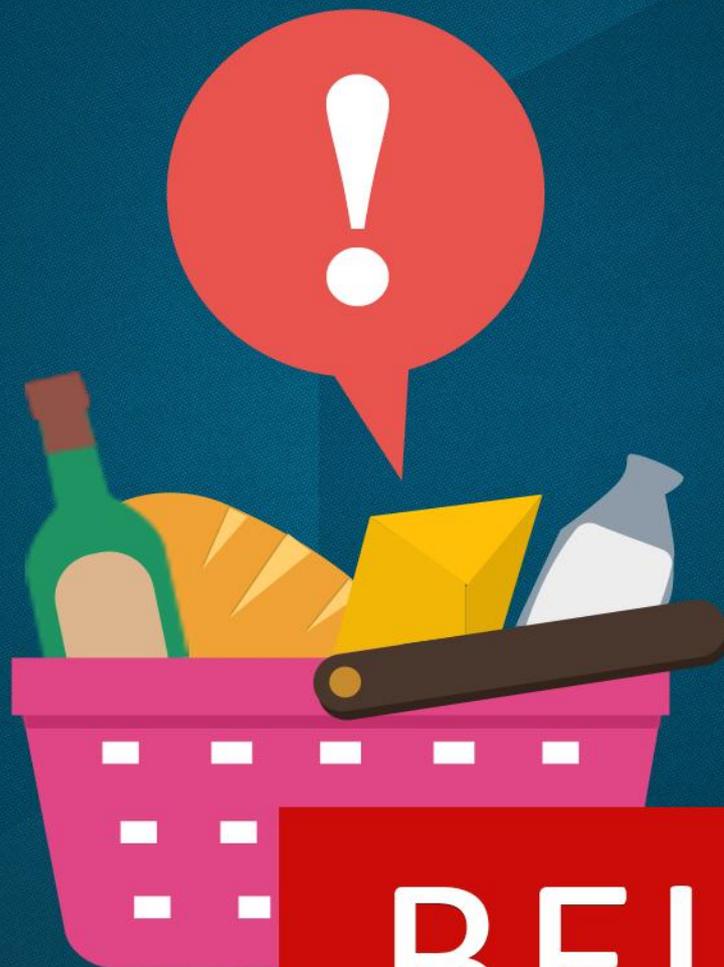




USER GUIDE

# Abandoned Cart & Customers



**BELVG**

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## 1. Introduction to Abandoned Cart & Customers

**Prestashop Abandoned Cart & Customers** module aims to help you retain your customers' loyalty and even attract back those users, who have not shown any activity on the store for a long period of time.

The extension tracks the activities of all registered users and indexes those customers, who either abandon the checkout page without completing the order or those, who have not made any purchase over a certain period of time.

Then, having this list at hand and using the module features, you can send those customers either simple reminder letters or offer them a special discount to encourage them to complete the order.

### Key features:

- Track users who have not made any purchases since the day of registration;
- Track uncompleted orders;
- Encourage the customers, who left the checkout page, with special discounts and offers;
- Send either automatic reminders or individual e-mails right through the module admin panel.

### Overall information

Loyal community of customers is one of the major part of a successful business. This module helps you be flexible and responsive to customers' needs and be ready to make offers that can bring a high percentage of users back to your store.

The module tracks activities of all registered users and highlights 2 types of customers: those, who leave the purchase page without completing the order and those, who have not purchased any item since they got registered.

The extension also includes the possibility to automatically send these two groups of users either special discount coupons or just reminder letters to invite them back to the store.

## 2. How to Install and Deactivate

### How to Install

1. Set 777 or 0777 on the folders: '/modules/'

**Important! Change all permissions back after installation.**

2. Go to **Modules** -> **Add a module from my computer** -> choose the file (.zip) -> upload this module. Choose module in section **Front Office Features** and install it.

3. Go to **Advanced Parameters** -> **Performance** -> click the **Clear Smarty Cache** button

### How to Deactivate

Click the button **Disable** in **Modules** -> **Front Office Features**.

To remove the extension from the server, press **Delete** in **Modules** -> **Front Office Features**.

