

OrderDynamics Press Release

Recurring Online Retail Sales Possible with "AUTO SHIP" fulfillment automation by OrderDynamics On-Demand eCommerce Solution

OrderDynamics, Canada's leading On-Demand eCommerce Solution provider enables its merchants to offer a recurring purchase and ship option called "auto ship".

Toronto, ON (PRWEB) February 18, 2009 -- OrderDynamics Corporation, Securing repeat business is important in any business especially in times of economic uncertainty. For online retailers it's becoming an essential way not only to survive, but to grow revenues on top of a reliable base. Online retailers are in a unique position to acquire recurring sales through sticky services and providing relevant information after the initial purchase thanks to having detailed customer information in their database.

As part of their new feature release strategy, OrderDynamics performs regular [Dynamic Merchandising eCommerce Surveys](#) to capture specific interest areas from its Client base. "We hear consistently from both new and current Clients that recurring purchases is a key part of their sales strategy. This helped us prioritize our AUTO SHIP feature" explains Steven Berkovitz, VP Development. OrderDynamics calls its recurring purchase and shipping feature AUTO SHIP, which is a well known term in the eCommerce community.

AUTO SHIP gives the online merchandiser point and click ease to enable their customers to automatically receive certain products on a regular basis. Merchandisers can offer special discounted pricing for customers that subscribe to AUTO SHIP as well as offer multiple shipment frequencies. Call Center agents are also able to easily up-sell shoppers and subscribe them to AUTO SHIP on their behalf. The OrderDynamics [SaaS-based eCommerce solution](#) handles the recurring charges and shipping, and provides key management metrics to the merchant to manage their AUTO SHIP program.

AUTO SHIP seamlessly integrates into existing OrderDynamics fulfillment technology. "Our One-Step Bill & Print concept totally streamlines the fulfillment process for our merchants" explains Michael Benadiba, CEO of OrderDynamics. "With a click of a button, orders are downloaded, matched to shipping manifests, then printed for warehouse staff and uploaded to the shipping company for shoppers to track their orders online. And this can be done anytime throughout the day". This process has been refined over the years specifically to reduce fulfillment errors and handle higher volumes of orders. "AUTO SHIP orders seamlessly integrate into our existing One-Step Bill & Print which makes rolling out this new feature transparent to our customer's fulfillment departments." continues Benadiba.

These enhancements are part of an overall new feature release strategy that OrderDynamics includes as part of their eCommerce solution.

About OrderDynamics Corporation:

OrderDynamics Corporation is a privately owned company that has provides turn-key eCommerce solutions to businesses looking to grow their online sales solutions. The success of OrderDynamics is highly attributed to its response to real Client requirements and Dynamic Merchandising concepts which provide superior control and help drive revenue. The OrderDynamics solution is designed for online merchants and services different business such as retail, manufacturing, business-to-business, complex online retail, and more. OrderDynamics officially launched its [On-Demand eCommerce Solution](#) in 2006 after 2 years of research and development.

Learn about how we've helped online merchants succeed: [eCommerce Shopping Cart Case Studies](#).

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