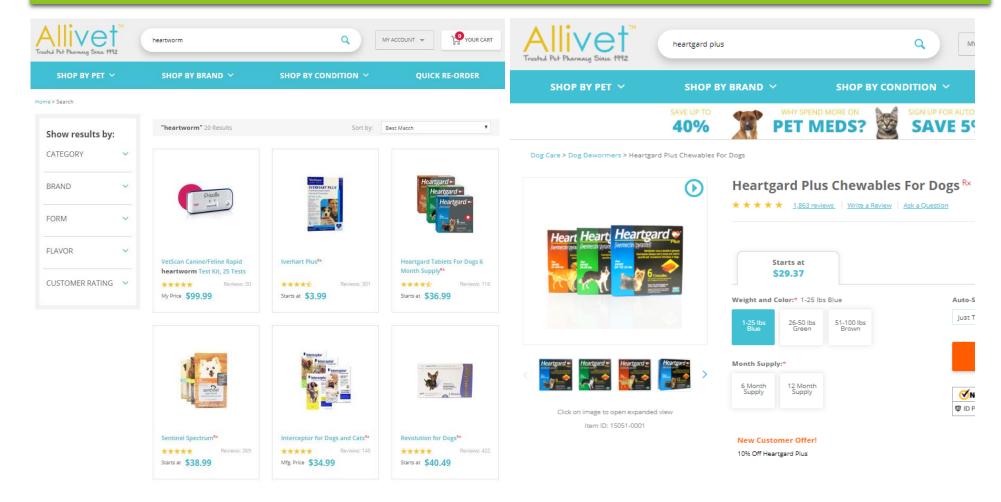
General vs. Specific



General vs. Specific



General vs. Specific



Exercise

In this exercise, you will complete 5 general vs specific searches to see what you come across.

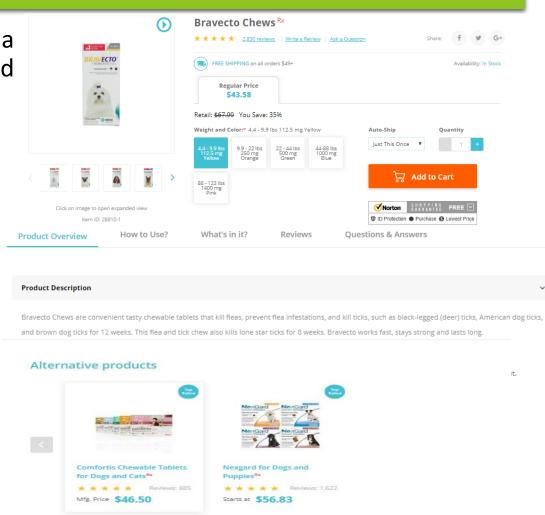
- 1. Flea and Tick vs Frontline
- 2. Shampoo vs Aloedine Shampoo
- 3. Electrolytes vs Summer Games Plus
- 4. Feline Urinary vs Epakitin
- Cat Treats vs Greenies Feline Dental

PAGE BREAKDOWN

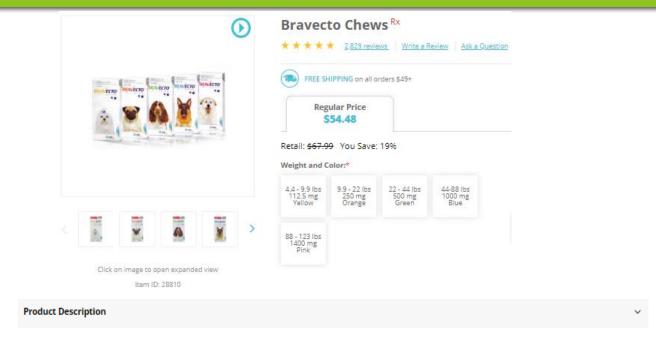
PRODUCT PAGE INTRO

Once you have selected an item, a variety of information will be provided on the page:

- Item Image
- Item Description
- Product Details
- Pricing
- Alternative Products
- Product Suggestions



PRODUCT DETAILS



Bravecto Chews are convenient tasty chewable tablets that kill fleas, prevent flea infestations, and kill ticks, such as black-legged (deer) ticks, American dog ticks, and brown dog ticks for 12 weeks. This flea and tick chew also kills lone star ticks for 8 weeks. Bravecto works fast, stays strong and lasts long.

