

## Q&A ECOMMERCE DEALER PORTAL WEBINAR FAQ'S

### **SUPER IMPORTANT: Chrome works best!**

If using Internet Explorer or Edge on a PC, we've seen lots of errors. Also, on a Mac, Chrome is preferred, but not as many issues with Safari.

#### **1. What reports are on eCommerce?**

##### **Schedule reports/Breakdown reports?**

The Indition system is very robust and has great reporting capabilities. You will have standard reports available to you that are in real-time, giving you the most up to the minute accurate data. You can customize reports easily as well as search and export data. You also will have the option of scheduling reports that you can have emailed to you automatically. If you find a need for a different report, we can open more data fields in the future.

#### **2. Text message as a notification?**

Great News! We are able to start with Text/SMS messages at launch. Keep in mind that this notification will be generic and be more of a "Notification" like "You have a new order, please check your email." If you wish to receive these messages, you will need to log in to your account and subscribe. There is a new video available to view on how to do this, which you can access as you did for the other training videos. Please note that there may be a per text/SMS fee associated with the function depending upon your carrier. You may opt-out at any time.

#### **3. How much are Fees?**

The fees are similar to what we currently have with Kibo. Please note these are pass-through fees, and BERNINA never receives any of these fees. Every order will have the following fees:

- 3% Merchant Processing fee – On the total dollar amount (there is no per-transaction fee as with Kibo, which was \$1.29 per transaction). This fee is charged on the entire order, including taxes.
- 4% Platform Fee – On the total dollar amount, This is a pass-through cost to the vendor for the platform. This fee is charged on the value of the sale and not taxes.
- Fees (7%) will automatically be deducted from the total sale due to you when the funds are dispersed to you.
- Cancellation Fee – Cancellations follow a different fee structure. 0% Consumer may cancel at no fee up to 48 hours after the initial online purchase is made.
- Return Fees
  - \* 5% charged to the dealer for product returns after product delivered to the customer. At this point, your store policies would apply, and you are free to charge the customer back for the fees.

#### **4. Will accessories be sold online?**

##### **Could we look into development?**

The BERNINA/Indition Platform was built with future accessory sales in mind. This first test of accessories would most likely be for the Q Series machines. For example, the customer buys a Q 20 on a Horn lift table, we would suggest people who bought this also bought Red Gripper Rings, Dust cover, and Red Chair, and we could offer an additional discount if purchased with the Q20 and Horn Lift table of say 15%. For smaller accessories, those are a much larger conversation, actually a world-wide question. These discussions are happening at high levels, but no decisions have been made.

#### **5. Incorrect sales tax? (Past issues with Shopatron)**

Sales tax calculations are provided by Vertex, one of the largest providers of tax data. The store location's zip code is used for the tax calculation and should identify state, city, and county tax for that zip code. Should you find rates incorrect, just contact us, and we will look into it. Remember, depending on your state, online sales tax rates can vary.

#### **6. Multiple stores – does ordering change?**

Ordering is the same as with the current Kibo system, you would order directly from BERNINA. This allows the dealer the choice of where to send the units.

#### **7. Once a consumer makes a purchase, how long does payment take?**

Typically, it should take about 14 days, depending on where the final sale hits the payment cycle. There will be two disbursements a month on the 1st and 15th of the month. Any sale finalized on the 1st – the 14th the disbursement date will be included in the payment on the 15th. Sales finalized after the 14th – the 31st would be in payment disbursement on the 1st.

#### **8. Can consumers finance online?**

They cannot buy with the BERNINA card online currently. However, the system was developed to be able to add this feature if there was enough interest from the dealers in accepting the Synchrony BERNINA card. Consumers will still be able to apply online for the card and be told to make those purchases at their local dealer.