

eCommerce Site Admin User Guide



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About eCommerce

- + TrainingCenter is delivered with e-commerce technology built in. eCommerce is an optional feature that InterCall will turn 'ON' upon a customer's request.
- + InterCall does not charge fees for using TrainingCenter eCommerce, simply ask your InterCall Account Manager to enable the feature for you.

eCommerce Set Up

- 1 Ensure that your TrainingCenter site has eCommerce enabled. Contact your InterCall sales rep to verify.
- 2 Sign up with a Propay PayPal account by going to www.paypal.com.
- 3 Log in to your administrator site.
 - a. Click on Site Settings on the left navigation bar

The screenshot shows a web interface titled "Site Administration". Below the title is a section "Site Settings for:" with a dropdown menu set to "Training Center". Below that is a tabbed interface with "Options" selected. Under "Options", there is a "Site Options" section. It contains a text input field for "Number of recurrences allowed:" with the value "30". Below that is a checked checkbox for "Attendee eCommerce" with a "Settings..." button next to it.

- b. Set the Site Settings for TrainingCenter
- c. Confirm that Attendee eCommerce box is checked
- d. Click on Settings
- e. Click on 'Specify Providers'
- f. Fill out the items referencing the confirmation email you received from PayPal
 1. Server Name
 2. Port Number
 3. User ID
 4. Password
 5. Partner ID

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Last modified on: 12/17/2006

Managing eCommerce for TrainingCenter: Site Administration Options

If your TrainingCenter website has the attendee eCommerce option, training session hosts can schedule fee-based sessions. When registering for fee-based sessions on your site, attendees can pay for them using their credit cards.

You can set up the attendee eCommerce option for your site, as follows:

- + Specify general eCommerce options, including discount coupons and credit card providers.
- + Set up the eCommerce sales confirmation email message that attendees receive once they register and pay for a training session.
- + Set up the Credit Card page on your TrainingCenter site, on which attendees provide their credit card information.

You can set up the following general eCommerce options:

- + Whether eCommerce on your site is in production or test mode.
- + Create discount coupons for specific users or organizations. You can create single-use or multi-use coupons for any amount. Users can specify the coupon codes that you generate when they register for a fee-based session or course.
- + Specify configuration information about your online payment service provider—that is, the service that processes attendees' credit card payments. Your service provider gives this information to you, once you obtain an account for online payments.
 - o Important—Currently, TrainingCenter supports only the Payflow Pro payment processing service. For more information or to set up an online payment account, please visit www.paypal.com
- + Specify the name that you want to appear to attendees as your "merchant" name. This name appears in the payment confirmation email message that attendees receive. For example, you can specify the name of your organization.
- + Specify the email address or other information that attendees can use to contact your organization for support.

To set up Attendee eCommerce: On the navigation bar, under Manage Site, click Attendee eCommerce. The eCommerce Settings page appears.

GENERAL ECOMMERCE OPTIONS

Under General eCommerce Parameters, specify the options you want.

Mode of operation: Specifies the mode for online payment processing on your site.

- + Production: Specifies that eCommerce payment processing is in production mode. When enabled, this mode lets attendees make credit card payments on your site. To use production mode, you must specify production-mode configuration

- information on the Credit Card Provider Settings page. Your online payment service provider gives this configuration information to you.
- + **Test:** Specifies that eCommerce payment processing is in test mode. When enabled, this mode lets you test your eCommerce payment process, without making actual credit card payments. To use test mode, you must specify test-mode configuration information on the Credit Card Provider Settings page and use a test credit card number. Your online payment service provider gives the configuration information and test credit card number to you.
 - + **Coupons:** Specifies whether attendees can use discount coupons when paying for a training session on your site.
 - **Enable:** Specifies that attendees can use discount coupons when paying for a training session on your site. You must specify information about coupons on the eCommerce Coupon Settings page.
 - **Disable:** Specifies that attendees cannot use discount coupons when paying for a training session on your site.
 - + **Coupon Settings:** Opens the eCommerce Coupon Settings page, on which you can specify information about coupons and which users can use them. See Section 2 below for details
 - + **Credit card providers:**
 - **Specify Providers:** Opens the Credit Card Provider Settings page, on which you can specify information about the online payment service you use to process credit card payments on your site. See Section 1 below for details.
 - + **Merchant name:** Specifies the name that you want to appear to attendees as your "merchant" name. This name appears in the payment confirmation email message that attendees receive. For example, you can specify the name of your organization. To specify a name, type it in the box.
 - + **Support info:** Specifies the contact information, such as an email address, that attendees can use to contact your organization for credit card payment support.

