

CBA

CommBank eCommerce Solutions

eLearning script

Version 1.7

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# Version control

|  |  |  |  |
| --- | --- | --- | --- |
| **Version** | **Date Created** | **Purpose** | **Created/Amended by** |
| 1.0 | 2017.03.23 | Draft | Savv-e (KW) |
| 1.0 CBA feedback | 2017.03.30 | CBA Feedback | CBA |
| 1.1 | 2017.04.04 | Implemented feedback and updated scenarios | Savv-e (KW) |
| 1.2 | 2017.04.11 | CBA feedback | CBA |
| 1.3 | 2017.04.11 | Implementing CBA feedback for FINAL sign off | Savv-e (KW) |
| 1.4 | 2017.04.21 | CBA feedback and sign off | CBA |
| 1.5 DEV | 2017.04.28 | Clean for development – tracked changes represent image simplification | Savv-e (KW) |
| 1.6 BETA | 2017.05.05 | Any changes made during development and to be used for QA script to screen | Savv-e (KW) |
| 1.7 | 2020.10.22 | Clean | Savv-e (KW) |

# How to read this document

This document provides a precise specification to be used for the build of the **CommBank** **eCommerce Solutions** eLearning module. Each page in this document represents a single screen in the final module, and specifies all elements to appear on that screen, including:

* The title of the screen
* Screen navigation instructions
* On-screen text exactly as it will appear in the final module, including all grammar and punctuation
* A detailed description of any image/s OR a thumbnail version of images that have been selected (NB: images are placeholders at this stage and will be updated once the Interface Design is signed off)
* Captions for any images exactly as they will appear on screen
* Audio transcript of any audio exactly as it will be recorded
* Exact video transcript and detailed production notes for any video to be produced
* Any instructions relating to the specific screen, such as timing of images/text, and randomisation of questions

This document is the master document that will be used in the build of your module. Please return this document to Savv-e, marked up with your requested edits/changes.

It is important that your review and feedback is accurate and complete, and is consolidated from all stakeholders. Where different stakeholders have diverse opinions or questions, these need to be resolved before returning the document to Savv-e. Please do not give general comments or vague feedback, but provide the exact wording you would like to see in your module.

Savv-e will review and accept the edits and forward the final version to you with a sign-off sheet. Any changes to the final version of this document will most likely result in schedule and/or budget adjustments.

# Resources

A ‘Resources’ icon in the header of the eLearning component launches a list of resources with links to those resources.

[CBA if there are additional resources you would like to see included, please list them below]

|  |  |
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|  |  |
|  |  |
| Online retail – old to new comparison |  |
|  |  |

# Detailed script

## Opening Sting

|  |  |
| --- | --- |
| **Screen type: Video plays when course is launched** | |
| Sting description: | *This will be a 30 second sting that presents an interaction between a client and their customer, raising a problem that the learner will be invited to solve. Sting to play as full screen.* |
| Characters | *Banker*  *Client 1 (Shoe store from 2.8)*  *Client 2 (jewellery maker)* |
| **Animation** | |
| **Visuals:** | **Audio transcript:** |
| A ‘confirm payment’ button for a pair of shoes is pressed on a mobile phone | Online shopping is now the way of the world. We’re all online consumers, right? |
| a paper bill saying “Pay at PO or call 1300…”. | Have you ever wanted to pay a bill, but the business doesn’t have a payment option that works for you? |
| banker with client saying “no-one comes in to our stores anymore”. | As a banker, you’re probably familiar with businesses like these. |
| The clienttakes an order on the phone while a customer is frowning and tapping their finger. | Some highly successful businesses still use payment solutions that are cumbersome, expensive or insecure. |
| A jewellery maker is dreaming of selling to the masses. | Businesses, no matter how big or small, want to fulfil their business dreams, |
| The jewellery maker doing her accounts on a paper ledger | but often, lack confidence in dealing with technology, |
| First client looking confused as eCommerce jargon flies out of PC monitor(plug ins, omni channel, API, PCI DSS, i-Frame) | or think that integrating their products and services with a website and online payment options is too complex and costly. |
| Client looking at a newspaper report (either physical or online) with the following on the front page “ACME Company – customer details hacked” | For some of your clients, it’s security fears that hold them back from stepping into the world of eCommerce. |
| The business owners and banker from the animation arrive back on the scene. | How are you going to empower clients with an eCommerce solution that meets their needs? |