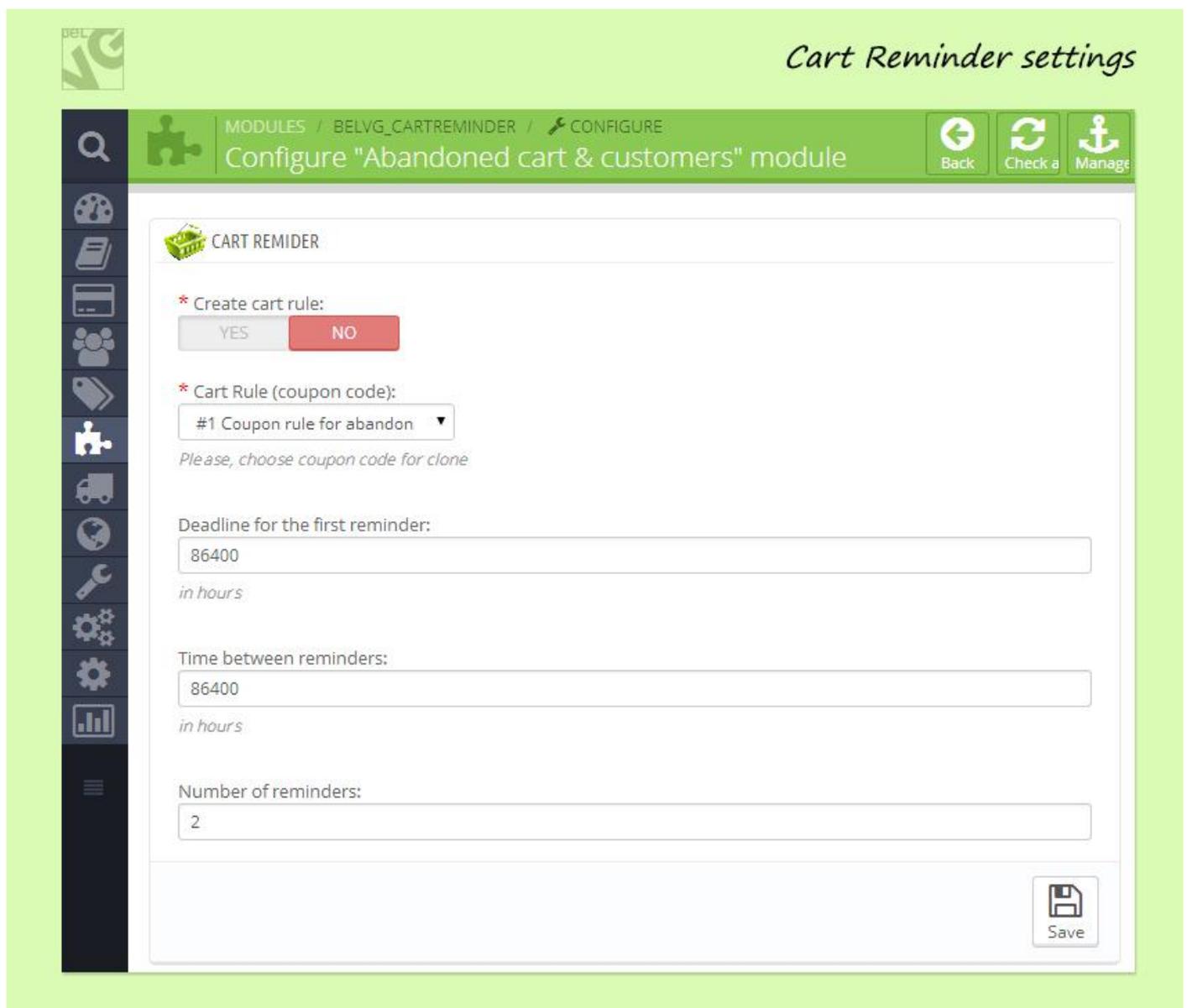
### 3. How to Configure

When the module is installed, it is necessary to set up the basic configurations. Log into your administration panel and go to **Modules — Modules — Abandon Cart&Customers — Configure**.

