

THE ACTINIC SOLUTION - À LA CARTE TRAINING PLAN

& Setup, Update, Daily site - management



COURSE INFORMATION

Location

Distance or on-site (Full day training)

From 9.30 am to 5.30 pm at the place indicated on the invitation.

Duration

The complete training lasts 19 hrs and 30 min and can be organised in separate modules depending on the trainees' agenda.

Necessary Equipment:

- ✓ Computer equipped with Windows on which the participant is registered as administrator
- ✓ Wireless Internet access
- ✓ Internet browser(s)

Prerequisites

To take part in this training, the trainees must have a good knowledge of:

- ✓ The Windows environment
- ✓ The Internet

Objective

After this training you will be able to build, set up and operate an Actinic e-Commerce site:

- ✓ Set up the item catalogue, manage orders and prices
- ✓ Manage customer base and users
- ✓ Set up marketing tools and campaigns
- ✓ Manage a multi-language and multi-currency site

Our trainers' expertise and teaching experience are a quality guarantee. Our modules are designed to ensure you gain in-depth knowledge on how to use the solution to its full extend as well as best practices in building an e-Commerce site.



Luke Thomas

Senior Actinic Technical Specialist with 10 years of experience managing Actinic's projects. As a trainer, Luke's straightforward approach helps partners and customers acquire new knowledge and skills from a practical standpoint.



Bastien Djian

E-Commerce Specialist and ERP Link expert with 7 years of industrial engineering experience. Bastien provides expert advice, and keenly transmits his knowledge and experience when training Actinic partners and customers on the Actinic solution.



Stefan Woods

E-Commerce instructor with over 3 years' experience helping customers optimise their IT environment. In a training room Stefan's expertise and contagious enthusiasm help trainees to quickly grasp even the most complex systems and apply the tailored advice with ease.

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		COURSE OVERVIEW
MODULE 1 Discovery of the Actinic solution	1h	<ul style="list-style-type: none"> ✓ First Steps in creating a Site ✓ Back office discovery ✓ Access to support, online help and guides ✓ Menu administration ✓ Discovery of design templates
MODULE 2 Configuration of the solution	1h	<ul style="list-style-type: none"> ✓ Currencies and languages ✓ Email management ✓ Copyright administration ✓ The home page ✓ Registering, connecting and transferring domain name
MODULE 3 Catalogue Management	2h	<ul style="list-style-type: none"> ✓ Structure of the catalogue items ✓ Category administration ✓ Creating and setting up items ✓ Catalogue layout ✓ Images
MODULE 4 E-Commerce Content Management	2h	<ul style="list-style-type: none"> ✓ Faceted navigation (search filters) ✓ Product options and attributes ✓ Upselling and cross-selling ✓ Packs
MODULE 5 Delivery and Payment Methods	1h	<ul style="list-style-type: none"> ✓ Delivery methods configuration ✓ Payment methods configuration
MODULE 6 Order Management	2h	<ul style="list-style-type: none"> ✓ Order follow-up ✓ Progress reports ✓ Statistics and metrics ✓ Order statistics
MODULE 7 Discounts	2h	<ul style="list-style-type: none"> ✓ Item discounts ✓ Shopping cart discounts ✓ Discount grid ✓ User discounts
MODULE 8 International e-Commerce	1h30	<ul style="list-style-type: none"> ✓ Domain management and country display ✓ Duplication of design, menus, articles ✓ Language management ✓ Currency management
MODULE 9 Advanced Order Management	2h	<ul style="list-style-type: none"> ✓ Presentation of the phone and email order component ✓ Quotes and estimates ✓ Remote order entry by sales representatives
MODULE 10 Search Engine Optimisation	2h	<ul style="list-style-type: none"> ✓ Best practices for SEO ✓ Site map creation ✓ Canonical and rewritten URLs
MODULE 11 Mobile Version	1h	<ul style="list-style-type: none"> ✓ Activating the mobile version ✓ Optimising the mobile site ✓ Adding content pages
MODULE 12 Marketing tools	1h	<ul style="list-style-type: none"> ✓ Newsletters ✓ SMS campaigns ✓ RFM notation (Segmentation of users based on their behaviour) ✓ Banners
MODULE 13 Apps and external connections to the solution	1h	<ul style="list-style-type: none"> ✓ DataPlug configuration and ERP Link setup ✓ Apps Market place ✓ Webservices Overview