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Paul Harvey, Founder In2Play

Interspire Shopping Cart Primes In2Play Online Store for Increase Sales

Business Goals

- Improve site's appeal
- Streamline buying process
- Reliable store management tools

Business

In2play, an online retailer, offers wooden toys from around the world that have a significant educational value, are aesthetically pleasing, and most importantly are fun.

Approach

As with most small online businesses, In2Play realized it needed a professional looking web site to build credibility among prospective customers. Because the business owner handled most of the site's development, the software needed to be user friendly and work with backend accounting systems.

Solution

In2Play has implemented Interspire Shopping Cart to rebuild its online store. Paul Harvey, in2Play developer and founder, was amazed at how easy the product was to use. Paul selected Interspire Shopping Cart because of features critical for his business including real time stock updates and search engine friendly URLs.

Paul already trusted Interspire's Email Marketer product for communicating with his customers, yet was impressed with Interspire Shopping Cart's features and abilities. "Interspire's products do what they say. I am excited about the dynamic nature of our new site. With the ability to link products, create a bestsellers list and offer product reviews - I anticipate attracting more sales."

Results

Although Paul has only recently implemented the software, there have been immediate benefits for his store. “The software I used before regularly crashed during FTP and could not handle it when I also had our accounting software open. Interspire Shopping Cart is a more stable product that is quick, reliable and offers greater flexibility.”

Formerly, In2Play had relied on an e-commerce solution that had offered similar features which never really worked for the In2Play store. To maintain some consistency, Paul has made some customizations and has been impressed with the level of support he has received.

Paul anticipates using Interspire’s built-in business intelligence reporting to improve business offerings such as providing discounts for frequent customers and offering gift certificates.

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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