Module settings are split into 2 sections: **Cart Reminder** and **Customer Reminder**.

#### Cart Reminder

This section is responsible for managing customers, who abandoned the purchase page without completing the order.



The screenshot shows the 'Cart Reminder settings' configuration page. The page has a green header with the BELVG logo and the title 'Cart Reminder settings'. Below the header is a navigation bar with the breadcrumb 'MODULES / BELVG\_CARTREMINDER / CONFIGURE' and the title 'Configure "Abandoned cart & customers" module'. There are three buttons: 'Back', 'Check a', and 'Manage'. The main content area is titled 'CART REMINDER' and contains the following settings:

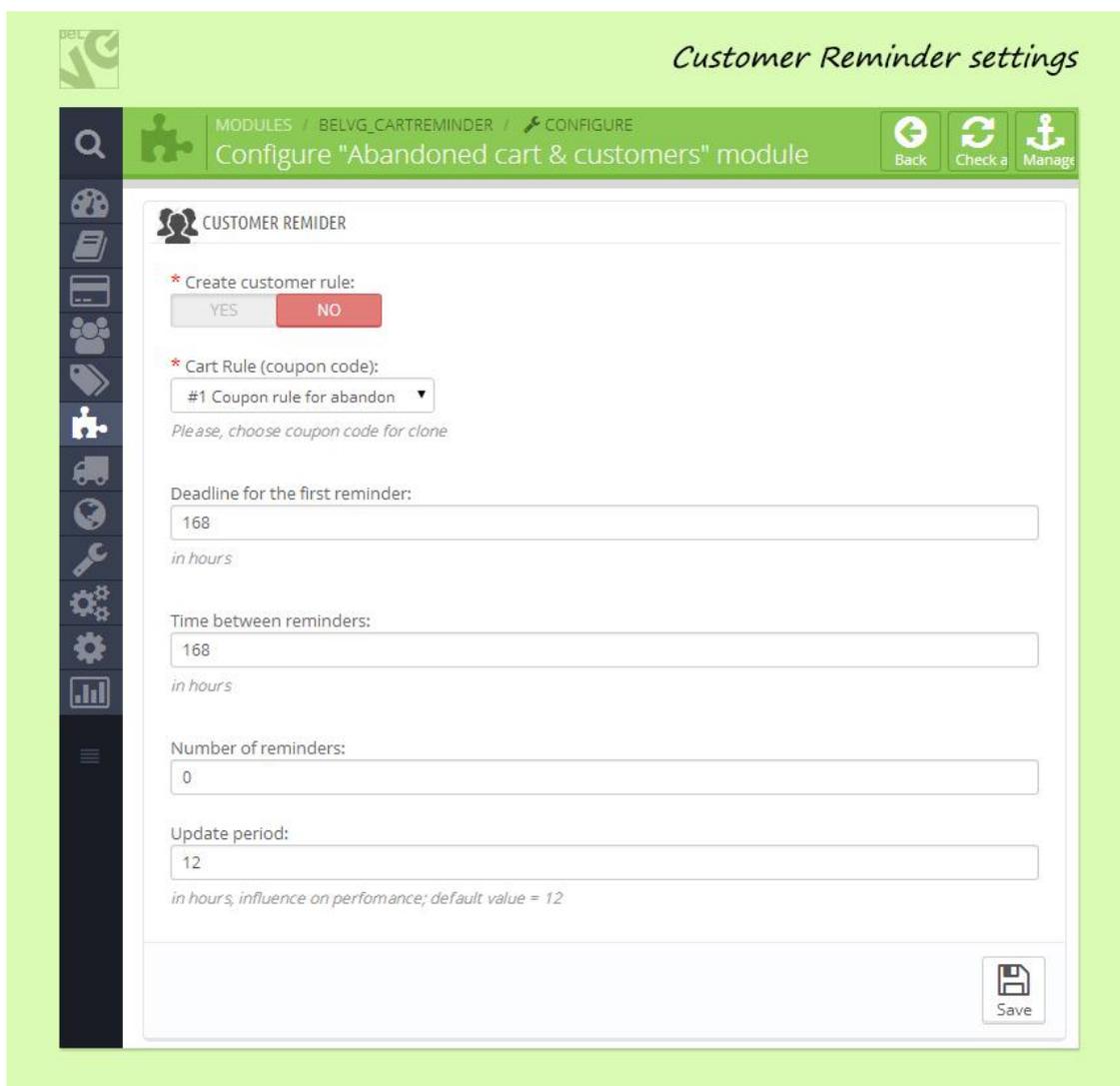
- \* Create cart rule:** YES (selected) and NO (unselected) buttons.
- \* Cart Rule (coupon code):** A dropdown menu showing '#1 Coupon rule for abandon'. Below it is the text 'Please, choose coupon code for clone'.
- Deadline for the first reminder:** A text input field containing '86400' with the label 'in hours' below it.
- Time between reminders:** A text input field containing '86400' with the label 'in hours' below it.
- Number of reminders:** A text input field containing '2'.