Bravecto Chews are sold as a one pack, 12 week supply or two pack, 24 week supply. The appropriate dosage depends on your dog's weight.

See all items by Bravecto

ICONS

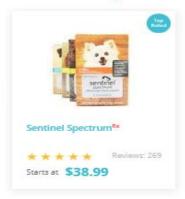
<u>Image</u>	<u>Meaning</u>
Rx	Prescription Required
	Qualifies for Reward Points Earned
↓	Requires Cold Shipping
	Export ONLY item Can NOT be shipped within the U.S.
	Item Qualifies for Free Shipping Even Below \$49.00
ORM-D GROUND SHIPPING ONLY	Can ONLY be Shipped Ground NO EXPIDITING

SUGGESTIONS AND ALTERNATIVES



Pet lovers who bought this item also bought







Alternative products





Interceptor for Dogs and
Cats^{Rx}

* * * * * Reviews: 145

Mfg. Price \$34.99

PRODUCT TABLE

- There is a table for every product found on the website.
- This is a great source of information as there are dropdown menus with any question a customer may have.
- There are tabs that help maneuver to the most common questions and facts related to the selected product.
- Has hide away options in order to create less clutter.

Product Description V

Bravecto Chews are convenient tasty chewable tablets that kill fleas, prevent flea infestations, and kill ticks, such as black-legged (deer) ticks, American dog ticks, and brown dog ticks for 12 weeks. This flea and tick chew also kills lone star ticks for 8 weeks. Bravecto works fast, stays strong and lasts long.

Bravecto Chews are sold as a one pack, 12 week supply or two pack, 24 week supply. The appropriate dosage depends on your dog's weight.

See all items by Bravecto

	What is Bravecto Chews?	^
	Who is Bravecto Chews for?	^
S	Why use Bravecto Chews?	^
	How does Bravecto Chews work?	^
	Manufacturer:	^
	Active ingredient(s):	^
	How is Bravecto Chews sold?	^
	What are the side effects of Bravecto Chews?	^
	What special precautions are there?	^
	What to do if overdose?	^
	How can I store Bravecto Chews?	^

Product Overview

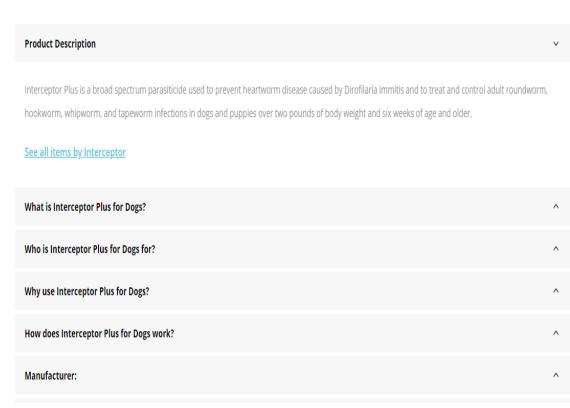
Product Overview

How to Use?

What's in it?

There are 5 main tabs providing general information:

- Product Overview
- How To Use?
- What's In It?
- Reviews
- Questions & Answers



Article

Reviews

Questions & Answers

DROPDOWN MENUS

Product Overview

How to Use?

What's in it?

Article

Reviews

Questions & Answers

Product Description

Interceptor Plus is a broad spectrum parasiticide used to prevent heartworm disease caused by Dirofilaria immitis and to treat and control adult roundworm, hookworm, whipworm, and tapeworm infections in dogs and puppies over two pounds of body weight and six weeks of age and older.

See all items by Interceptor

What is Interceptor Plus for Dogs?	^
Who is Interceptor Plus for Dogs for?	^
Why use Interceptor Plus for Dogs?	^
How does Interceptor Plus for Dogs work?	^
Manufacturer:	^
Active ingredient(s):	^
How is Interceptor Plus for Dogs sold?	^
What are the side effects of Interceptor Plus for Dogs?	^
What special precautions are there?	^
What to do if overdose?	^
How can I store Interceptor Plus for Dogs?	^
Helpful Tips:	^

TABS How To Use?