SALES CONFIRMATION EMAIL

Once an attendee's online payment is successfully processed, the attendee receives a sales confirmation email message.

- + **From:** Specifies the email address of the sender of the email message, in the following format: someone@your_company—for example, msmith@mycompany.com
- + The default sender is messenger@webex.com.
- + **Subject:** Specifies the text that appears in the subject line of the email message.
- + **Content:** Specifies the content of the email message. The default content contains variables, which your WebEx service replaces with information. You can rearrange, delete, or replace variables with specific information.

Please Note: Ensure that you do not modify the text for variables and that a percent sign (%) precedes and follows all variables.

The following are the variables that you can use in the content of an email message and what information replaces them.

Variable	Replaced by...
%account_holder_name%	First and last names that the attendee specified when registering for a training session.
%Company_Name%	The name of your WebEx service. The default name is "WebEx Communications," but if your site was branded, you organization's name appears.
%Card_Type%	The type of credit card that the attendee used to pay for the session, as specified on the Credit Card page that the attendee filled out.
%WebEx_Topic%	The topic that the host specified when scheduling the training session.
%Date_Registered%	The date on which the attendee registered for the training session.
%Meeting_Date%	The date on which the session will occur, which the host specified when scheduling the session. The time is not included.
%Fee%	The amount, in U.S. dollars, that the host specified as the fee for the training session when scheduling it.
%credit_card%	The last four digits of the attendee's credit card number.
%Authorization_Code%	The credit card authorization code that PayPal provides.
%PayPal_Ref%	A unique code for each transaction that PayPal generates.
%Merchant_Name%	The name that you specified in the Merchant name box on the eCommerce Settings page.
%Support_Info%	The email address that you specified in the Support info box on the eCommerce Settings page.

Tip: If you change the content of an email message, WebEx recommends that you ensure that the content appears correctly. To do so, set up a test session, and then perform the necessary activity to receive the email message.

CREDIT CARD PAGE CONFIGURATIONS

The Credit Card page appears on attendees' screens once they register for fee-based training sessions. On this page, attendees can provide their credit card information.

- + Credit Card page header: Specifies the text that appears in the header of the Credit Card page on your TrainingCenter website. For example, this text can provide instructions for providing credit card information. To specify a header, type it in the box.

Note: The text box contains default instructions for using the Credit Card page. If you enable coupons, additional default text appears, providing instructions for using coupons.

- + **Credit Card page footer:** Specifies the text that appears in the footer of the Credit Card page on your TrainingCenter website. For example, this text can specify your organization's terms and conditions or disclaimers for online payment of training sessions. To specify a footer, type it in the box.

Update: Saves any changes that you made on the eCommerce Settings page, and then returns you to the Site Administration Home page.

Cancel: Returns you to the Site Administration Home page, without saving any changes that you made on the eCommerce Settings

Credit Card Provider Settings Page

The Credit Card Provider Settings page lets you set up your online payment service for your TrainingCenter website, using the information that your payment service provider gives to you.

Select a credit card provider

Provider: Specifies the online credit-card payment service provider that your site uses to process attendees' online payments.

Important: Currently, TrainingCenter supports only the Payflow Pro payment processing service. For more information or to set up an online payment account, please visit www.paypal.com

Configuration items

- + **Test Mode:** Specifies the configuration settings for processing credit card payments in test mode. When enabled, this mode lets you test your eCommerce payment process, without making actual credit card payments.
- + **Production Mode:** Specifies the configuration settings for processing credit card payments in production mode. When enabled, this mode lets attendees make real credit card payments on your site.
- + **Server name:** Specifies the name of the payment processing server. Your online payment service provider gives to this name to you.
- + **Port number:** Specifies the port number that your site uses to establish a connection with the payment processing server. Your online payment service provider gives to number to you.
- + **User ID:** Specifies the user identification number or name that your site uses to log in to the payment processing server. You receive this ID when you sign up for an account with your online payment service.
- + **Password:** Specifies the password that your site uses to log in to the payment processing server. You receive this password when you sign up for an account with your online payment service.
- + **Partner ID:** Specifies the identification number or name for your online payment service. Your online payment service provides this ID to you.