At the bottom right of the configuration area is a 'Save' button with a floppy disk icon.

The section includes the following options:

- **Create cart rule** — If you enable this option, the letter will also contain a special link to purchase goods with a discount, otherwise a simple reminder letter will be sent;
- **Cart Rule (coupon code)** — coupon code, whose rules will be copied for individual coupon codes that are sent to users;
- **Deadline for the first reminder** — indicate the time, when the first reminder letter should be sent;
- **Time between reminders** — indicate the time interval between reminders;
- **Number of reminders** — specify the total number of reminders to be sent.

## Customer Reminder



The screenshot shows the "Customer Reminder settings" interface. At the top right, the title "Customer Reminder settings" is displayed. Below the title, there is a navigation bar with "MODULES / BELVG\_CARTREMINDER / CONFIGURE" and "Configure 'Abandoned cart & customers' module". On the right side of the navigation bar, there are three icons: "Back", "Check a", and "Manage".

The main content area is titled "CUSTOMER REMINDER" and contains the following settings:

- Create customer rule:** A toggle switch with "YES" (selected) and "NO" options.
- Cart Rule (coupon code):** A dropdown menu showing "#1 Coupon rule for abandon". Below it, a note says "Please, choose coupon code for clone".
- Deadline for the first reminder:** A text input field containing "168", with "in hours" written below it.
- Time between reminders:** A text input field containing "168", with "in hours" written below it.
- Number of reminders:** A text input field containing "0".
- Update period:** A text input field containing "12", with "in hours, influence on performance; default value = 12" written below it.

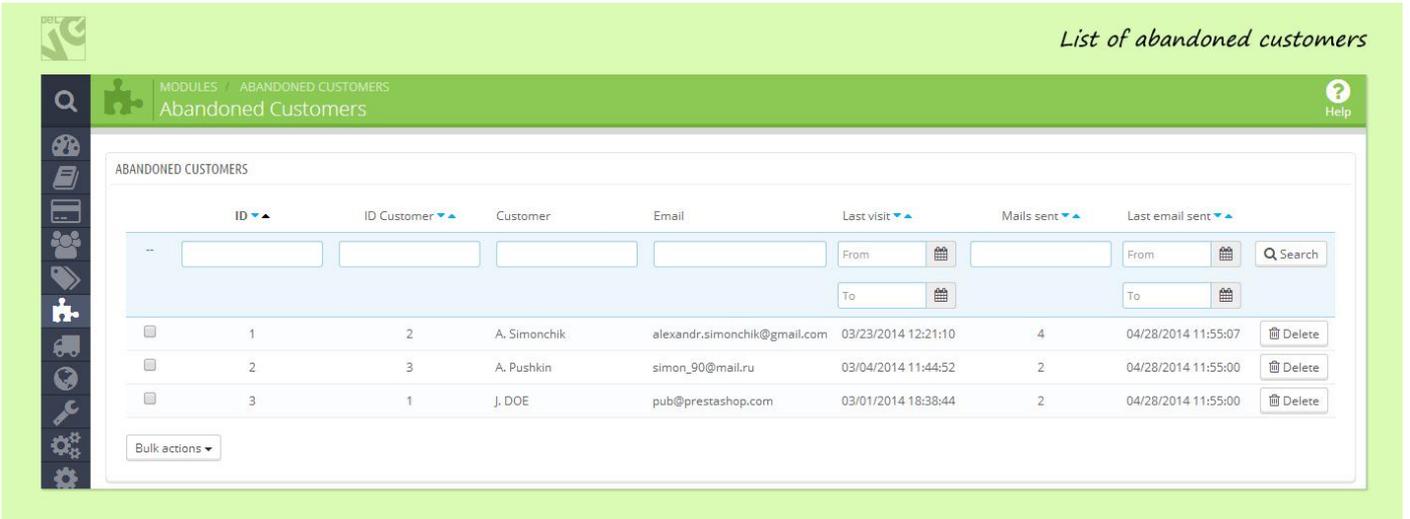
At the bottom right of the settings area, there is a "Save" button with a floppy disk icon.

