

WebPro for iQ Retail

A sophisticated B2C web solution that enables you to get your business online quickly and easily.



Grow your business with this powerful trading website

WebPro for IQ Retail is a cloud-based solution that enables your cash customers to trade online. Consumers can browse your product catalogue, search for products and quickly add them to their basket.

WebPro is accessible from desktop, tablet or smartphone, so your customers can use their device of choice to access your website. It combines many powerful features within a simple-to-use, fully responsive web solution.

Order online with ease

Allowing your customers to place orders through your WebPro site couldn't be easier. They can search for their required products or drill down through the category structure to find them. They can view any additional product details and images and quickly add products to their basket. Customers can add as many products to their order as they wish before checkout.

Stock & prices dynamically retrieved from IQ Retail

Products, prices and stock levels are synchronised daily from IQ Retail. You can also add other collateral, such as product datasheets, on the site. If there are any changes in price or availability during the day, customers will be informed as they view their basket, ensuring that they make fully informed buying decisions.



Quickly create an online account

Your customers can register for an online cash account on the site. This then enables them to log in upon their return, to any completed orders, create their own product wishlists, and view any saved baskets - it's easy.

Smooth and secure checkout

Enable your customers to pay for their orders via the secure PayPal payment gateway. Simply proceed to checkout and process your payment with ease. The billing address is automatically populated from the PayPal account, meaning your customers can quickly complete their orders.

Promotions to help maximise your sales

Special promotions are a great way of enticing sales and generating product interest. Now, you can do this online, as WebPro enables you to group products for promotional purposes and allows for web page content to be defined for these promotions. All promotional prices are defined within your IQ Retail system. Promotional discounts can be specified as fixed values or as a percentage of the selling price.



Consumers are increasingly coming to expect that their local suppliers have web capabilities that match what they're used to in other areas of their personal and business life.

James Mitchell, Managing Director, Kerridge Commercial Systems

An integrated web solution to drive your business

WebPro integrates directly with your IQ Retail business management solution and enables you to synchronise product data, prices and availability on a daily basis. When a customer views their basket, this detail is validated immediately via IQ Retail to ensure that your customer can easily see any changes.

All orders placed through WebPro are automatically and immediately transferred to IQ Retail for processing.

Delivery options to offer your customer flexibility

You can add delivery charges for regions of your choice within WebPro, and these can vary depending on the products selected and the weight. Customers can then select their preferred delivery method when placing their order, and you can protect your profit as you trade to a wider market. You can also set premium rates, e.g. for next-day delivery.

Immediate visibility of all web orders in IQ Retail

When a customer places an order through your WebPro website, it's immediately visible within IQ Retail and you can begin processing it straight away. This helps ensure that you get the goods to the customer on time, every time.





Monitor your website performance effectively

The comprehensive management dashboard gives you an overview of the activity on your website. It lets you monitor its performance by showing you data such as daily, weekly and total sales.

Integration with Google Analytics enables you to view data about your site's performance such as traffic, visitor demographics and behaviour.

Customise your site with ease

As your K8 WebPro homepage is customisable, you can add your own text and create a web portal that is unique to your business. You may also display badged promotional items, allowing you to promote specific products on the homepage.

You can advertise products or offers by adding banner adverts to your website homepage. This module allows you to upload your advert images and define click-through links for each banner.

Adverts can be enabled and disabled easily or set to display automatically within a date range.

Key benefits

- Develop new channel to market
- Sophisticated yet easy-to-use web solution
- Rapid deployment model – quick return on investment
- Powerful search facilities, rich content
- Price and availability synchronised with IQ Retail
- Customer orders available instantly for processing



Your business. Your way.



**Get in touch
with us today and
see how IQ Retail
can transform
your business >**

SA +27 (0) 21 880 0420
iqinfo@kerridgecs.com
www.iqretail.co.za

Driving Business Performance