## Home page

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Screen type: Home page** | | | | | |
| Default text: | | Keeping up-to-date with the features and benefits of our range of eCommerce solutions is the first step in helping your clients to meet their business needs and goals. But this module is about more than just knowing the features of our eCommerce products. | | | |
| Wireframe | | | Update already developed image for this page to reflect new topic names | | |
| Prompt text: | | Click a topic to begin. | | | |
| **Topic** | **Topic title** | | | **Topic text** | **Images** |
| 1 | **eCommerce opportunities** | | | How have shopping patterns and behaviours changed and what eCommerce solutions are available to meet client needs?  Time: 3 minutes | Image from the scenario |
| 2 | **Client stories** | | | Build your eCommerce skills as you take four very different clients towards an eCommerce solution that will change the way they do business.  Time: 15 minutes | Image from the scenario |
| 5 | **Challenge** | | | Take the challenge and demonstrate your knowledge and skills in offering eCommerce solutions to your clients.  Note: The challenge will unlock when you have completed all the topics.  Time: 5 minutes | Image from one of the scenarios |

## Topic 1: eCommerce opportunities

### 1.1 eCommerce opportunities

|  |  |  |
| --- | --- | --- |
| **Screen type: Image hotspot pop-up** | | |
| Heading | | eCommerce opportunities |
| Default text: | | In the past 5 years, we have seen the evolution of the technology-enabled consumer who now has access to global retail markets, creating unprecedented pricing and value transparency. |
| Wireframe | | Sample only – icons to reflect the pop up titles. Pop up text to appear in black where sample image shows white text. |
| **Pop ups** | | |
| **Pop up 1 text :** | **Just Looking**  Research shows that by 2020, 70% of customers will commence their buying journey online. (*Javelin Group Analysis)* | |
| **Pop up 2 text :** | **Online is here to stay**  Despite the weak growth in the wider retail landscape, online retail sales continue to grow strongly on a global basis. (*PwC, Frost and Sullivan, Forrester Research Inc, Research and Markets, China Daily)* | |
| **Pop up 3 text :** | **Bricks vs Clicks**  Roy Morgan Research has shown that Australians spent an estimated $37.8 billion over the internet during the last financial year, with around 4 in 10 of us buying at least one product online during an average four-week period. | |
| **Pop up 4 text :** | **Paying bills online**  More consumers want to pay their bills online, including one-off and recurring payments. The Biller market is forecast to continue to grow at 9% per year. | |

### 1.2 eCommerce solutions

|  |  |  |
| --- | --- | --- |
| **Screen type: Image hotspot overlay** | | |
| Default text: | CommBank has the eCommerce solutions your clients need to meet the demands of their tech savvy customers. | |
| Wireframe | | Please update this image with these titles and ensure greater gender diversity. Remove title “Homepage” and topic “Assessment”.  Online Retail (CommWeb)  Billers and one-off and recurring payments (BPOINT)  Plug and Play Solutions (Simplify)   * Payment Service Providers (Internet Merchant Account)   Titles in the brackets to be positioned at the bottom of the individual box |
| **Overlay 1** | | | |
| **Overlay title:** | | **BPOINT** | |
| **Overlay text:** | | BPOINT is our biller and recurring payments solution for business clients that need to accept payment through multiple channels.  Multiple ways to get paid  With BPOINT our clients' customers can:   * Pay a business over the phone (including Interactive Voice Response) or online on a payment page. * Set up a recurring direct debit with the business over the phone or online.   It is designed for businesses that:   * Need an easy way to process recurring payments from credit cards and bank accounts. * Want to give customers a choice of payment types and channels. * Require comprehensive reporting capabilities for easy reconciliation of payments. | |
| **Overlay image:** | | Online payment | |
| **Overlay 2** | | | |
| **Overlay title:** | | **Simplify** | |
| **Overlay text:** | | Simplify is our eCommerce solution that makes it easy for our business clients to sell online, issue e-invoices and accept payments “on the go” via App.  Plug-n-play solution  With Simplify, our clients’ customers can:   * Easily purchase online goods from a shopping cart * Pay an e-invoice securely with their credit or debit card.   It is designed for businesses:   * That want to integrate into an existing shopping cart or use Simplify to build their own shopping cart * That want to issue e-invoices and accept card payment * With simple reporting and reconciliation needs. | |
| **Overlay image:** | | Simplify app on mobile phone | |
| **Overlay 3** | | | |
| **Overlay title:** | | **CommWeb** | |
| **Overlay text:** | | CommWeb is our online retail and international payments solution.  Seamless Online Checkout  With CommWeb, our clients’ customers can:   * Make payments in their own currency. * Enjoy a fully optimised mobile checkout experience for every payment.   It is designed for businesses that:   * Want to sell globally and allow their customers to pay in their own currency * Would like to control the user online checkout experience * Require comprehensive reporting and access to flexible reporting options. | |
| **Overlay image:** | | Online retail store | |
| **Overlay 4** | | | |
| **Overlay title:** | | **Internet Merchant Account** | |
| **Overlay text:** | | Internet Merchant Account is our solution for customers who have already chosen the Payment Service Provider for their business.  Bring your own Payment Service Provider  With an IMA, our merchants can:   * Enjoy same day settlement every day of the year * Have access to CommBank’s 24 hour merchant helpdesk.   It is designed for:   * Online businesses that have already chosen their Payment Gateway. | |
| **Overlay image:** | | Image from scenario 4 | |