Product Overview

How to Use?

What's in it?

Article

Reviews

Questions & Answers

Interceptor Plus should be administered orally, once every month, at the minimum dosage of 0.23 mg/lb (0.5 mg/kg) milbemycin oxime, and 2.28 mg/lb (5 mg/kg) praziquantel. For heartworm prevention, give a tablet to your dog once monthly for at least 6 months after exposure to mosquitoes.

Interceptor Plus Dosage for Dogs According to Weight

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Dogs's Weight / Amount
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2 - 8 lbs / One tablet of Interceptor Plus Orange monthly

8.1 - 25 lbs / One tablet of Interceptor Plus Green monthly

25.1 - 50 lbs / One tablet of Interceptor Plus Yellow monthly

50.1 - 100 lbs / One Tablet of Interceptor Plus Blue monthly

Over 100 lbs / Talk to your veterinarian to determine the correct dosage of Interceptor Plus tablets for your dog's weight

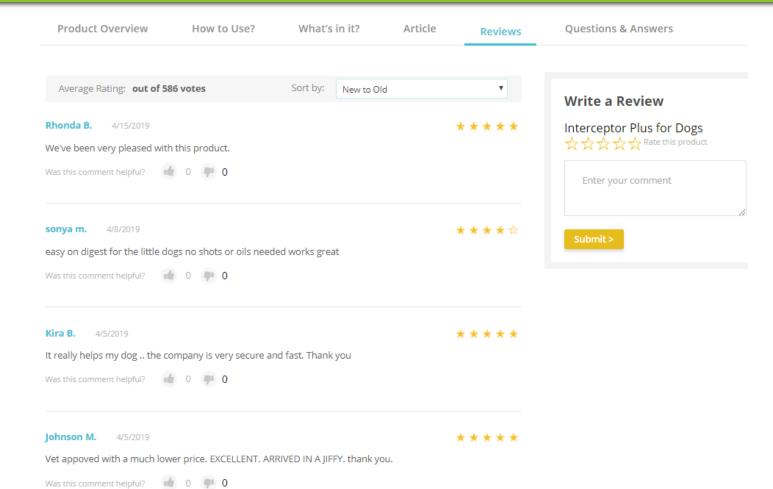
What's In It?

Product Overview How to Use? What's in it? Article Reviews Questions & Answers

Interceptor Plus chewable tablets contain the active ingredients milbemycin oxime / and praziquantel.

- Will reflect the active ingredients
- Some products will be separated into both active and inactive ingredients.

Reviews



Questions & Answers

0 Answer ^

Product Overview What's in it? Reviews How to Use? **Questions & Answers** 4 Questions 5 Answers Ask a New Question **Questions With Most helpful Answers?** Don't know something or can't find the information you are looking for? Ask us a What Pill Do I Have? 2 Answers question! Has Anyones Pet Experienced Vomiting And Loss Of Appetite? There Are 1 Answer ^ Blogs Stating Some Dogs Have Died After Taking This Product. Do You Need A Prescription To Buy Bravecto 2 Answers Can you answer these questions?

Policies & guidelines

My dog swims in my pool. Any chance of contaminating the water?

Exercise

In this exercise, you are being asked to look up 7 different products and answer the related question.

- 1. What is the star rating for Nupro Natural Supplement?
- 2. What is the item number for Elevate W.S Natural Vitamin E?
- 3. Is Azodyl a cold shipped item?
- 4. What is an alternative for Atopica for Dogs, 15 Capsules Rx?
- 5. Is Vetmedin a RX item?
- 6. What is the active ingredient in Lean Treats for Dogs, 4 oz?
- 7. What are the weight ranges for Bravecto?

PLACING A WEB ORDER

Here's where the fun begins!

Placing an order through the website is very simple.