This section is responsible for reminders, which will be sent to those customers that have not made any purchase since the day they got registered.

- **Create customer rule** — If you enable this option, the letter will also contain a special link to purchase goods with a discount, otherwise a simple reminder letter will be sent;
- **Cart Rule (coupon code)** — choose the coupon code which will be included into the letter;
- **Deadline for the first reminder** — indicate the time, when the first reminder letter should be sent;
- **Time between reminders** — indicate the time interval between reminders;
- **Number of reminders** — specify the total number of reminders to be sent;
- **Update period** — in this section you specify the period of time, during which the system will not track activities of the customer. In this case the module will start counting down the time for the first reminder right from the first login, ignoring all other logins and logouts which the user can make within this time period.

## 4. Managing Customers

The list of customers, who have either abandoned the purchase page or who have not made any purchase yet, are available in the respective sections under **Module — Abandoned Carts (Abandoned Customers)**.



*List of abandoned customers*

MODULES / ABANDONED CUSTOMERS  
Abandoned Customers

ABANDONED CUSTOMERS

ID	ID Customer	Customer	Email	Last visit	Mails sent	Last email sent	
1	2	A. Simonchik	alexandr.simonchik@gmail.com	03/23/2014 12:21:10	4	04/28/2014 11:55:07	Delete
2	3	A. Pushkin	simon_90@mail.ru	03/04/2014 11:44:52	2	04/28/2014 11:55:00	Delete
3	1	J. DOE	pub@prestashop.com	03/01/2014 18:38:44	2	04/28/2014 11:55:00	Delete