## Topic 2: Client stories

### 2.1 Client stories

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Button list** | | | |
| Screen description: | *This screen functions as a landing page in Topic 2. There are three images across the screen; one from each scenario. The learner clicks on a client image to begin and, upon completion of the scenario, they are returned to this screen to click and begin the next client story. The client stories must be completed in sequential order. Each scenario is locked until the preceding scenario has been completed.* | | |
| Heading | Client stories | | |
| Default text: | In the following scenarios, you will meet four clients, each with a potential eCommerce need.  You will be asked to identify the best course of action based on your understanding of your client’s needs and circumstances.  Click on an unlocked client story to begin. | | |
| Button title | | **Button image** | Button action |
| BG Plumbing Services | | Image from scenario 1 | Launch scenario 1 |
| Save our shores | | Image from scenario 2 | Launch scenario 2 |
| Feet First | | Image from scenario 3 | Launch scenario 3 |
| Eventful | | Image from scenario 4 | Launch scenario 4 |

## Plug and play Solutions

### 2.2 BG Plumbing Services

|  |  |
| --- | --- |
| **Screen type: Hotspot button with overlay** | |
| **Heading:** | BG Plumbing Services |
| Default text: | BG Plumbing Service are a growing business that completes plumbing jobs as well as selling plumbing products online. They have an existing website and shopping cart set up.  To determine your client’s needs, you ask the following questions. |
| **Image:** | A plumbing service |
| **Button 1** | |
| **Button title:** | Is there anything missing from your current payment options? ? |
| **Overlay text:** | Ahn from BG Plumbing Services tells you:  We need an easy way to invoice customers and manage our online payments. |
| **Button 2** | |
| **Button title:** | What sort of reporting or other features are you looking for? |
| **Overlay text:** | Ahn tells you:  We don’t need anything too complex and don’t want to have to pay a web developer to update our website. We need something that works with our existing set up. |
| **Button 3** | |
| **Button title:** | How do you currently take payment for your plumbing services? |
| **Overlay text:** | Ahn tells you:  Customers pay us in cash or we send an invoice. It would be great to have a mobile online payment option but have found them to be too expensive. |

### 2.3 Simplify

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Multiple choice questions, answers** | | | |
| **Heading:** | | Simplify | |
| Questions text: | | BG Plumbing Services needs Simplify. It’sa solution that doesn’t require a website developer, and that they can use to invoice their customers or receive payments on the spot.  What else can Simplify offer BG Plumbing Services? (Note: there is more than one answer). | |
| **Image:** | | A plumber receiving payment via mobile app. | |
| Answer options: | Options |  |
| Simplify offers easy-to-use mobile apps that enable plumbers to send e-invoices and take payments on-the-go. | **✓** |
| Simplify can process a large volume of batch transactions. | **X** |
| Simplify makes it easy to integrate into their online store by providing plugins to major shopping carts. | **✓** |
| Correct answer feedback: | That’s right!  Simplify has the following features:   * Simplify can integrate easily with existing shopping carts. * BG Plumbers can use the app when on the move. * The online store is easy to set up and for employees to log in and start transacting. | |
| Incorrect answer feedback: | That’s not right.  Simplify has the following features:   * Simplify can integrate easily with existing shopping carts. * BG Plumbers can use the app when on the move. * The online store is easy to set up and for employees to log in and start transacting. | |

