

## INSTANT E-STORE

Template allows anyone to create a fully-functioning integrated online storefront in minutes

### THE CHALLENGE

E-commerce has become commonplace over the past five years, and Radhwan Abdurrashid knew he needed to get online in order to attract new customers - and keep his existing customers happy. They wanted always-on, instant access to their accounts; calling a customer service representative to purchase services or recharge their account took too much time, and could only be done within certain hours of the day. Radhwan wanted to set up a website to provide online sales and support to his customers, but didn't know where to start. Should he do it himself? Hire a designer? What about taking payments online - aren't merchant accounts hard to manage, and don't they have service charges? And what if he wanted to add new services later - would he have to pay someone to update his website? He called IPsmarx to find out what his options were.

### THE SOLUTION

IPsmarx gave Radhwan a customized E-Store template that he could use to create his own fully functioning e-store right away - all he had to do was plug in his data, and he was ready to go. He was set up with an online payment gateway, and because online payment integration is built in to each template he was able to immediately accept orders online via Paypal - no merchant account needed, and Paypal handles all transaction details for him. The website was also integrated with Radhwan's database and billing system, so that whenever he decided to add a new product or service it would automatically appear in his e-store - instant website updates with no intervention. Finally, for added security, the e-store enabled him to put a 24-hour hold on new orders so that payment information could be verified and fraud avoided.

Radhwan's customers are thrilled that they can sign up, check their call records and account status and recharge their accounts anytime, anywhere; and Radhwan is thrilled to be gaining new customers all the time with an easy, affordable system.

"I was so worried about setting up an E-Store, but IPsmarx made it so easy. I didn't need to learn programming or hire a web team to do it for me. IPsmarx really understands what their customers want, and comes up with products that are simple to use and that do what they say they'll do. They are worth every penny!"

Radhwan Abdurrashid / Toronto, Ontario, Canada

