

A brief checklist of e-commerce capabilities

This is a checklist of standard capabilities that you are likely to need:



Good search and navigation tools.



Include at least a few merchandising and marketing capabilities like cross-selling, upselling, search results merchandising and e-mail marketing.



Handle all the promotion types.



An effective order management system that can handle order fulfilment, returns and refunds.



Effective customer support.



Robust security and privacy features, able to secure both your and your customer's data against a wide range of threats.



Reports with enough detail to support your operations.