## Billers – one-off and recurring payments (BPOINT)

### 2.4 Save our Shores

|  |  |  |
| --- | --- | --- |
| **Screen type: Carousel** | | |
| **Heading:** | Save our Shores | |
| Default text: | The Not-For-Profit organisation, ‘Save our Shores’ (SOS), runs many successful nationwide fundraisers and marketing campaigns throughout the year. Their head office is in your state. Let’s take a look at some of their events to learn more about the way their organisation manages incoming donations. | |
| **Image:** | an office with a door sign Save our Shores. | |
| **Slide 1** | | |
| **Slide title:** | | At the shopping centre |
| **Slide text:** | | I’m a bit strapped for cash today. Can I donate online on my next pay day? |
| **Slide image:** | | A person in a shopping centre wanting to make a donation with their card. |
| **Slide 2** | | |
| **Slide title:** | | At a Fundraiser |
| **Surfer speech bubble:** | | I really love your cause, can I set up a monthly payment from my Bank Account? |
| **SOS caller speech bubble:** | | We can’t offer that facility. What if I set up a time to call you every month? |
| **Slide image:** | | PC with calendar on monitor. |
| **Slide 3** | | |
| **Slide title:** | | Over the phone |
| **Market shopper speech bubble:** | | Can I make a donation with my credit card? |
| **SOS volunteer speech bubble:** | | Can you wait a minute while I get a pen and collect your details? |
| **Slide image:** | | Donor with phone and credit card. |
| **Slide 4** | | |
| **Slide title:** | | Online |
| **Donor thought bubble:** | | Not sure about this …Can you ensure that my credit card details remain secure? |
| **Slide image:** | | Person on laptop considering making an online donation. Note: this one is thought bubble not speech bubble. |
| **Slide 5** | | |
| **Slide title:** | | Back at the office |
| **Office worker speech bubble:** | | Donations come in via people calling on the phone and we struggle to handle the sheer number, but as an Not-For-Profit organisation, we can’t justify putting on more staff to handle these calls. |
| **Slide image:** | | Same as first image on this screen – but now with team people in the office . |

### 2.5 SOS needs your help

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Multiple choice question** | | | |
| **Heading:** | | SOS needs your help | |
| **Default text:** | | Helena, the Chief Financial Officer of SOS has contacted you for help.  Before the meeting, you think about the problems they’re having and make a list of potential solutions.  Choose the solutions that make it to your list. (Note: there is more than one solution). | |
| **Image:** | | Banker at their desk preparing for meeting. | |
| Answer options: | Options | |
| Payment options for cardholders that allow them to set up recurring payments | **✓** |
| An online payment gateway integrated into a shopping cart for visitors to their site | **X** |
| A solution that provides multiple payment options for their donors | **✓** |
| A trustworthy, reliable and secure online payment system | **✓** |
| A merchant account | **X** |
|  | A solution that allows donors to make secure credit card payments over the phone | **✓** |
| Correct answer feedback: | Great list.  Helena will be delighted that you’ve considered their circumstances and be receptive to the solutions you suggest that meets those needs. | |
| Incorrect answer feedback: | Not quite.  SOS require:   * Different payment options for supporters * The ability to set up recurring payments for supporters * A secure, online payment system * The ability to take secure credit card payments over the phone. | |

### 2.6 At the meeting

|  |  |
| --- | --- |
| **Screen type: Hotspot button with multiple choice question** | |
| **Screen description:** | *Learners read the default text and then click on Helena to launch pop-up speech text. This also triggers the multiple choice question and options to appear.* |
| Heading | At the meeting |
| Default text: | At the meeting, you suggest BPOINT as an online payment solution that meets the needs you prepared on your list.  Click on Helena to reveal her response. |
| **Background image:** | Helena and banker talking at the SOS office. |
| **Speech bubble text:** | Sounds great, but we’re not in the market for any new technology. The CEO and the board are tightening our expenditure. |

### Benefits of BPOINT

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Hotspot button with multiple choice question** | | | |
| **Screen description:** | | *Learners read the default text and then click on Helena to launch pop-up speech text. This also triggers the multiple choice question and options to appear.* | |
| Heading | | At the meeting | |
| Questions text: | | Helena’s response means you’ll have to think of other benefits that BPOINT offers. Select the best options. (Note: there is more than one correct answer). | |
| Answer options: | Options |  |
| New technology like BPOINT doesn’t have to be expensive and it can integrate into your current systems. | **✓** |
| Why don’t you meet with one of our Transaction Banking Specialists? | **X** |
| BPOINT can free up your staff by automating the current manual payment processes. | **✓** |
| BPOINT is a secure online payment method. People may donate more confidently if they trust the payment method is secure. | **✓** |
| BPOINT can handle high volumes of traffic and still channel everything into the one place for reconciliation, potentially saving time and money. | **✓** |
| Correct answer feedback (if all three are chosen): | Those are great choices.  You’ve acknowledged the business needs to cut costs and you’ve let Helena know that BPOINT can be cost effective. You’ve also provided additional information that adds value she may not have recognised. | |
| Incorrect answer feedback: | Not quite.  Let Helena know that BPOINT can help reduce costs and provide information about other benefits to SOS.  Referring Helena directly to a banking specialist, without acknowledging her initial concerns, is a missed opportunity to communicate how BPOINT can help her organisation. | |