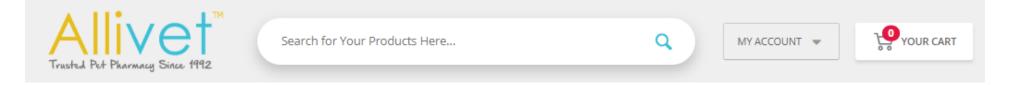
We are going to walk through the motions as a customer and place an order.

Scenario: Jasper is getting close to needing her dose of flea and tick preventative. She also is running low on her favorite dental chews.

Lets' place an order for Bravecto and Greenies.



Account Entering



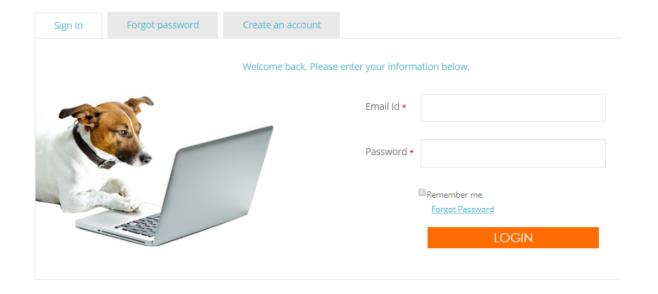
In order to place any order you will need to be logged into your account.

- If you do not have an account, one will need to be created.
- No purchase can be made without being signed into your account.

Account Entering

Log In

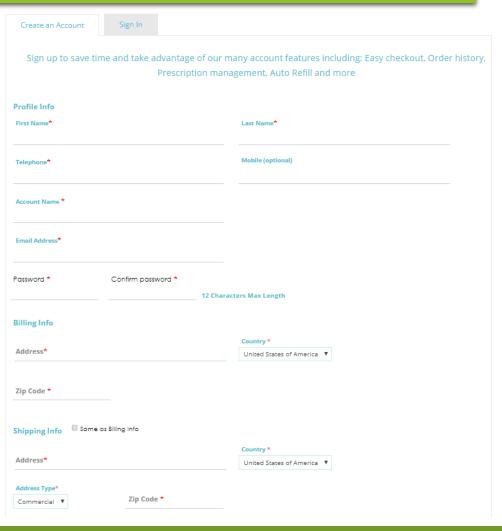
- Click on the "MY ACCOUNT"
- Select "Sign In" from the drop down and you will be directed to your home page.



Account Entering

Creating a New Account

 Click on the "Create an Account" tab and you will be directed to a new page to enter your profile information

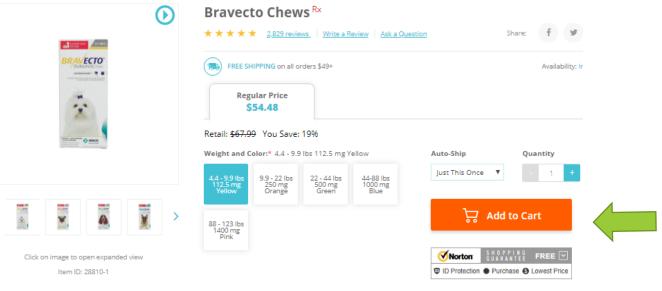


Adding Items to Cart

 We are going to first add the Bravecto to the cart.

 From the product page, select the weight range for the specified pet and add it to the cart.

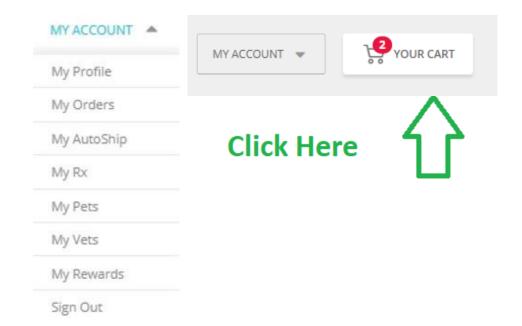
Repeat for Greenies



Shopping Cart

Now that we have completed our shopping, we will proceed to the checkout point.

