



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**.



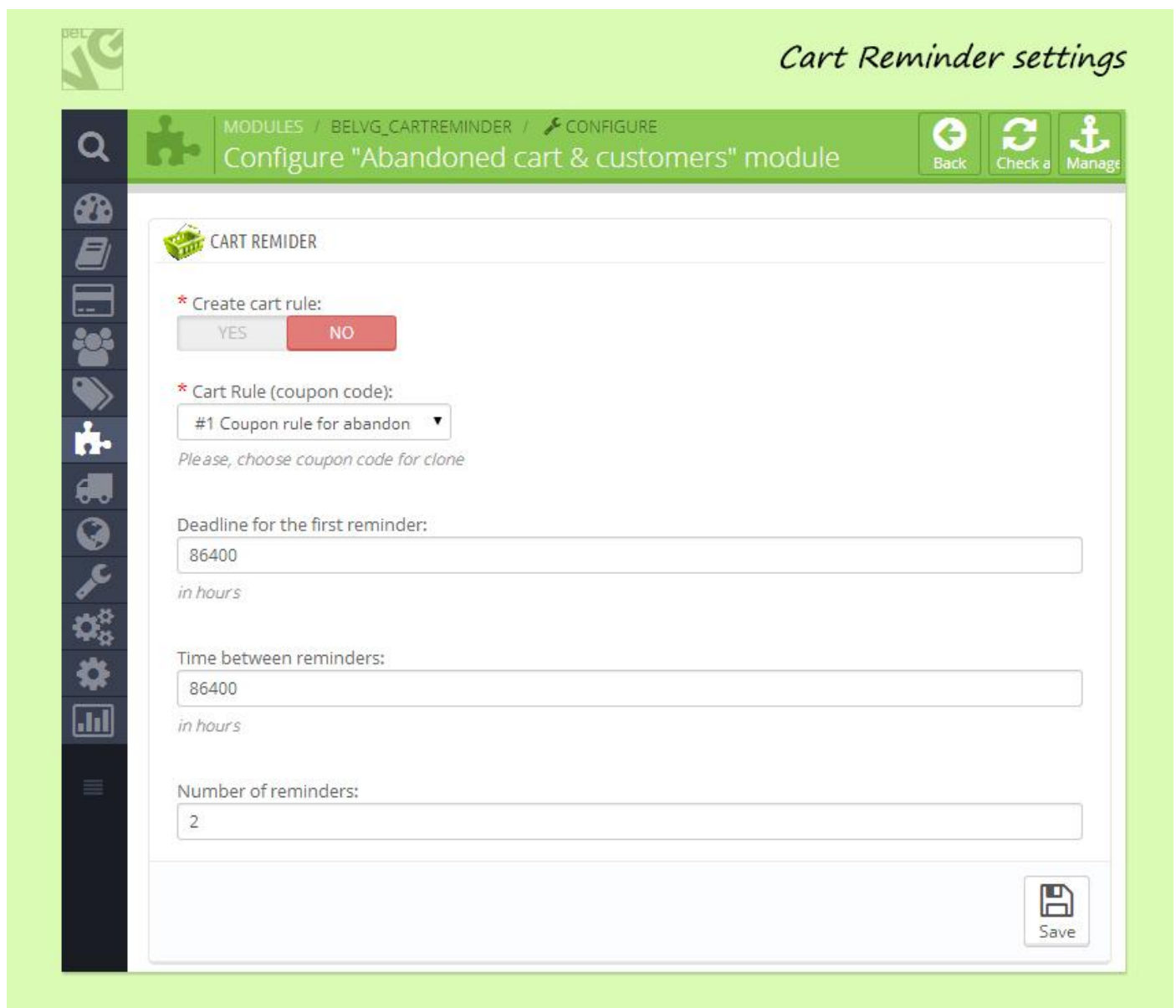
### 3. How to Configure

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' page. The top navigation bar includes the BELVG logo, a breadcrumb trail 'MODULES / BELVG\_CARTREMINER / CONFIGURE', and the title 'Configure "Abandoned cart & customers" module'. Action buttons for 'Back', 'Check a', and 'Manage' are visible. The left sidebar contains various icons for navigation. The main content area is titled 'CART REMINDER' and contains the following settings:

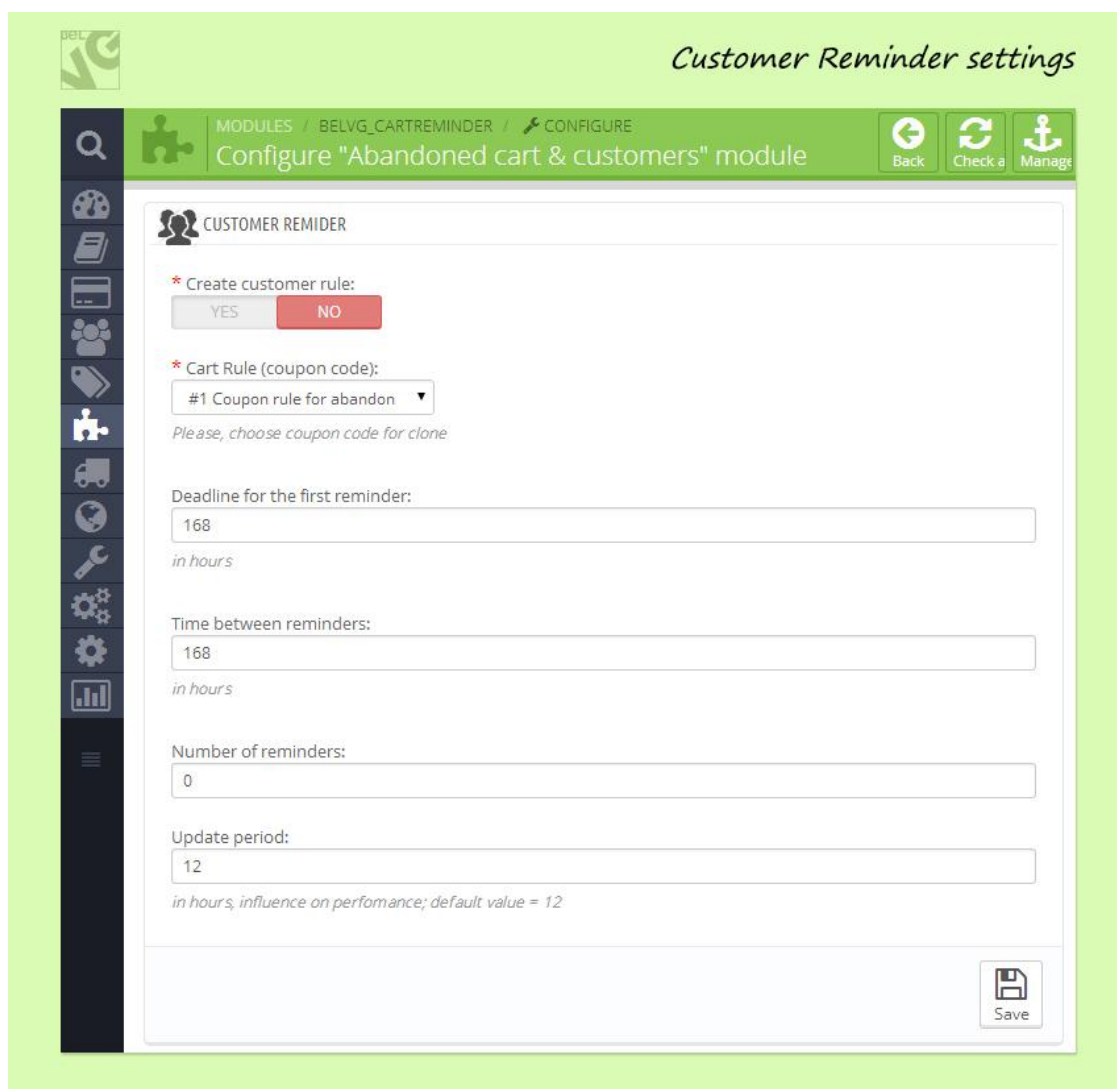
- \* Create cart rule:** Two buttons, 'YES' (disabled) and 'NO' (active).
- \* Cart Rule (coupon code):** A dropdown menu showing '#1 Coupon rule for abandon'. Below it, a note says 'Please, choose coupon code for clone'.
- Deadline for the first reminder:** A text input field containing '86400', with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

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

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




*Customer Reminder settings*

MODULES / BELVG\_CARTREMINDER / CONFIGURE  
 Configure "Abandoned cart & customers" module

Back Check a Manage

**CUSTOMER REMINDER**

\* Create customer rule:


\* Cart Rule (coupon code):  
   
*Please, choose coupon code for clone*

Deadline for the first reminder:  
  
*in hours*

Time between reminders:  
  
*in hours*

Number of reminders:

Update period:  
  