### 2.8 Great results

|  |  |
| --- | --- |
| **Screen type: Carousel** | |
| Heading | Great results |
| **Default text:** | You’ve helped Helena to understand the benefits of BPOINT and she now sees the value of meeting with a Transaction Banking Specialist to get the facility set up.  Take a look at a presentation Helena has put together to teach the staff about the new online payments system. |
| **Image:** | Helena in front of a screen. (see CommSec module topic 3) |
| **Slide 1** | |
| **Slide text:** | Now, our supporters can pay online. It’s completely secure and they can choose to retain their details to make it easier next time they make an ad-hoc donation. |
| **Slide image:** | Screen behind Helena shows image from 2.5 Slide 1: “I’m a bit strapped today. Can I donate online on my next pay day? |
| **Slide 2** | |
| **Slide text:** | Supporters can now set up recurring payments from their credit card or Bank Account at the frequency and amount of their choice. |
| **Slide image:** | Screen behind Helena shows image from 2.5 slide 2: “I love your cause. Can I set up recurring payments?” |
| **Slide 3** | |
| **Slide text:** | We now have an IVR telephone payment system. This means our supporters can still make donations over the phone. |
| **Slide image:** | Screen behind Helena shows image from 2.5 slide 3: I don’t have cash, can I use my card? |
| **Slide 4** | |
| **Slide text:** | Not only can we offer all these payment options to supporters now but the funds are received daily and our administrative costs have been reduced. More money can go toward saving our shores! |
| **Slide image:** | Image of a pristine shoreline with fish in water and birds on shore. |

## CommWeb

### 2.9 Feet First Online retail (CommWeb)

|  |  |
| --- | --- |
| **Screen type: Text and image** | |
| **Heading:** | **Feet First** |
| **Default text:** | You’re visiting Harry who owns ‘Feet First’, a successful retail sports shoe store that also sells customised shoes and accessories. He proudly claims a reputation for finding the right shoe for any foot.  Four years ago, Harry successfully expanded the business to include ten stores around major cities in Australia as well as building a successful online presence. |
| **Speech bubble:** | My instore business is doing well, but it’s my online business that is really starting to boom. |
| **Image:** | Banker visiting Harry in the Feet First store. Harry is talking as shown in the speech bubble. |

### 2.10 At the heart of it

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Text, image and pop-up speech bubble** | | | |
| **Heading:** | | **At the heart of it** | |
| **Default text:** | | You want to make sure that you understand Harry’s needs before providing him with any of the details of the products or making a referral.  Use Harry’s responses to your questions to help identify his needs so you can recommend a suitable eCommerce solution. | |
| **Image:** | | Closer up version of previous image - Banker visiting Feet First in their store. When the learner clicks on the RE, four speech bubbles appear containing questions. | |
| Button | | | Button action |
| Click on Harry to ask some questions and then click on each question to see his response. | | | Reveal speech bubbles |
| Speech bubbles | | | Button action |
| Does Feet First want to expand its online presence? | | | Launch pop up 1 |
| What are your future plans for Feet First? | | | Launch pop up 2 |
| How to you keep track of online and in-store inventory? | | | Launch pop up 3 |
| Do your repeat customers have a seamless checkout experience? | | | Launch pop up 4 |
| **Pop ups** | | | |
| **Pop up 1 text :** | When we expanded online a few years ago, we paid a web developer to build a website with an off the shelf shopping cart integration. As the online business has grown we outgrew the functionality of our shopping cart. We have decided to build our own shopping cart, but need a payment solution that allows for a seamless checkout experience. | | |
| **Pop up 2 text :** | I’d like to see the business continue to grow and opening new stores isn’t going to do that. We have a business model that I think can be successful overseas but my current overseas customers complain that having to pay for their shoes in Australian dollars is confusing. | | |
| **Pop up 3 text :** | We have invested in a sophisticated inventory management system and whilst this works well for our physical stores, our current online system doesn’t allow us to automate reporting to update the inventory system. As such, much of the inventory management for our online business is done manually by office staff. | | |
| **Pop up 4 text :** | No, they have to enter their details in every time they purchase something. I’m worried about storing their credit card details, as the last thing I want is to be hacked and my customers’ details becoming compromised. | | |