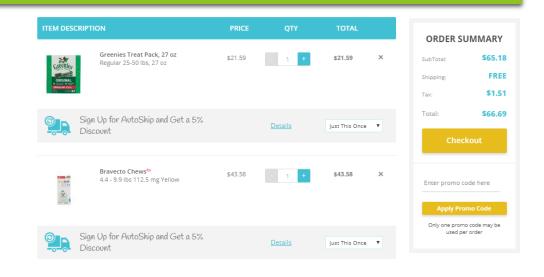
- You will notice "YOUR CART" in the upper right-hand corner of the page will now reflect a number the number 2.
- This is an indicator that you have 2 items pending purchase in your account.
- Click on "YOUR CART" to access your shopping cart.



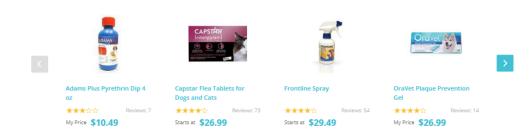
Shopping Cart

On the shopping cart page, you will be able to:

- Adjust Quantities
- Remove Items
- Enter Coupons
- See a General Breakdown of Order



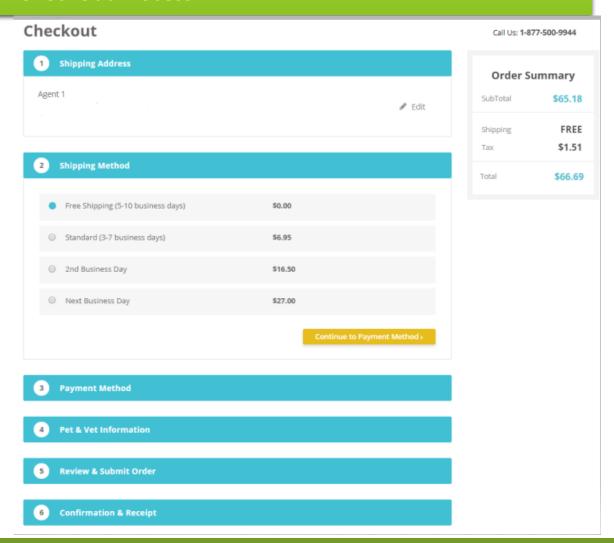
Don't forget



CheckOut Process

On the checkout page you will be able to:

- Edit billing & shipping address
- View Shipping Estimates
- Payment method
- Specify Pets (RX items only)
- Select Vet
- See a General Breakdown of Order
- Enter Order Notes



Coupons & Credits

Coupons

Are typically emailed as promotional codes to clients

Credits

- There are two types of credits:
 - Store Credits: Are coupons issued by customer service to the clients for numerous reasons
 - Reward Points: Points earned for shopping with Allivet

Enter promo code here

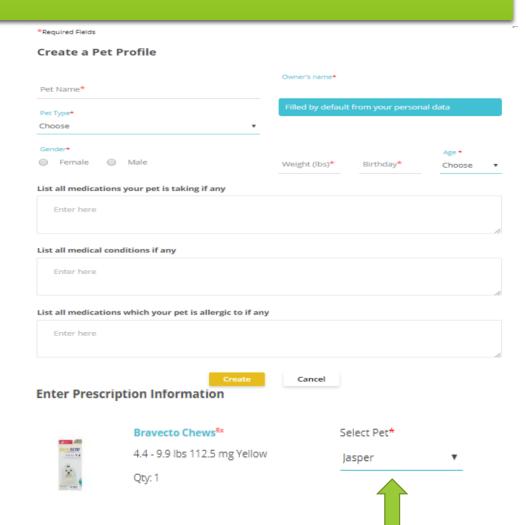
Apply Promo Code

Only one promo code may be used per order

Specifying/Adding Pet

As prescription items need veterinary authorization you will need to specify what medication is for which pet.

