

Your on-line store offers visitors of your website to purchase [products](#). Kentico refers to the visitors who purchase any of these products as customers. For all your customers, you can manage their personal and company details, addresses, and [orders](#).

Anonymous vs. registered customers

Customers can be either anonymous or registered. The anonymous customers can make a single purchase and for the next purchase, they need to fill all their details again. On the other hand, the registered customers are [users](#) (with no privilege level). They can return to your website and purchase in your on-line store repeatedly with already pre-filled addresses and other information. You can also offer them a special set of products, special [discounts](#), or restricted sections.

By default, both anonymous and registered customers can make purchases. However, you can modify the allowed behavior [completely](#) or partially. For example, you can use [automatic registrations](#). You can also give your customers the option of registering themselves when making an order.

Stored information

The Kentico E-commerce Solution stores every customer's:

- [Details](#)
 - Name
 - Email address
 - Phone number
 - Company details
 - Billing and shipping addresses
- Made [orders](#)
- [User details](#)
- [Abandoned shopping carts](#)
- [Assigned memberships](#)
- [Assigned roles](#)
- [Credit balance](#)



Connecting customers and on-line marketing features

If you use [on-line marketing features](#), you can subscribe customers to your [newsletters or email campaigns](#). Both types use [contacts](#) or [contact groups](#) to add recipients. Each customer has a contact automatically assigned so that you can work with your customers as they are your email marketing recipients. For more information, see [Managing marketing email recipients](#).

Managing customers

The usual scenario is that your on-line store visitors purchase some products and become anonymous or registered customers.



The registered customers can manage their accounts, i.e. edit their account details, on the live site if your website enables it.

Alternatively, the system allows you to manage customers manually in a dedicated part of the administration interface, the **Customers** application. Here you can create, modify, and remove any customer.

In the **Customers** application, you can see a list of all customers. If you use more sites on one Kentico instance, customers from all sites are displayed in the list.


E-commerce Site ▾


Customers

New customer


⋮	Actions	Company	Last name ▲	First name	Country	State	E-mail	Created	Enabled	Is register
		...	Brown	William			william.brown@localhost.local	3/3/2014 10:22:38 AM	Yes	Yes
		...	Davis	David			david.davis@localhost.local	3/3/2014 10:22:38 AM	Yes	Yes
		...	Earnshaw	Peter			administrator@localhost.local	2/28/2014 11:47:59 AM	Yes	Yes
		...	Johnson	John			john.johnson@localhost.local	6/4/2013 10:51:37 PM	Yes	No
		...	Jones	Michael			michael.jones@localhost.local	10/25/2013 10:15:38 AM	Yes	No
		...	Miller	Richard			richard.miller@localhost.local	3/3/2014 10:22:38 AM	Yes	Yes
		...	Moore	Joseph			joseph.moore@localhost.local	3/3/2014 10:22:38 AM	Yes	Yes
		...	Smith	James			james.smith@localhost.local	5/7/2013 6:06:37 PM	Yes	No
		...	Taylor	Thomas			thomas.taylor@localhost.local	3/3/2014 10:22:38 AM	Yes	Yes
		...	Williams	Robert			robert.williams@localhost.local	10/13/2013 7:39:37 AM	Yes	No
		...	Wilson	Charles			charles.wilson@localhost.local	3/3/2014 10:22:38 AM	Yes	Yes

- Create a new customer by clicking **New customer**.

 See detailed instructions on how to create a new customer in [Creating customers manually](#).

- Modify a customer by clicking **Edit** (.

 See detailed instructions on how to edit a customer in [Modifying customer details](#).

- Delete a customer by clicking **Remove** (.