### 2.11 The referral

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Screen type: Multi choice question with multi response feedback and pop up for more information.**  **Next is not enabled until all correct responses have been selected.** | | | | |
| **Heading:** | | | **The referral** | |
| **Default text:** | | | Harry’s answers to your questions strongly suggest that he needs an **online retail** solution with multi-currency capabilities, so you’re confident that **CommWeb** is the best option for him.  You’re ready to recommend that Harry speaks with a Transaction Banking Specialist.  You want Harry to be comfortable with the referral, so you’re careful to demonstrate that you have his best interests at heart.  Choose the responses that will help Harry feel confident about the referral. (Note: there is more than one answer). | |
| **Image:** | | | Image of Harry facing the learner (learner should feel they are asking him a question) | |
| Answer options: | | Options |  |
| CommWeb will enable you to maximise the potential of your website whilst providing a seamless, reliable and secure option for you. | **✓** |
| Allowing your customers to pay in the currency of their choice is possible with CommWeb. This can assist Feet First to expand overseas. | **✓** |
| Our eCommerce solutions can take your business to a whole new level. By the time you’re ready to retire and sell you’ll get a great price for the business. | **X** |
| CommWeb allows you to automate the reporting from your online sales for your inventory management system, enabling you to maximise the investment you have made in that system. | **✓** |
|  | | CommWeb is fully compliant when it comes to handling and storing your customer’s data securely. And, tokenisation makes it easier for them when they come back to your site for their next purchase. | **✓** |
| Correct answer feedback | | **That’s Right**.  You have listened to Harry’s needs, which include a solution that could:  Maximise the potential of his website  Allow him to expand overseas  Solve the issue of his current online solution not updating his inventory management system  Ensure the security of his customers’ details when they are shopping online. | |
| Incorrect answer feedback for option 2: | | **Not Quite.**  Harry needs an online solution that will:  Maximise the potential of his website  Allow him to expand overseas  Solve the issue of his current online solution not updating his inventory management system  Ensure the security of his customers’ details when they are shopping online. | |
| **Correct image:** | | | Harry looking happy | |
| **Incorrect Image:** | | | Harry looking dubious | |
|  | | | | |
|  | |  | | |
|  | | |  | |

### 2.12 Exceeding expectations

|  |  |
| --- | --- |
| **Screen type: Image and text** | |
| **Wireframe:** | C:\Users\kath\AppData\Local\Microsoft\Windows\INetCache\Content.Word\01_screen_2-2.jpg02_screen_2-2 |
| **Heading:** | **Exceeding expectations** |
| **Default text:** | CommWeb was successfully integrated into the website of Feet First.  During your next visit to Feet First, Harry spoke about some surprising results.  Click on Harry to reveal his response. |
| **Image:** | Same as 1.2 - In the Feet First store. Harry is talking as shown in the speech bubble. |
| **Speech bubble text:** | CommWeb has been a great solution in so many ways. The integration process was seamless and efficient and this has led to an increase in sales of 10%. CommWeb is now updating my inventory management system in real time and the automated reporting is allowing me to manage my stock both instore and online.  We didn’t realise that we would attract so many international customers. Because CommWeb accepts multiple currencies, we have also seen an increase in international purchases. |

### 2.13 Great results

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Multiple choice questions** | | | |
| **Heading:** | | **Great results** | |
| **Default text:** | | From which of the following CommWeb features have Feet First benefitted? | |
| **Image:** | | Shop front of Feet First | |
| Answer options: | Options |  |
| The ease of integrating the CBA online retail option into their site | **✓** |
| Automated reporting | **✓** |
| Multi-currency conversion so they can sell to the world like a local | **✓** |
| Correct answer feedback: | Feet First benefited from these three features when they implemented the CommWeb solution.  You may have clients who could also benefit from features such as   * A payment page that doesn’t take the customer away from their site * The full mobile optimisation * The online wallet that that makes life easier for returning customers * Being able to brand their checkout – not credit-card specific anymore | |