Update: Saves the changes that you made on the Credit Card Providers page, and then closes the page.

Cancel: Closes the Credit Card Providers page, without saving any changes that you made.

Coupon Settings Page

The eCommerce Coupon Settings page lets you generate discount coupons for specific individuals or organizations. Attendees can use coupons when providing their credit card information.

This page provides access to the Add Coupons Page.

Coupon Settings

Coupon code length: Specifies the number of letters in the coupon codes that you generate. To change the code length, type a number from 1 to 10 in the box, and then click Update.

Coupon Email

Once you generate coupons for a specific individual or organization, Site Administration sends an email message containing the coupon codes that you generated.

- + **From:** Specifies the email address of the sender of the email message, in the following format: `someone@your_company`—for example, `msmith@mycompany.com`
- + The default sender is `messenger@webex.com`.
- + **Subject:** Specifies the text that appears in the subject line of the email message.
- + **Content:** Specifies the content of the email message. The default content contains variables, which your WebEx service replaces with information. You can rearrange, delete, or replace variables with specific information.

Please Note: Ensure that you do not modify the text for variables and that a percent sign (%) precedes and follows all variables.

The following are the variables that you can use in the content of an email message and what information replaces them.

Variable	Replaced by...
<code>%AttendeeName%</code>	The company or individual name that you specify in the Company or individual box on the Add Coupons page.
<code>%coupon_codes%</code>	The coupon codes that you generated, using the Add Coupons page.
<code>%coupon_value%</code>	The amount, in U.S. dollars, that the host specified as the fee for the training session when scheduling it.
<code>%Merchant_Name%</code>	The name that you specified in the Merchant name box on the eCommerce Settings page.
<code>%Support_Info%</code>	The email address that you specified in the Support info box on the eCommerce Settings page.

Tip: If you change the content of an email message, WebEx recommends that you ensure that the content appears correctly. To do so, set up a test session, and then perform the necessary activity to receive the email message.

Coupons

- + **Company or individual:** Indicates the recipient of the coupons that you generated, which you specified on the Add Coupons page.
- + **Coupon codes:** Indicates the coupon codes that you generated, using the Add Coupons page.

Please Note: Coupon codes remain on this page until the number of days that you specified for their expiration has passed. You cannot remove or modify coupon codes before their expiration date.

- + **Add Coupons:** Opens the Add Coupons page, on which you can specify recipients of coupons and generate coupon codes as below.

Update: Saves any changes that you made to the eCommerce Coupon Settings page, and then closes the page.

Cancel: Closes the eCommerce Coupon Settings page, without saving any changes that you made.

Add Coupons Page

The Add Coupons page lets you specify recipients for and generate coupons for your TrainingCenter website.

- + **Company or individual:** Specifies the name of the company or individual for whom you want to generate discount coupons for training sessions. To specify a name, type it in the box. If you send the coupons in an email message to the recipients, the name that you specify appears in the message.
- + **Email:** The email address of the recipient of the coupons. To specify an email address, type it in the box.
- + **Deliver by email:** Specifies that you want to send coupon codes in an email message to the recipient. The email message text appears on the eCommerce Coupon Settings page.
- + **Number of coupons:** Specifies the number of coupons that you want to generate for the recipient. The maximum number of coupons is 50. To specify a number, type it in the box. **Price (US dollars):** Specifies the amount, in U.S. dollars, for each coupon that you generate. To specify an amount, type it in the box. Do not include a dollar sign (\$).
- + **Expire in [x] days:** Specifies the number of days after which the coupons will expire. You can specify a maximum of 730 days. To specify a number of days, type it in the box.
- + **Master coupons?:** Specifies that the coupons you generate can be reused multiple times until their expiration date. For example, an attendee can use the same coupon for two or more training sessions, or multiple attendees can use the same coupon for the same training session.
- + **Generate:** Generates the coupons that you requested, and then returns you to the eCommerce Coupon Settings page. The generated coupons appear on the eCommerce Coupon Settings page, under Coupons. Generated coupons remain on the eCommerce Coupon Settings page until their expiration date.

Please Note: You cannot delete or modify generated coupons.

- + **Cancel:** Returns you to the eCommerce Coupon Settings page, without generating any coupons.