

LU Marketplace E-Commerce

Lamar University's Marketplace is an enterprise-wide e-commerce solution for establishing and operating online storefronts and compliant payment systems. The Finance Office accepts requests for new stores from departments and offices with a need for an e-commerce storefront. Requests for stores can be submitted via the LU Marketplace Store Site Request and Service Agreement Form.

Features of LU Marketplace

Payments

Available Payment Types:

- All major credit cards (MasterCard, Visa, Discover, American Express)
- Debit cards with a MasterCard or Visa logo

Verifies the credit card number, expiration date, and available funds

PCI compliant payment

Departments never see the credit card number

Ability to take \$0 payments

Accounting

Automatic upload to Banner

Eliminates the need for receipt transmittals and departmental deposits

Customer Information

Variety of information gathering options:

- Text entry (optional or required)
- Drop down selection (required)
- Checkbox selection (optional)

Ability to collect virtually any customer information you would like using the methods above

Dynamic pricing

Create price increases or decreases based on the options selected

Price can vary based on options selected (Ex. Registrant type, t-shirt size, etc.)

Checkout

Ability to allow customers to become a registered user

- Saves shipping information
- Saves billing information
- Saves payment information
- Provides order history
- This feature is optional and can be hidden

Promotional Codes (\$ or % off)

Ability to offer optional items at checkout

Ability to collect other customer information

Calculates sales tax automatically based on zip + 4

Calculates shipping rates based on rates given by department

Customer Communications

System sends automatic emails

- Order confirmation
- Order fulfillment (i.e. notice that goods were shipped)
- Cancellation
- Refund

Ability to send these communications via text message as well

Shipping

Rates set by the department

Ability to add additional charge per item

Shipping cost captured at checkout

Printable packing list available

Customer can be sent a tracking number

Ability to ship internationally and limit where items can be shipped

Reports

Real-time reports

Reports include all information entered by the customer except billing information

Ability to pull high-level and transactional reports

All reports are exportable to excel

Ability to pull multiple product reports at one time

Cost

No set up fee

2-4% credit card processing fees

- These are base rates, actual fees fluctuate based on the interchange fees applied

Credit card fees are processed monthly with a journal entry to the index that you designate.

Layout

Customizable images

Customizable store and product descriptions

General layout customization also available

Miscellaneous

Ability to bring products or stores offline and back online quickly

Changes can be made with no downtime

Mobile optimized version is included

Ability to set inventory for products (i.e., limit number of registrants or merchandise available for sale)

Downloadable QR codes

Departments are able to conduct refunds

- Refunds can be full or partial
- Refunds are made to the same payment method as the original payment