*in hours; influence on performance; default value = 12*

 Save

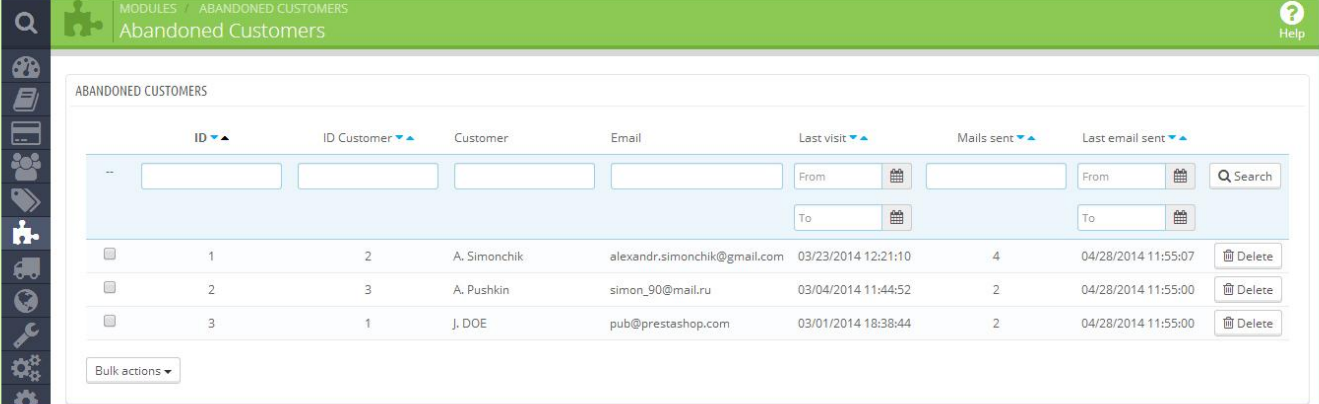
This section is responsible for reminders, which will be sent to those customers that have not made any purchase since the day they got registered.

- **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;
- **Dedline 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 ▼

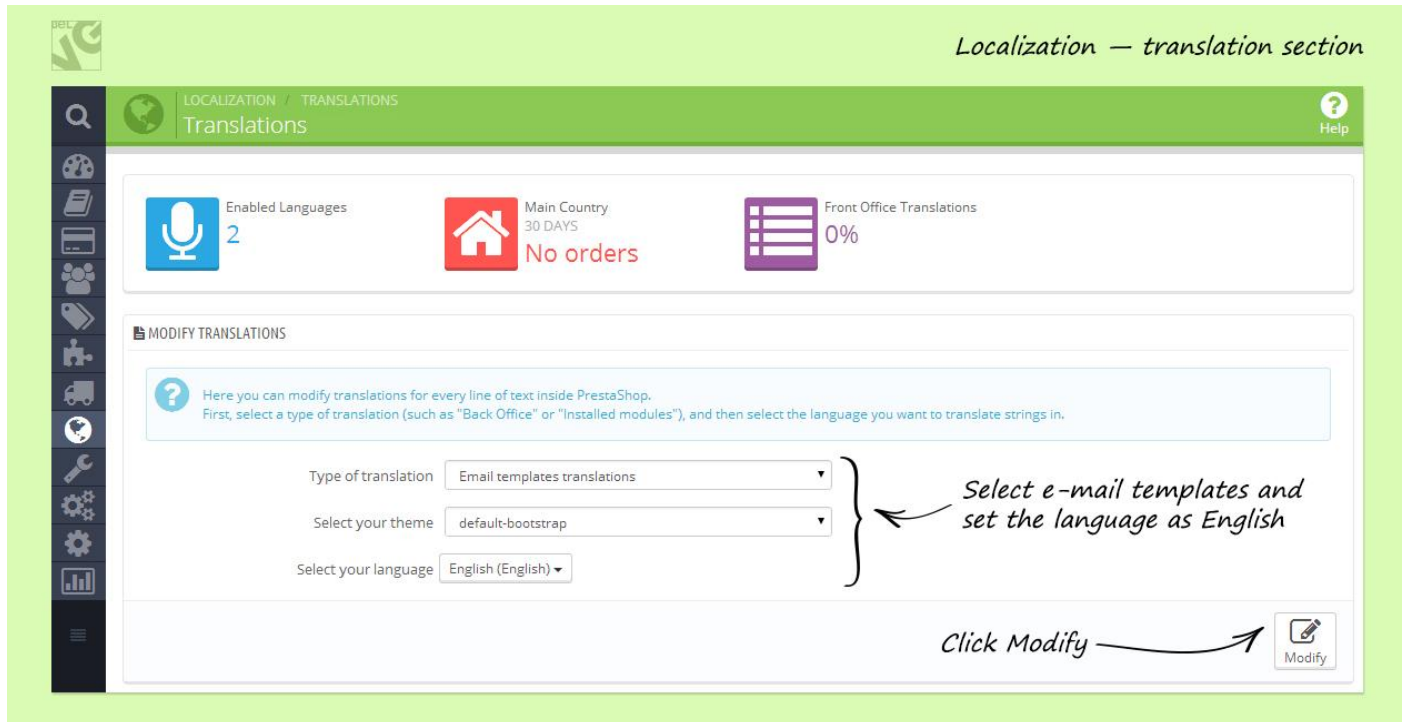
In this section you can not only view the list of customers, but also send them notification letters, if you decide to provide individual approach.

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.





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


Help


**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 you 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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