Services Display and Live chat on Magento E-Commerce Website

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Abstract: Now days an increasing the usability of e-commerce website we need to improve the quality of services to the customer. To improve the quality of service to the customer we need to add some extra features to the website like live chat and services display in e-commerce website. Live chat provides quick solution to the customer problems. It increases number of customer to the website; it also provides reliable communication, flexibility and user interaction. Using this live chat we can enhance our site thoroughly and we can give best customer support website to the user. We can give services to the customer by displaying the service location through map in the website. This paper tells about how to display services through map and how to add live chat to the magento e-commerce website to increase the quality of services to the customer. To build this e-commerce website magento is one of the best platforms.

Keywords - Services display, Live chat, Quality of service, Magento

1. Introduction

Magento is one of the e-commerce website development tools. It helps us to build our own website easily and efficiently. Magento is an open source hence any one can use this magento freely and efficiently. Once we have installed magento we can edit some of the files to build our own web site. Some of the files are not editable those files are basic theme files. We can also add some of the files to add extra features to the magento website. Live chat is one of the extra features in magento website hence we need to add some extra files to the magento folder. Live chat in the website provides reliable communication between admin of magento to the customer of website. If the customer has any problems regarding products, any queries customer can get easy solution by asking question to the admin through this live chat. Live chat increases the number of customer by improving the quality of services. Admin can improve the website by getting feedback from the customer. This live chat is not a basic theme of magento; hence if we need to integrate this live chat we have to add some of the extra files to the magento. Live chat provides customer satisfaction and flexibility to the user. This paper introduces how to add the live chat even though the website is on the local host. The live chat supports the local host website through the internet connection. This paper also introduces how to display location map based on the services provided by the company. If company want to give some of the services to the customer for example K.L.E University provides some of the collages in different location. So we need to display those collages location in our website through maps, so that customer can easily get our services through that map. Also this paper introduce along with services it displays the availability of products in that particular location. Which all are products are available those product images and information will display based on the location chosen by the customer of website, so that customer can get products which are available for that particular location. Instead of typing pin code in check availability method, in this method location name itself provides services and products information to the user.

2. Literature survey

Online marketing is an emerging trend in now days. For online marketing website is an intermediate between customer and company members to buying and selling goods using internet connection. In Live customer support chat for e-commerce website (March 2013) discussed online chatting with customer through a particular website. It also not discussed about local host website. Effectiveness of e-mail for e-commerce website (Millar 2001) discussed about email transaction, major disadvantage of this paper is customer has to wait until the admin can send a reply messages. Customer can get those reply messages later nearly it will take 1 hour to reply. There is no 24/7 services. An E-Commerce Website based Chatbot (2013) introduced that which product is suitable for the product based on the questions asked by the customer. It is also based on Artificial Intelligence. Study of Content Management System (CMS) for Developing E-Commerce Websites (Aug 2015) introduced only introduction about the CMS pages. It also discussed about Managed e-commerce platforms vs. Content Management Systems.
(CMS). Location-Aware Recommendation Systems (Sep 19 2015) describes briefly the fundamentals of recommendation systems.

Live chat provides the chatting from admin panel to a frontend. It supports local host website so that we can test this live chat application in local host website itself, before we run it on the live website. Beginners first they create their website on local host, hence they can test this website on the local host. Through this live chat application we can save the time, and customer can get easy solution for their problems. We can give 24/7 services to the customer to solve problems. Admin is unable to initiate chat with customer, Once the chat is started by the customer automatic message will be send to the customer that “hello how may I help you”, After completion of chatting customer can send feedback messages to the admin that whether the chatting is solved your problem or not, then they can send the message through that feedback. The admin can add his profile photo to display in the chat box of customer if he needs.

This paper also introduces services to the customer. Based on the customer’s requirements we can recommend locations which are related to those particular products. It recommends location through the map; They can easily get services from our website. It helps us to more interaction with customer. Along with map display it will display the products which are all available to that particular location.

3. Methodology

Live chat is a one extra feature in the e-commerce website. Live chat is not a basic theme, we have to add extra feature of magento. Live chat is required to internet connection to run the live chat application. Live chat provides chatting between magento admin and customer of the website (Fig 1). Admin first login into an admin panel of magento to chat with their customer, once the admin login into magento admin panel he can enter into live chat section which is present on the admin panel of magento. From there he can click on the customer chat to communicating with customers of website. It provides the communication between backend to a frontend of magento. Once the admin is ready with the chat box, customer should register with name and e-mail and then they can start chatting with each other. This method of communication is achieved through live chat. If the admin is not ready with the chat box or admin is not login into admin panel then admin is offline, even though admin is offline customer can send messages. In This method customer has to initiate the chat, until and unless customer initiates the chat admin unable to send messages to the customer.

