

LINXSHOP/B2C



The electronic commerce module by Linx Systems offers the opportunity for its customers to explore the Internet as a new relationship and Sales channel. Aiming to sell products and services straight to the end consumer, the LinxShop/B2C offers all the necessary functionalities for the virtual store operations, relying on full integration with the Linx ERP.

Safety, practicality, and flexibility are the strong features of the product. The LinxShop offers website customization freedom without losing sales operation features.

In addition to the traditional electronic commerce operation resources, the customer relies on integration to the Google Analytics, operation statistics, and all the benefits of integration with the Linx ERP, automatically reflecting in the financial, accounting, fiscal, and stock integrations, etc.

Integration with Linx CRM

Potentializing electronic commerce operations even more in the LinxShop product, integration was established with the CRM tool.

This integration allows automating campaign and promotion communications, working on identified and interrupted/not concluded sales, customer mileage, order situation feedback, among others.

Administrative Module

Created in order to allow more flexibility to the virtual store administrator, the module allows adjusting website general configurations such as: virtual store name, standard e-mail, minimum stock, product catalog layout, Meta Tags (Description/Keywords), integration with the Google Analytics/Google Adwords (advertisement and control tools), and sales statistical information.

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Overview

With LinxShop adoption, we offer:

- Sales Background Offline Operations;
- Independent management;
- Presence in the main Search Tools/Search Websites;
- Ethics-violation-free monitoring;
- Higher product offer assertiveness;
- Better product directioning to the consumer;
- Product reposition and storage planning;
- Operation with either centralized or distributed stock;
- Integration with logistic operations;
- Scalability and low cost;
- Cutting-edge technology;
- Speed at operation startup.

Linx Fast Fashion is structured to ensure efficiency at stock management, and product delivery on time. Logistics outsourcing allied to the online sales tool ensures agility at delivery, operational cost reduction, and gains of scale, for it is an operation integrated with the Linx ERP software.

Through the Linx Telecom Division, we offer hosting infrastructure for your website with high-performance equipment, full safety, speed, and availability. Through stable servers and constant monitoring, your application gains scalability and utilization speed.