## Payment service providers

### 2.15 Eventful

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Multiple choice questions, answers** | | | |
| **Heading:** | Eventful | | |
| Questions text: | ‘Eventful’ is an events management company. They regularly hold large music events around Australia and have recently switched their business banking to the Commonwealth Bank.  They have their own web developer and have already set up a unique website that is currently integrated with a CommBank accredited Payment Service Provider (PSP).  What do they need now? | | |
| **Image:** | Image of lights blaring out over masses of people at large event. | | |
| Answer options: | Options |  | |
|  | A plug and play solution for quick and easy set up. | | **X** |
| A biller solution to provide online invoicing and payments for customers. | | **X** |
| An online retail solution to provide a shopping cart for sales. | | **X** |
| A merchant account where they can settle their funds . | | **✓** |
| Correct answer feedback: | That’s right!  All they need now is an Internet Merchant Account. They already have a CommBank accredited payment service provider to deliver the sales gateway to the website. CommBank can offer them a Merchant Account in a cost effective way and with added benefits for clients.  Want more information? Check out the Payment Service Providers fact sheet in the Resources tab. | | |
| Incorrect answer feedback: | Not Quite.  All they need now is an Internet Merchant Account. They already have a CommBank accredited payment service provider to deliver the sales gateway to the website. CommBank can offer them a Merchant Account in a cost effective way and with added benefits for clients.  Click on the button below to find out more about Payment Service Providers. | | |
| Button with pop-up information – on both incorrect and correct feedback | | | |
| Did you know? | Did you know that there is an accredited list of Payment Service Providers? Click [here](https://www.commbank.com.au/business/merchant-services/internet-merchant-account.html) to familiarise yourself with CommBank accredited providers.  If your client’s Payment Service Provider is not on the list, then we may recommend CommWeb as a possible solution. | | |
| **Image:** | List to be provided by CBA | | |

### 2.14 The defining factor

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Image multiple choice question** | | | |
| **Heading:** | The defining factor | | |
| Questions text: | Make sure you can differentiate between the four products by reflecting on and comparing the needs of the four clients you have helped today.  Now choose the product that meets their needs. | | |
| **Image options:** | Card with different business logos and list of needs – image sample only | | |
| **Feedback is shown by tick appearing when correct choice is made** | | Answers |  |
| Save our Shores   * Needs multiple payment options for customers * Needs options for donors to set up recurring payments * Needs confidence in security of payments | **BPOINT** |
| Feet First   * Needs seamless online checkout experience for customers * Needs online International Money Transfer * Needs to reduce administration costs and effort | **CommWeb** |
| Eventful   * Require a merchant account where they can settle their funds * Are already integrated to an accredited Payment Service Provider | **Internet Merchant Account** |
| BG PLumbing Plumbing Services   * Needs a way to invoice customers that fits in with the online payments they receive * Needs easy set up that can integrate with their existing website * Needs a mobile online payment option that isn’t too expensive | **Simplify** |
| Correct answer feedback: | | That’s right!  You’ve related the needs of the three clients to an appropriate eCommerce product. | |
| Incorrect answer feedback: | | Not Quite.  Take some time to look at the correct responses to see how the clients needs differ and which eCommerce product meets their needs. | |

## Topic 3: Challenge

### 3.1 Challenge

|  |  |
| --- | --- |
| **Screen type: Static text & images** | |
| **Heading:** | Challenge |
| **Default text:** | Take the challenge and test your understanding of eCommerce solutions.  In this assessment you will attempt five questions. To pass the assessment you need to successfully answer at least four questions.  You must pass the assessment to complete this module. |
| **Button:** | Click ‘Next’ to begin the challenge. |
| **Image:** | TBA once script complete |

### 3.2 One

A question where the learner accurately identifies the main differences between the suite of eCommerce solutions

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Multiple choice questions, answers** | | | |
| **Heading:** | One | | |
| Questions text: | *The Reading Corner,* is a chain of 10 book stores that also has a web presence. They are looking to increase the capabilities of their online store as their research has shown that their online sales are growing significantly each quarter and that their competitors are expanding their digital footprint. They have an existing website but want to provide a customised and secure payment experience for their customers and ensure that their customers’ data is securely stored.  Which eCommerce solution may suit the needs of *The Reading Corner?* | | |
| Answer options: | Options |  | |
|  | Simplify | |  |
| CommWeb | | **✓** |
| BPOINT – one off and recurring billers | |  |
| Internet Merchant Account | |  |
| Correct answer feedback: | That’s right! | | |
| Incorrect answer feedback: | That’s not right. | | |

### 3.3 Two

A question where the learner chooses an appropriate question to identify the needs of the client

