

NZ's leading ecommerce automation provider



EstarOnline provide solutions that aim to help our clients

- Reach new markets and customers
- Improve communications
- Enhance brand visibility and presentation
- Strengthen brand loyalty
- Improve User Experience
- Grow sales revenue
- Reduce operating costs

Ecommerce Solutions

Our customised ecommerce solutions power some of Australasia's most prominent brands, and include features that not only enhance conversion, but also streamline and automate order processing and fulfillment. From small stand alone systems to highly customised and integrated enterprise level applications, EstarOnline can tailor a solution to meet your needs.

With ten years experience in ecommerce automation EstarOnline's team can assist you to grow your online business from start up; or help take your brand to the next level of sales success. We provide all elements to set up a professional and highly functional online store, including application elements to help drive sales as well as cost effective tool sets to enhance communication with your customers.

EstarOnline provide feature sets as part of the solution that improve the shopping experience and drive ecommerce revenue.

We put the tools to manage your site in your hands.

Our administration interface enables you to:

- **Manage your catalogues, product details and imagery**
- **Create, manage and measure promotions, campaigns and offers**
- **Enable cross-sell and up-sell and related products presentation and management**
- **Provide incentive offers**
- **Manage risk assessment**
- **Automate order processing and payments**
- **Integrate email and SMS txt campaigns**
- **Set up and manage affiliate relationships**
- **Provide comprehensive reporting on all activity**

These core services are complimented by an extensive array of optional add-ons that further enhance the online store functionality.

Design

Our objective is to develop inspired and original design concepts that will accurately reflect your brand essence online. We pride ourselves on the ability to provide simple, appealing and effective design that has come from years of working with a vast array of leading online brands and events.

We have a creative team that truly understand the importance of representing brand online, our team are sensitive to your brand and off-line creative, whilst delivering a site with intelligent architecture, be engaging, highly functional and at the same time have a simple and effective workflow.

Our design team have an excellent understanding of the web browser as a design interface; they understand browser limitations and know what works well on screen and what does not.

We follow best practice methodologies for SEO [Search Engine Optimisation], graphic optimisation and page download speeds.

Cross Channel

As well as trying to accurately reflect our clients brand culture and sales offers in an optimum way online. We also attempt to provide a medium that not only converts online orders, yet provides a platform where our clients can further engage with their customers. Therefore we believe when executed well, this leads to a focus on building long term customer relationships both online and in store.

Our solutions are aimed at promoting and supporting a true “cross channel” development philosophy.

Solution

EstarOnline provide solutions on a Software as a Service (SaaS) delivery model, which means we provide all hardware, software, licensing, backups, monitoring, security and bandwidth in a robust, reliable and secure environment; meaning our clients can focus on growing their business rather than managing technology.

If you are interested in developing a strong presence to enhance you brand profile and grow online sales, take advantage of our experience and knowledge to provide you with a custom solution that meets your online objectives.

For more information - Contact EstarOnline Ltd or visit our website www.estaronline.com

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