

Omni-channel Retail solutions unifying online and offline sales channels for a seamless shopping experience and a single view of customers.

Ensure your customers enjoy the same high-quality service, product and support-whether they shop online or in-store.



Omni-channel Retail Features



Endless aisle

Arm your in-store staff with tradeit's endless aisle functionality on a tablet device. Endless aisle enables store staff to check stock and place online orders for customers of items that they don't currently have in stock, but which are available at other stores or held at a central location.



Store stock checker

Display 'live' store stock levels online of every product at every store. Buffer levels for each can be controlled in the admin system of tradeit giving retailers some allowance for sudden in-store purchases or more popular items.



Fulfil from anywhere

Use your physical stores as an extension of your warehouse by shipping online orders from their stock or moving items between stores for collection. Rapid fulfilment services such as Shutl or Lineten can also be integrated to deliver items within 60 minutes of ordering from local store stock.



Gift cards/vouchers

tradeit provides sophisticated gift/e-gift card functionality enabling customers to buy gift cards online, specify the value, manage their balances online and redeem them across multiple channels including both online and in-store. Gift/e-gift cards can also be sent to other people physically or via email.



Click & collect/reserve

Open up new markets and sell your products across the globe with fully internationalised capabilities including the support of multiple languages, currencies, warehouses, taxation systems, fulfilment types and much more.



Store locator

Advanced store locator which gives not only map, address and contact details but can also feature local control of individual store pages (via admin area) to highlight local in-store offers or promotions. These could include special events.



Multi-address delivery

Split a single order basket to multiple delivery addresses with different fulfilment and gifting options on each line item or user-defined group of items, including Collection and global orders.



Gifting

Add value and delight customers with gifting functionality including gift wrap, gift bags, hampers, messages, fulfilment, gift lists, anonymous delivery and gift reminder service.



MOTO/Call centre

Help drive the single customer view by placing mail and telephone orders directly through your website giving you a complete overview of customer interactions via those touchpoint.



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SOLUTION Omni-channel Retail


Elevate your ecommerce site from a simple order-taking system to an intelligent, conversion-hungry machine capable of delivering seamless, personalised online experiences to all of your customers, across all digital channels, including





web, mobile and social.


Whether you're a pureplay etailer or an international, online retailer, our retail ecommerce solutions will drive growth across all your channels. Designed to scale in line with your business, we help merchants deliver class-leading retail ecommerce experiences, all driven by our award-winning ecommerce platform, tradeit, and complemented by our range of ecommerce agency services from initial project consultation, design and build to continued development, hosting and support. With full control of CMS, PIM, Marketing, Merchandising and Order Management tradeit, empowers retailers to take ownership of their ecommerce further increasing their ROI.

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Create unique and personalised online experiences for each of your customers.
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Gain full, in-house control of your site without the need for technical know-how or developer resources.
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Use tradeit's rich toolset to attract, engage, convert and re-engage your users.
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Increase conversions, loyalty and customer satisfaction through offers, promotions and merchandising tailored to them.
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Deliver the same experience across all devices with a responsive design optimised for multiple breakpoints.

“My team and I love the sites as we can do so much with them ourselves, instead of relying on a developer to make even simple changes.

Head of Ecommerce, Sass & Belle

Recognised by the Industry



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