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Propello BigCommerce® Integration

An Epicor® Fact Sheet

Integration of BigCommerce with Propello Can Grow Revenue, Improve Customer Service, and Transform Your Business

Your customers expect easy and convenient shopping experiences wherever they want, whenever they want—in the store, online from home, and on the go. An online storefront is no longer "nice to have" for local retailers. It's essential.

BigCommerce is one of the best and most widely used eCommerce platforms for small retailers. Merchants can quickly, easily, and affordably integrate their BigCommerce online store with Propello and start selling.

This turnkey integration of BigCommerce with Propello enables user-friendly setup and configuration for the most common BigCommerce workflows.

Easily set up a store and start selling

Using a pre-built eCommerce theme is an affordable option for building an online store because it can eliminate web design and development costs. So if you want to create a beautiful, user-friendly site without learning extensive code or hiring an agency, a BigCommerce pre-built theme is a great option.

BigCommerce offers website templates featuring:

- Responsive ecommerce
- Product page functionality (e.g. cross sell and upsell capabilities)
- Auto-updated shopping cart
- A beautiful, modern, and clean design
- Mobile optimization
- Customization options (e.g. page builder, add-ons, translation-ready)
- Customer support
- Affordability (e.g. free themes and paid themes)

Propello

Benefits

Extend your store online through a responsive-design solution, available on any device

Offer customers a convenient, easy-to-use online shopping experience

Increase cross-selling and up-selling opportunities with optional product page features

Customize website to meet your specific business needs

Reach new customers online at a low cost

Manage all core POS operations as a single integrated solution

Integration between your in-store system and your online store is built in. All your core retail operations are managed as a single integrated solution. That means, for example, that your inventory on hand is always current whether purchases are made in-store or online.

Your online shoppers enjoy a user experience comparable to large online retail sites. Keyword searches and filters let your customers easily find what they want to purchase. They just add what they want to the virtual shopping cart and check out with their preferred payment method.

Grow your bottom line

Retailers who traditionally have relied on brick-and-mortar stores for sales have been surprised by how much growth adding an online channel delivers. In addition to capturing sales that might otherwise go to online competitors, retailers with eCommerce websites can attract new customers from outside their usual local market radius.

Consumers have a lot of options for shopping, and online stores are open 24 hours a day, seven days a week. They don't have to wait. As shoppers are thinking about purchases, they check online to see if a local store carries the items and if they're in stock. Local retailers with eCommerce capabilities have a competitive edge because customers prefer to buy from stores and people they know and trust.

eCommerce is within your reach

With BigCommerce and the integration with Propello, you can quickly and confidently respond to today's urgent customer needs with an online storefront, growing revenue while driving customer loyalty.

Rely on Epicor to help you deliver a consistent, connected, and complete experience in-store, online, or on the go—wherever and whenever your customers want to buy.

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We're here for the hard-working businesses that keep the world turning. They're the companies who make, deliver, and sell the things we all need. They trust Epicor to help them do business better. Their industries are our industries, and we understand them better than anyone. By working hand-in-hand with our customers, we get to know their business almost as well as they do. Our innovative solution sets are carefully curated to fit their needs, and built to respond flexibly to their fast-changing reality. We accelerate every customer's ambitions, whether to grow and transform, or simply become more productive and effective. That's what makes us the essential partners for the world's most essential businesses.

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