

## eCommerce Integration Frequently Asked Questions

### Q. How does Ascend's integration with my eCommerce website work?

A. Ascend offers the following integration with your eCommerce website:

- **Stock Export for eCommerce:** Configure Ascend to automatically update stock information on your website daily.
- **Sales Import for eCommerce:** Increase stock and reporting accuracy by downloading your eCommerce sales into Ascend.

### Q. What is the single most important thing I can do to successfully sell online?

A. Maintain an accurate stock. If your stock numbers are not accurate, you could be advertising availability for out-of-stock products. For details on performing stock counts, obtain a copy of our "Stock Counts: The Complete Guide" booklet:

1. Login to [www.ascendrms.com](http://www.ascendrms.com).
2. Click the Downloads link.
3. In the Download Type column, locate Stock.

### Q. How do I ensure my website's product catalog matches my Ascend system?

A. Use Ascend's **Stock Export for eCommerce** feature to update your website daily with Ascend's stock quantities and pricing.

Contact your eCommerce website provider to determine whether additional services are required.

### Q. How can I display my sale pricing on my website?

A. Use Ascend's **Stock Export for eCommerce** feature to update your website daily with pricing information for your Ascend stock.

Contact your eCommerce website provider to determine whether additional services are required.

### Q. Does Ascend update the customer's order status on my website?

A. No, this is not currently a feature provided by the Ascend eCommerce integration.

### Q. When the shipping and billing addresses on an order are different, which address is downloaded?

A. The billing address for orders is downloaded to Ascend. Refer to the order on your eCommerce website for shipping details.

### Q. Does the customer info from the website overwrite my customers in Ascend?

A. No, changes to customer information must be entered manually.

### Q. How does Ascend match the products on my website to the products in my system?

A. When at least one of the following sets of fields are identical, Ascend and your eCommerce provider will automatically match products:

- Ascend UPC and eCommerce Global Trade Item Number (GTIN)
- Ascend Manufacturer Part Number and eCommerce MPN
- (eCommerce Sales Import only) Ascend In-Store SKU and eCommerce Code

**Note:** If more than one identical counterpart is found for a product, the product cannot be matched automatically.

### Q. How do I handle products from suppliers who don't use UPCs or EANs?

A. It is preferable to use UPC, EAN, or GTIN to ensure products can be automatically matched. When this is not possible, Manufacturer Part Number can be used. However, as this is not required to be a unique value, you may be required to manually match this product between Ascend and your eCommerce provider.

**Q. How do I sell gift certificates on my website?**

A. Manually create identical placeholder products in both your Ascend system AND eCommerce website. When the sale is downloaded in Ascend, remove the placeholder product and sell the gift certificate(s) as normal.

**Q. I changed the status on the order; why can I still not pick the appropriate status?**

A. After updating the status, you must click **[Save]** before the next option is available.

**Q. Why can't I update the status of an eCommerce sale directly to "Completed"?**

A. The Status field was designed to help you best monitor the steps required to process the sale. Since payment must be taken before a sale can be completed, you must select the **Ready to Collect Payment** status first.

**Q. My state does not require tax on internet sales, but a customer is returning an item bought on the website. How do I refund the customer at the same tax rate as they were charged?**

A. After adding the product(s) to the Ascend return, modify the sales item's tax rate.

**Q. How do I refund shipping charges, e.g. if a special order is canceled before it's shipped?**

A. Create a non-stock product in Ascend. Add this product to the return with a negative quantity. Update the sale item price to reflect the shipping charge. If required, modify the sales item's tax rate.

**Q. How can I remove sales from the eCommerce Sales screen?**

A. The eCommerce Sales screen is designed to display a complete history of eCommerce sales processed via Ascend. To remove items, contact the Ascend Support Team at 01908 360150.

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3. In the Download Type column, locate Ecommerce.