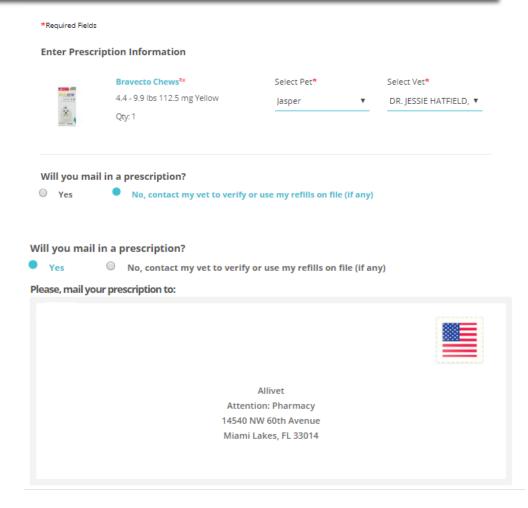
- As the Bravecto is for Jasper, we will need to create a Pet Profile for Jasper
- Click on "Select Pet" and then "Add Pet"
- Enter the requested information
- Click on the dropdown menu to select "Jasper"



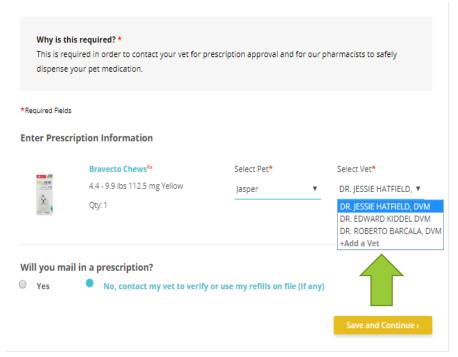
Specifying How to Get Rx

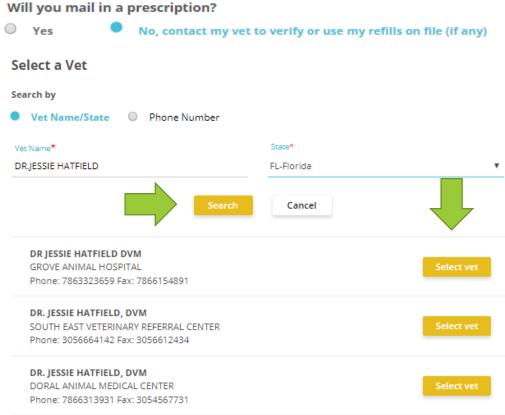
Now that we have specified this prescription request is for Jasper, we need to specify if and how Allivet will be obtaining a valid prescription.

- You will see to the right of the pet selection a question "Select Vet".
- Under Pet & Vet Information you will be asked " Will you mail in a prescription?"



Specifying How to Get Rx





If you do not see your vet on the list, please click "Add New Vet" button

Add New Vet

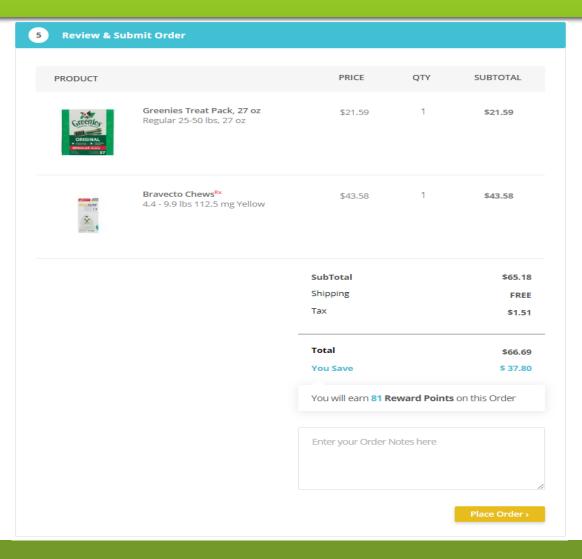
Shipping & Payment

Now that you have added all your items and specified your veterinarian's information, the order can be finalized.

 At checkout you will click on Review & Submit order and click on "Place Order" underneath the notes section.

