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Shandara Singh, Owner  
Examaids.com

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## Interspire Shopping Cart Helps ExamAids Become an Expert at E-Commerce

### Challenge

**Finding a shopping cart that both you and your customers will enjoy using, that doesn't require a lot of maintenance or coding**

Like many entrepreneurs, Shangara Singh's decision to start an e-commerce business was the result of happenstance. An expert in Adobe Photoshop, Shangara had been approached back in 2001 by a well-known exam house to create a study guide for the Adobe Certified Expert (ACE) exam for Photoshop. However, during the development process, the two parted company because the exam house wanted to produce a Windows only version. Instead of abandoning the project, Shangara decided to finish it and to market and sell the exam aid online himself. So he set up a very simple website, which he designed himself, and used PayPal as his shopping cart.

As the number of exam aids and versions grew, so did Shangara's e-commerce business, ExamAids ([www.examaids.com](http://www.examaids.com)), which provides self study preparation guides and test simulators for Adobe Certified Expert (ACE) exams. To give himself a bit of a breather from constantly tending to orders, he purchased an inexpensive bit of software to help automate the back end. That worked for a little while, but he soon realized he needed a proper shopping cart, with Google Checkout and other popular checkout/payment options, if he wanted to be competitive. After examining different options, he went with X-Cart.

However, instead of solving Shangara's backend problems, X-Cart created new ones. "It was a real pain to set up," he said. Indeed, it took weeks of dealing with tech support to get the software up and running properly. And even then, Shangara continued to have problems, particularly with X-Cart's control panel, which was not user friendly.

He knew at some point he'd have to integrate the front end, which was all HTML based, and the back end, which was PHP based, to make the shopping experience smoother, because he had complaints about the navigation – and he was sure it was costing him sales. However, he was reluctant to do so in case the PHP-based

site lost ExamAids its ranking. Nevertheless, Shangara got a quote from a recommended design company. The quote wasn't cheap – and it became even more expensive when he asked for features such as a currency converter and store discounts (which weren't part of X-Cart and had to be bought as extras) to be integrated. That meant hiring a developer as well as a designer.

Shangara was about to give in and hire a developer when he decided to get more quotes. That's when he stumbled upon an ad for Interspire Shopping Cart, which seemed, on the surface, to address all of his e-commerce needs.

## SOLUTION

### **E-commerce software with the features you need, even a currency converter, built in, that's easy to customize**

After seeing the ad for Interspire Shopping Cart online, Shangara went to the Interspire website. There he checked out Interspire Shopping Cart's features and templates, tried the Online Demo, watched the Video Tour – and bought the Starter Edition on the spot.

"When I saw the video on how to use it, I was sold," he said. "I thought, 'This is a must have.' It has all the features we need. I liked the out-of-the-box templates, the SEO, the currency converter and discount features – and the back end looked like it has been really well thought through."

For Shangara, who had struggled with making template changes in X-Cart, the ease with which you could change templates in Interspire Shopping Cart was particularly attractive. And he liked that he had over 30 store designs to choose from.

Having a currency converter built in was also very important to him as, although ExamAids was based in the U.K., most of its customers lived in the United States, and those U.S. customers preferred to shop in dollars. He had tried setting prices in GBP but had to revert to USD after receiving too many queries from U.S. customers, even though he had put in a link to a currency converter.

"Being able to show prices in different currencies and have them automatically update was a big plus," he explained. Similarly, he said, the ability to give customers "the option to shop in U.S. dollars while pegging our prices to the British pound was the best solution."

But it may have been the back end that ultimately sold Shangara on Interspire Shopping Cart.

“The Interspire Shopping Cart back end is very easy to manage,” he explained. “It’s logically laid out and very easy to find things, even if you don’t use it every day,” whereas “X-Cart was the opposite, if anything.” Moreover, he liked all the features that came standard with Interspire Shopping Cart, which you typically had to pay for with other “free” e-commerce packages. Shangara particularly liked the ability to create SEO-friendly URLs, the one-page checkout, the ability to easily add new products and links, and how easy it was to edit information in Interspire Shopping Cart.

## RESULT

### **No more customer complaints, more international sales, and more time to spend developing your business**

Although initially hesitant to go with a full-fledged e-commerce solution, Shangara said he was very happy he purchased Interspire Shopping Cart. Migrating from X-Cart to Interspire Shopping Cart was simple. “It was very easy to do, because X-Cart had a SQL database, which I could import very easily into Interspire Shopping Cart,” he said. And order management and site maintenance were much simpler, too.

Also, you don’t have to be a PHP or e-commerce expert to get expert results with Interspire Shopping Cart. “If you’re an online store owner who doesn’t want to get your hands dirty with lots of coding, Interspire Shopping Cart is very easy to use and to customize,” Shangara stated.

Moreover, because Interspire Shopping Cart comes with over 30 store designs to choose from, “I didn’t have to spend money on a designer or a developer,” he said. “I just set it up myself.” And when he needed a bit of assistance, he was able to get it from Interspire tech support, and the Interspire Community Forum, where members help each other out.

Another positive result of switching to Interspire Shopping Cart: Shangara no longer receives complaints from customers about the site’s navigation, or the shopping cart, or currency issues. Indeed, when asked how Interspire Shopping Cart measured up against his previous solutions, he stated “there is no comparison. Interspire Shopping Cart is light years ahead.”

## About Interspire Shopping Cart

Interspire Shopping Cart is e-commerce software designed for businesses searching for a simple way to build and manage an online store with the ability to increase conversion rates.

Interspire Shopping Cart streamlines the buying process with features such as single page checkout, integration with Google Checkout, shipping zones and order processing. The intuitive software contains all the necessary tools online retailers need to be successful including marketing and advertising integration with Interspire Email Marketer, a browser based email marketing and autoresponder software, and Interspire Knowledge Manager, an FAQ and knowledge base software.

Additional features include an automatic Google Adwords generator, statistics and analytics, store management features for integrating payment and shipping providers, multiple currency support, and synchronization with Intuit QuickBooks.

The easy to use software allows store owners to design, customize and setup an online presence in minutes, comes with a built in content management system to quickly create or modify pages with company information, news or shipping and returns policies.

## Get Started Today

To find out more contact Interspire:

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