The services are displayed based on the user requirements; for example Customer is interested in academic books then we have to recommend that libraries location through the map. So that customer can easily get libraries location provided by the company. Those libraries must be register with the company to provide services to the customer, hence company should give along with goods they can provide services to the customer. Depending on the location it will also display the available products in that particular location. Using this services display method we can enhance our business model and also increases the profit of our business. Along with map if the customer chooses any location we can display list of products which are available in that particular location. We can also recommend services location based on the products which are needed by the customer.

Using live chat and services display we can reduce expenses, maximize sales, improved quality of services to the customers, identifying customers pain points, faster solution to customer problems, we can convince customers, provide competition for other website, and also we can expand our business model.
4. Software requirements
   To developing magento E-commerce website we need following requirements.

4.1 Operating systems
   Required Linux Distribution such as ubuntu to install magento. We can also install in windows but windows must contain wamp server to install this magento.

4.2 Apache 2.2 or 2.4
   Magento installed in ubuntu then it should contain Apache 2.2 or 2.4 versions to support magento installation. In apache server mod_rewrite module must be enabled. It enables server to initiate URL rewriting.

4.3 Magento
   Magento is one of the e-commerce platform provides a open source technology. It provides efficient and flexible online marketing website to the customer. Magento is easy to learn and easy to install in your system.

4.4 PHP
   PHP is a scripting language helps us to creating dynamic web pages. PHP is a easy and efficient language in the web technology.

4.5 jQuery
   jQuery acts as a JavaScript library. jQuery is a simplification of JavaScript. Hence it is easy to learn by the developers.

4.6 CSS
   CSS is a style sheet language; css is used to represent the HTML document. CSS helps us to design the front end according to the user need. Styling is done through .CSS file, ex. Font, Style, Colours etc.

4.7 Mysql
   Mysql is a database language used to store, delete and access the data from database. In magento Tables are created automatically during installation process.

5. Implementation
   Online shopping provides the goods to the customer. To build this e-commerce website developer has to learn emerging technology so that he can learn easily and can provide user friendly website. This paper provides the how to build e-commerce website with emerging technology.

5.1 Magento
   Magento is an e-commerce website platform where we can build our own website. It’s easy to install and provide flexible and reliable website to the customer. Magento contain both frontend and backend connection. When we installed magento there are two section one is frontend its contain default magento theme. Other one is backend its contain default package name and parameters. This magento backend should be controlled by the admin, so the admin can add, delete and update the products information. Admin can create his own pages through CMS. Admin can also create blocks through static blocks. Admin can view order history and order summary in backend of magento. Admin can also able to manage categories and products according to the customer need. Admin can also introduce new packages and extension to the website to add extra feature to the website. In frontend we should be able to slideshow of related images of the website; it provides search engine optimization so the customer can easily get required products. In frontend we can also able to see the product on hover effect. Frontend provides the cart and account option for adding product to the cart and register customer details with our website. Frontend appearances are controlled by CSS file of magento. In magento frontend we should able to see the zoom effects of the product and also filtering option in the product page. Frontend is a customer interaction page where they can buy a product, save the product in the cart and get information about product and company. It also provides customer reviews and ratings. In frontend customer should able to see advertising images during festival and seasonal time.

5.2 Live Chat
   Live chat provides more user friendly website to the customer. In this admin can able to control all the activities of live chat. To integrate this live chat we should able to generate license key, this license key helps us to integrate the live chat in any other website through this live chat application. Live chat controller contain group id, parameters and license id. Group id is to create a group to start a chat in that particular group, if we enable that group id then only we can chat in that group. After creating chat controller we should configure the live chat module for developing live chat, live chat helper to help magento admin and live chat block for configuring each block of the application.
6. Conclusion

Now days e-commerce website don’t have any live chat application, so we are try to introduce this live chat. This paper tells about how to introduce this live chat, what are the benefits of this live chat and also how it could be better than the other live chat application. The live chat is used in the website to increase the number of customers to the website. It provides reliable and flexible communication to the customer. In very short time span customer can get solution for their problems by communicating with an admin. Admin can also create own account in the admin panel of magento so that we can give security to the user. We can also attach files in this live chat method. The customer can attach file which is essential for the chat. Once the attached file is send to the admin, admin can open get the information which available in that attached file. By reading that attached file admin can get the problem and can send a solution to that problem.

This paper also introduces the services display in the e-commerce website, how can we display the services through map, what are the benefits of services display. This application provides the location awareness information. This application displays the service location based on the customer products. This application is useful to get the services which are provided by the e-commerce company. To provide best e-commerce website we used magento platform most easy and convenient platform to build such a application.

7. References


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[8]. For Magento website, developers can post their questions in the below link, where the programmers all around the world give reputation to the question we posted on and it is totally based on the quality and research of the questions http://stackoverflow.com/