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Multiple choice questions, answers** | | | |
| **Heading:** | Two | | |
| Questions text: | WebPics, a television and movie subscription service, provides customers with access to a range of recently-released television shows and movies. Subscribers pay a monthly access fee and can upgrade or cancel their access at any time. WebPics wants to provide their customers with a variety of payment options, including direct debit of bank accounts and credit card payments over the phone.  Which eCommerce solution may suit the needs of WebPics? | | |
| Answer options: | Options |  | |
|  | Simplify | |  |
| CommWeb | |  |
| BPOINT – one off and recurring billers | | **✓** |
| Internet Merchant Account | |  |
| Correct answer feedback: | That’s right! | | |
| Incorrect answer feedback: | That’s not right. | | |

### 3.4 Three

A question where the learner demonstrates that they can match a need to solution

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Multiple choice questions, answers** | | | |
| **Heading:** | Three | | |
| Questions text: | *Jill-on-the-Hill* is an educational toy store in a large regional town. Jill, the owner, is interested in broadening her customer base and increasing her sales by potentially using an eCommerce solution. After a discussion with a banker, she identifies these needs:   * Quick and simple online solution as her store does not have an online presence. * Low cost solution as *Jill-on-the-Hill* is a small business * Reduce administration costs and effort   Which eCommerce solution may suit the needs of *Jill-on-the-Hill*? | | |
| Answer options: | Options |  | |
|  | Simplify | | **✓** |
| CommWeb | |  |
| BPOINT – one off and recurring billers | |  |
| Internet Merchant Account/Payment Service Provider (confirm which name to use) | |  |
| Correct answer feedback: | That’s right! | | |
| Incorrect answer feedback: | That’s not right. | | |

### 3.5 Four

A question where the learner identifies benefits and value to clients when bankers are on top of eCommerce innovations and updates

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Multiple choice questions, answers** | | | |
| **Heading:** | Four | | |
| Questions text: | *Maestro Productions* are responsible for the very successful “Best Chef” reality TV program on a free-to-air television station. The production company is looking to capitalise on the success of the program by selling merchandise to fans of the show through an online store. They already have a CommBank accredited payment service provider to deliver the sales gateway to the website.  Which eCommerce solution may suit the needs of *Maestro Productions*? | | |
| Answer options: | Options |  | |
|  | Simplify | | **X** |
| CommWeb | | **X** |
| BPOINT – one off and recurring billers | | **X** |
| Internet Merchant Account | | **✓** |
| Correct answer feedback: | That’s right! | | |
| Incorrect answer feedback: | That’s not right. | | |

### 3.6 Five

A question where the learner indicates their understanding of the structure of the suite

|  |  |  |  |
| --- | --- | --- | --- |
| **Screen type: Multiple choice questions, answers** | | | |
| **Heading:** | Five | | |
| Questions text: | Velo’s Vineyard is a very successful wine making business, with a 150 years of experience in wine production. It is one of Australia’s oldest family-owned wineries. They have been selling their products to restaurants, bars and the general public as well as online to local and interstate customers for a number of years and now want to expand to overseas markets. They have an existing website but want to redesign their website so that it reflects the sophistication of their products and the variety of award-winning wines available.  Which **two** features of CommWeb could meet the needs of Velo’s Vineyard? | | |
| Answer options: | Options |  | |
|  | **The ability to accept multiple currencies** | | **✓** |
| Invoicing customers for wine already supplied | | **X** |
| **Flexible integration options that recognise the unique requirements of their business** | | **✓** |
| Recurring payments option for regular wine buyers | | **X** |
| Correct answer feedback: | That’s right! | | |
| Incorrect answer feedback: | That’s not right. | | |

### 3.7 Congratulations

|  |  |
| --- | --- |
| **Screen type: Static text & images** | |
| **Heading:** | Congratulations |
| **Default text:** | You scored 100%. You have passed the assessment Challenge and have completed the eCommerce Solutions module. |
| **Button:** | Exit |
| **Image:** | TBA once assessment script complete |

### 3.8 Quiz Results

|  |  |
| --- | --- |
| **Screen type: Static text, image and button** | |
| **Heading:** | Quiz results |
| **Wireframe** |  |
| **Default text:** | Unfortunately you have not passed the assessment Challenge.  You scored x%. You will need to score at least 80% in order to pass the assessment.  **Click 'Reattempt' to retake the assessment. Click 'Home' to revisit the module.** |
| **Button:** | Reattempt |
| **Button:** | Home |