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Shopping cart isn't the proper name for the Interspire product. It's an integrated online sales and operations platform that does everything you want, without having to pay a programmer thousands of dollars.

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Richard Gandon, President and CEO, SKAE Learning

SKAE Learning Gives Interspire Shopping Cart High Marks for Ease of Use, Business Intelligence, and Support

Challenge

Finding a shopping cart that doesn't sell your business short

Richard Gandon, the president and CEO of SKAE Learning (www.skaelearning.com), is an expert when it comes to online training. An expert in e-commerce, web design, and programming, however, he is not. Nor could he afford to hire a team of experts to develop and deploy his e-commerce business, SKAE Learning.com. So he did what many entrepreneurial small business owners do: he went in search of an e-commerce solution that he could customize and maintain on his own, with a simple, easy-to-use shopping cart.

After a brief search Richard chose a PayPal-based shopping cart solution, figuring why pay for something you can get for free? However, as he continued to add courses and seminars, he ran into problems with managing product descriptions and inventory and had to spend more time than he wanted hunting down code to fix things.

Pretty soon, he realized his “free” shopping cart was actually costing him time and money, as not only was the software more difficult to maintain and update than he had anticipated, it wasn't providing him with the business intelligence or analytics he needed to grow SKAE Learning and make it successful.

“I had no way to really track visits, or enrolment, or, in some cases, inventory,” Richard recalled. So he went back to the drawing board, in search of a shopping cart solution that would not only provide customers with a quick, easy, and secure check out experience but would provide him with the tools and business intelligence he needed to expand SKAE Learning's offerings quickly, easily, and securely and successfully grow the business.

Solution

A shopping cart that's not only good for your customers but good for your business

After looking at several different shopping carts, including ones from Volusion and X-Cart, Richard, who had used Interspire's content management (Interspire Website Publisher) and email marketing (Interspire Email Marketer) software with excellent results, decided to check out Interspire's shopping cart solution. Impressed with the Interspire website, which featured an in-depth video tour, as well as many samples of successful e-commerce businesses that use the software, he bought Interspire Shopping Cart – and is very happy he did.

"Interspire Shopping Cart has got everything you need – built in. It's amazing," Richard said. "All on my own I was able to create product codes, tracking codes, keep track of inventory – and change or move things just by clicking on a box."

That's because Interspire software "allows anyone – and I mean anyone – to build, operate, and update a website quickly, easily, and without knowing any HTML or other coding language," he explained.

And having that full feature functionality and ease of use was critical to Richard, who, like many small business owners, didn't have the time, energy, or expertise to mess around with coding.

Interspire also provides its customers with world-class customer service and support, something free open source solutions don't, said Richard. "Interspire's support is superior to anything else out there," he stated. "If you ever have a problem with Interspire, you just put in a support ticket, and someone gets right back to you. "Interspire also does an excellent job keeping customers informed about upgrades and news about their products," he added.

Result

More traffic, more sales, more time to focus on your core business

When asked how Interspire compared with his previous e-commerce solution, Richard said there was no comparison. Interspire Shopping Cart was "a thousand times better." That's because with Interspire Shopping Cart, all the features you need are built right in – with dozens of templates to choose from, drag and drop layout customization, easy content management, various free shipping options, the ability to sell in multiple currencies, single page checkout, support for over 50 gateways, per-product inventory levels, full SEO and SEO friendly links, over 20 different performance reports, and dozens of other features not found in other shopping carts – or that can cost thousands of dollars.

Indeed, shortly after going live with Interspire Shopping Cart, SKAE Learning saw a jump in traffic, conversion rates, and sales, which Richard knows because of the analytic tools that come with Interspire Shopping Cart. "Customers love the look and feel of the site," Richard said. "They get all of their questions answered before purchasing, and they feel like they are doing business with a first-rate company."

And Richard loves how easy it is to use, customize, and maintain Interspire Shopping Cart. "It exceeded my expectations," said the man who used to think all shopping carts were pretty much alike. So now instead of hunting down and tweaking code, Richard is busy taking care of business and starting new ventures.

Despite all the accolades, however, Richard did have one complaint about Interspire Shopping Cart: the name. "Calling the product a shopping cart is actually selling the software short," he said. "It's really an integrated online sales and operations platform that does everything you want, and more, without having to pay a programmer thousands of dollars."

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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