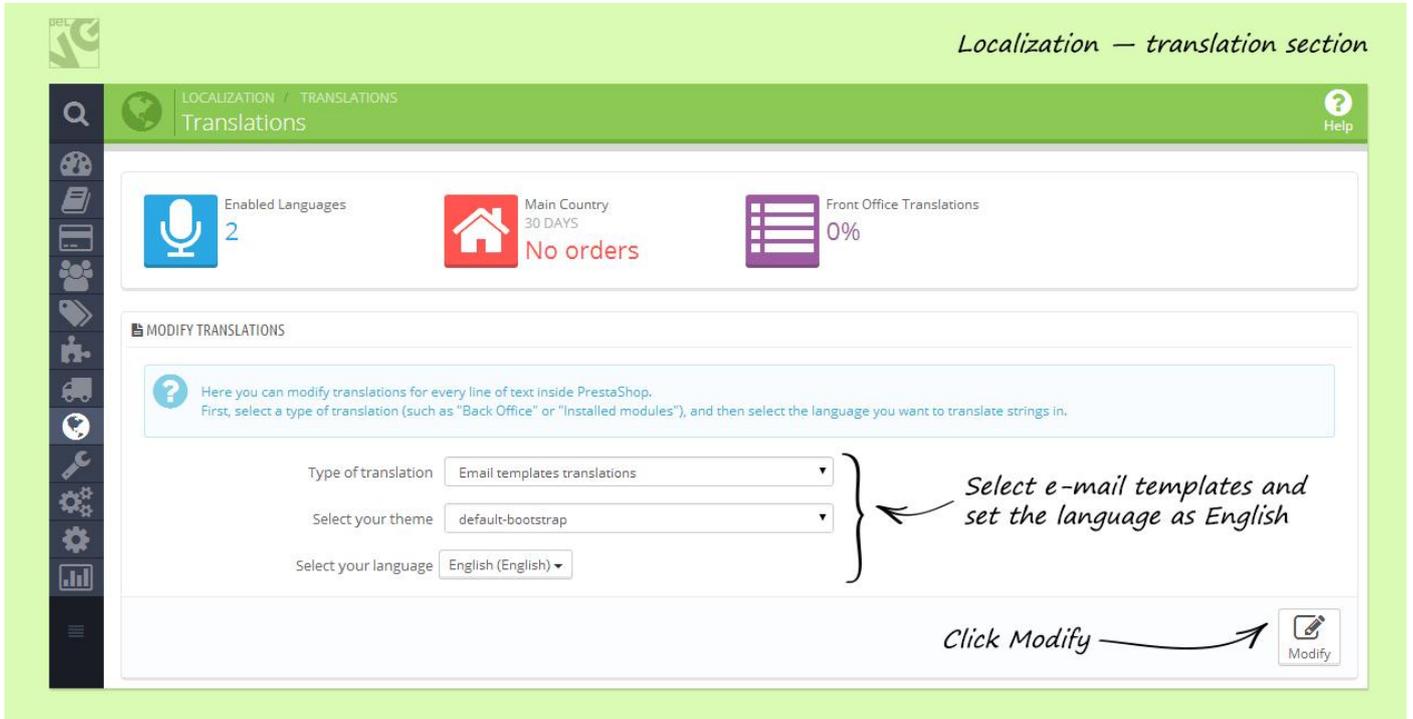
Bulk actions

In this section you can not only view the list of customers, but also send them notification letters, if you decide to provide individual approach.

To send an individual letter to your customers, simple select the customers in the list and click the Send button.

## 5. Customizing E-Mail Templates

To edit and customize e-mail templates go to the admin panel to the **Localization — Translations** section.



Localization — translation section

LOCALIZATION / TRANSLATIONS  
Translations

Enabled Languages 2

Main Country 30 DAYS  
No orders

Front Office Translations 0%

MODIFY TRANSLATIONS

Here you can modify translations for every line of text inside PrestaShop.  
First, select a type of translation (such as "Back Office" or "Installed modules"), and then select the language you want to translate strings in.

Type of translation Email templates translations

Select your theme default-bootstrap

Select your language English (English)

Select e-mail templates and set the language as English

Click Modify

Modify

In the **Type of Translation** field select **Email templates** and set the language as **English**, then click **Modify**.

In the list click the *belgv\_cartreminder* link and you will access the menu to edit the e-mail templates.

## Customizing e-mail templates



LOCALIZATION / TRANSLATIONS

### Translations

4 belvg\_cartreminder 0 missing translation(s)

customer

No Subject was found for customer in the database.

[View HTML version](#) [Edit HTML version](#) [View/Edit TXT version](#)

"title" tag

Message from {shop\_name}

*Message from {shop\_name}*

**It is a pity that you have not been on our site {shop\_name}**

Dear {customer}

We miss you and we give you a discount {discount\_value} {discount\_from} {discount\_to}  
{discount\_from} {discount\_to}  
See your soon on {site} ...



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We look forward to your feedback. Comments, opinions and suggestions are largely appreciated. Read our **blog** and follow us on [Facebook](#), [Twitter](#), [Google+](#) and [LinkedIn](#) to know BelVG latest news, analytics and discount offers. See you online!



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<http://blog.belvg.com>



Google+

<http://gplus.to/BelVG>



Facebook page

<http://facebook.com/BelVGcom>



LinkedIn page

<http://linkedin.com/company/belvg>



Twitter page

[http://twitter.com/BelVG\\_com](http://twitter.com/BelVG_com)



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