Place Order >

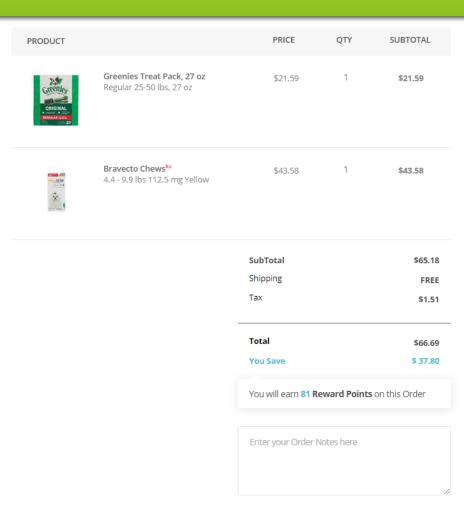
Shipping & Payment



Shipping & Payment

Order Breakdown

- You will only be able to see details of your order:
 - Number of items
 - Allivet Total Price
 - Shipping Cost
 - Taxes
 - Total
 - Savings
 - Reward Points Earned
- Order notes can still be entered on this page

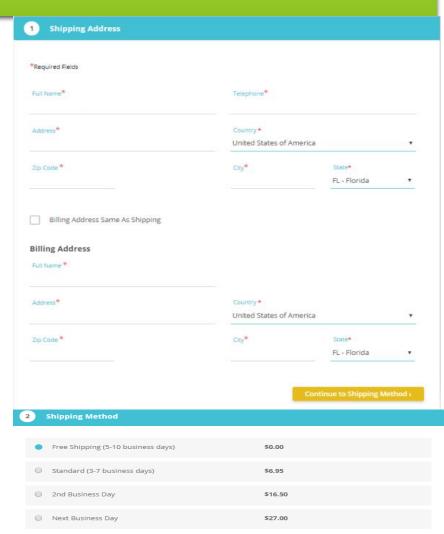


Shipping & Payment

Billing/Shipping

This is where you will specify where and to whom this package is being delivered to.

- You can edit both the billing and shipping addresses by clicking on "Shipping Address" during checkout.
- You will also be asked to select your shipping method and view shipping charge.

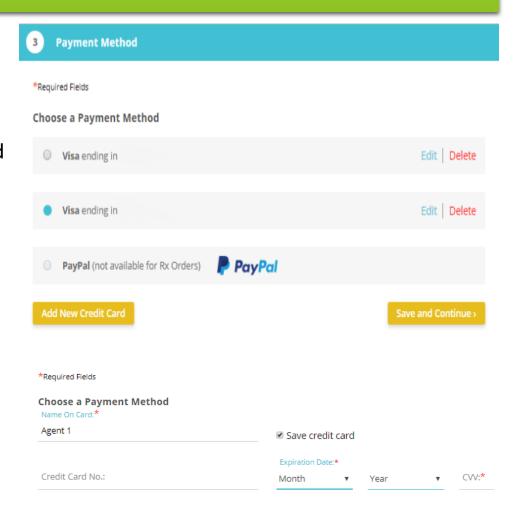


Shipping & Payment

Payment

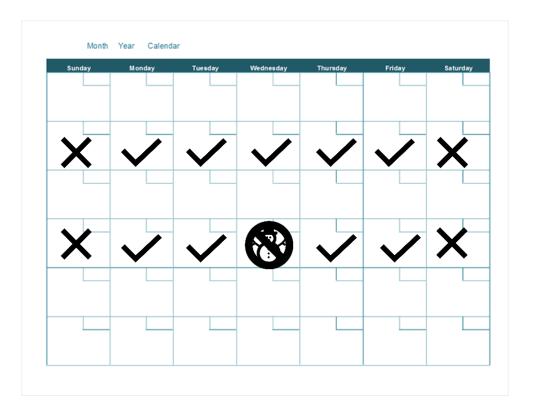
Here you will enter or select your method of payment.

- Under payment method you will see "Saved Credit Card Info". Saving your CC information allows for easier processing of future orders.
- Right below you will see "Add New Credit Card". Credit card information can be added, edited and deleted here.
 - You can also view which CC methods qualify to process your order with
 - You can save this new information by checking the box below that says "Save Credit Card"
- Once done, click on the orange button that states "Save and Continue"



