

# New E-commerce solution

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WEB ADVISORY COMMITTEE PRESENTATION

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# The Waterloo Shopify Story

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- In the beginning...
  - What prompted the start of the project?
    - Unsanctioned methods of payment collection
    - Inefficiencies
    - Poor service
- Solution
  - Product selection process – reviewed multiple platforms
  - Shopify advantages
    - Friendly UI, custom templates, API capability, competitive pricing
  - What products were launched?
    - Selection process for products
    - Initial pilot products

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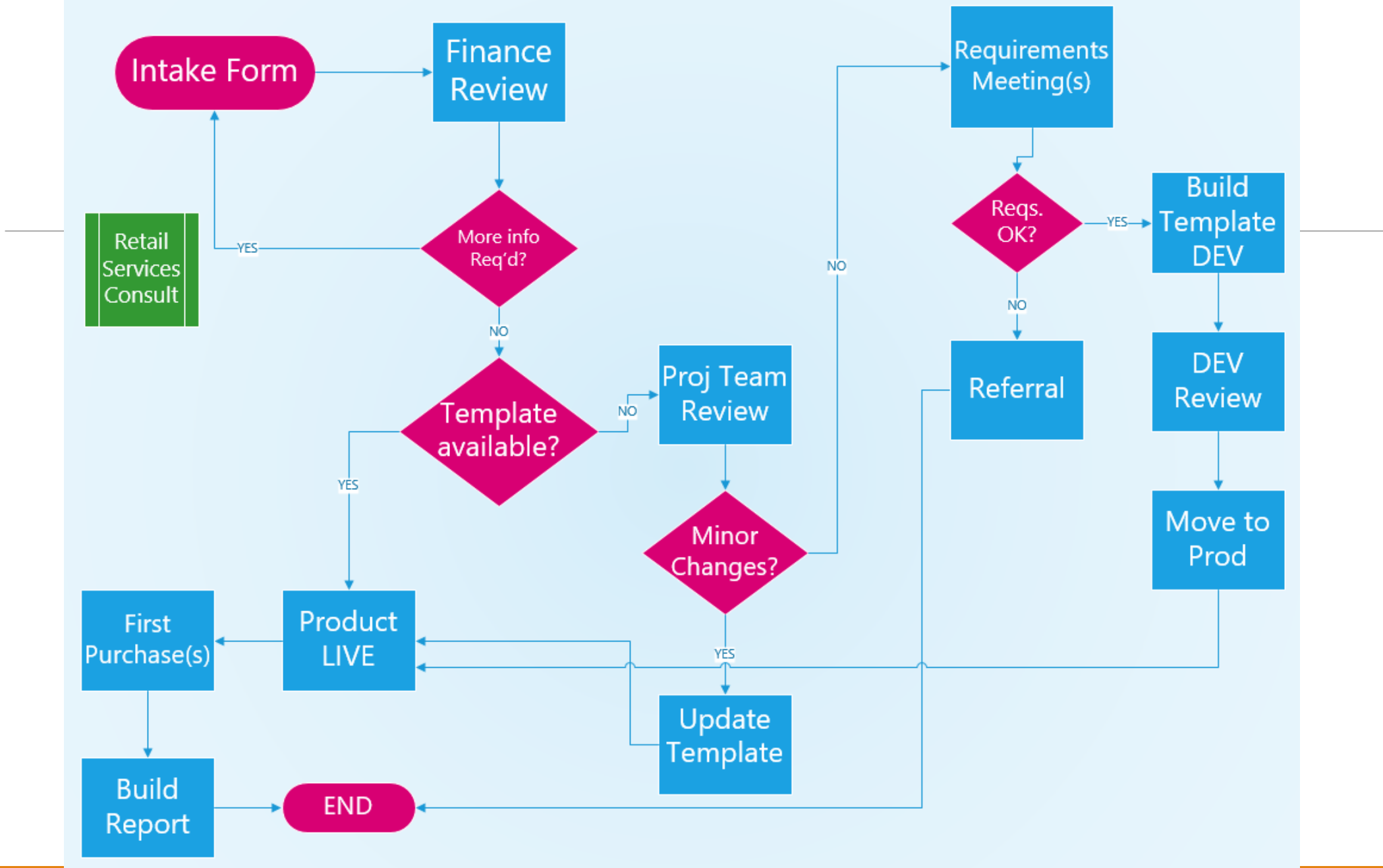
## What lessons were learned from pilot

- Shopify successes
  - Works for simple requirements
  - Refunds
    - Refund Policy
  - Operating efficiencies
    - On demand reporting for departments
    - Revenue reporting for Finance
- Shopify limitations
  - Not a registration system
  - Using WCMS front end
    - Flexible to offer payment collections
    - Assumption that business units would control their own forms, Shopify only the backend payment process
    - Abandon cart
  - Email receipts can get lost

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- Post Pilot
  - Open for Business
    - New resources: Mike, Igor, Jennifer Connolly
    - New intake forms, always evolving
    - Expanding the base of products and types
      - Adding different types of events, conferences, publication subscriptions, memberships, application fees, exam fees, course fees, tangible goods...
    - Partnership with Retail Services
    - Partnership with Food Services/Conference Centre
  - Intake process – getting online



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- Achievements to date:
  - Awesome stats:
    - Revenue to date: over **\$1.2 million**
    - Orders to date – ~19K
      - Average ~ order per day
    - 2<sup>nd</sup> Largest Ecomm site by Volume
    - 5<sup>th</sup> Largest Ecomm site by Revenue – growing quickly
    - Reduction in foot traffic numbers
      - May – Nov 2017 Finance counter activities down 69%
        - Since June 2017- All field trip & course fees online
      - May – Nov 2017 Registrar Office – transcript activities 68% online
      - May – Nov 2017 GSPA – transcript activities 60% online
    - Visits by Device:
      - Desktop = ~85%
      - Mobile = ~10%
      - Tablet = ~5%

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## Next Steps

- Streamlining and 'Turn key' solution
  - Establishing a lead time of 3 weeks to have a product online
  - Limiting the number of templates and forms to provide quicker turnaround and easier maintenance
- Information on SharePoint site:  
<https://sharepoint.uwaterloo.ca/sites/Finance/ECommerce/SitePages/Home.aspx>
- Constant feedback and assessment of requirements
- Improvements in reporting
- Opening a second store to accommodate expanded Registrar/GSPA needs
  - Align with the new Student Services Centre
  - Proof of concept to onboard Proof of Enrollment forms
  - Diploma ordering?
    - Expansion of on-campus partnerships

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<https://shop.uwaterloo.ca/>