General Information

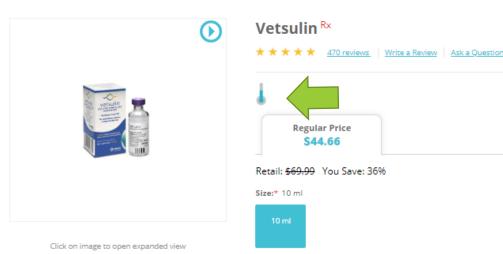
- All shipping methods are based off business days
 - Monday-Friday = Business days
 - Monday-Sunday = Calendar days
 - Holidays are not considered business days
- Saturday deliveries are an additional charge
 - Clients need to call Customer Service to request this option
 - Not every city qualifies for Saturday delivery
- Free shipping is offered to MOST orders over \$49.00
 - Excludes
 - Cold Shipped Items
 - International Orders
 - Non-Continental States
 - Hawaii
 - Alaska
 - Us Territories
 - Puerto Rico



Cold Shipping

As some items are temperate sensitive these items have a different shipping method called Cold Shipping.

- This shipping method is an Automatic Next Business Day order.
- It is packed with cold packs
 - Customers can request regular order to be shipped with cold packs.
 - This request is an additional charge of \$5 per cold pack
- ONLY offered Monday-Thursday
- Items are that need to be cold shipped are indicated by a blue thermometer

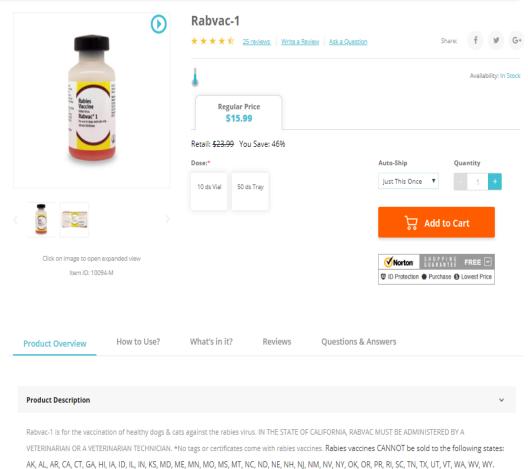


Item ID: 25897

Restricted Product Zones

Some items have zone restrictions and cannot be shipped to specified states.

- Any item with zone restrictions will be indicated within the item description in red lettering
- There is NO exception to this rule.



Check with your state prior to buying to see if you can administer a rabies vaccination.

Carriers

Allivet only uses two shipping carriers:

- United Stated Postal Service
- Federal Express
- Our free shipping is done via the US Postal Service.
- Any expedited item will be shipped using Federal Express.
- Orders over 2 pounds are also shipped using Federal Express.
 However, they are shipped using Ground shipping.





PAYMENT GUIDELINES

PAYMENT GUIDELINES

Payment Methods

Forms of Payment

- Allivet accepts three different payment methods:
 - Credit Cards
 - American Express
 - Discover
 - Master Card
 - Visa
 - Paypal
 - Can only be used for over the counter(OTC) items











PLACING A WEB ORDER

Post Payment Information

Processing Order

Once you have clicked on "Place My Order" your order will begin to process.

 The portal will indicate the processing of an order with a blue rotating circle.



Order Confirmation

Order Submitted Successfully!

Your Order Number Is: SO-0123456

Your Customer ID Is: CUST-456789

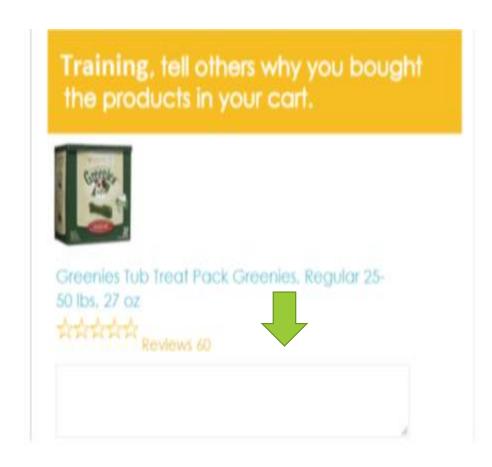
Call Us Toll Free

1-877-500-9944

Monday-Friday: 8AM - 7PM EST

Saturday: 9AM - 5PM EST

You will receive an email confirmation on Customercare@allivet.com for your records



Exercise

In this exercise you will create an account and place an order for two Rx items using two different pets.

- 1. Trifexis for Riley
- 2. Heartgard Plus for Sally

