Salesforce Commerce Cloud in China

Localised features your web store needs for success in the Chinese market

Category	China-specific	Priority	Feature	Detail
1. Global configuration		Must-have	1. Languages	Chinese font + text adjustment (suggestion: 雅黑)
		Must-have	2. Currency	RMB displayed as ￥3,000.00
	China-specific	Must-have	3. Tax configuration	Tax included in price
		Must-have	4. Date display	YYYY年MM月DD日 or YYYY-MM-DD
2. User registration	China-specific	Must-have	1. Address format	Address format and dropdown list
	China-specific	Must-have	2. Name	Chinese name format
	China-specific	Nice-to-have	3. SSO by SNS accounts	Single sign-on by SNS accounts
	China-specific	Nice-to-have	4. Mobile registration/login	Register/login on mobile platform
3. Front-end design	China-specific	Must-have	1. SNS share	SNS sharing function on product
		Nice-to-have	2. Ratings and reviews	Leave review function
4. User check-out process	China-specific	Must-have	1. 3-step checkout	Straight-forward 3-step checkout
	China-specific	Must-have	2. Fapiao	Support all Fapiao like plain and VAT
	China-specific	Must-have	3. Payment methods	Recommended payment methods
	China-specific	Must-have	4. Hide billing address	Remove billing address
		Nice-to-have	5. Buy now, partial checkout	Partial checkout from shopping cart
		Nice-to-have	6. Delivery time preference	Allow customer to choose the preferred delivery time
5. Delivery & post sales	China-specific	Nice-to-have	1. Delivery tracking	Delivery status tracking
6. Customer service	China-specific	Nice-to-have	1. Live chat	Live chat feature
7. CDN	China-specific	Nice-to-have	1. CDN	Recommendations around CDN
8. Store locator and analytics	China-specific	Nice-to-have	1. Baidu Maps	Store locator on Baidu Maps
	China-specific	Nice-to-have	2. Baidu Analytics	Baidu Analytics

● China-specific feature ● Must-have ● Nice-to-have

1. Global configuration

1.1 LANGUAGES ◣

Chinese

▶ Chinese font and text adjustment (suggestion: 雅黑)

▶ Encoding should be UTF-8 for both front-office display and database

细节

戴上光环®A50耳机，你就可以通过杜比®7.1立体声体验到士官长的世界，而且不会被一根耳机线束缚住。单向麦克风会为你和队友提供绝对清晰无失真的沟通。A50使用了防级无线传输技术，并采用三种不同的音效模式，允许你自定义你的音频从而体验到电影级高效、骨反游戏级音效，或者竞技射击高效。另外由于A50大小可调，衬垫柔软，你可以戴着它玩到通宵。

1.2 CURRENCY ◣

RMB is the official currency in China and should be displayed as "¥3,000.00".

▷ 1.3 TAX CONFIGURATION ◣

Tax is not displayed

▶ Price is shown with tax already included

▶ Tax costs are calculated offline when the Fapiao is issued

1.4 DATE DISPLAY ◣

YYYY年MM月DD日 or YYYY-MM-DD is used in China.

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2. User registration

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▶ 2.1 ADDRESS FORMAT ◢

▶ Database of province, city and district needs to be connected

▶ City lists are auto-populated according to province selection

▶ District lists are auto-populated according to city selection

地址

编辑地址   ✕

中国   ▾

* 省：
上海   ▾

* 市：
上海 ▾

* 区：
闵行区 ▾

* 邮政编码：
200237

* 以下电话号码中手机号为必填选项
(为什么要这样做？)

* 手机号码：
13601851209

娇韵诗官网提供

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In China, there is no strong separation between the first and last name, and in fact names can have numerous variety of characters.

The standard practice in China is to use only one field, called "username", and to use this name in all customer communication as seen below:

▶ Registration process

▶ User account

▶ Order information

▶ Transactional emails

▶ China-specific feature   🔶 Must-have   ◣ Nice-to-have

► **2.3 SSO BY SNS ACCOUNTS** ◣

  ► **a.** Weibo login

  ► **b.** WeChat login

  ► **c.** QQ login

  ► **d.** Alipay login

A

B

C

D

▶ 2.4 MOBILE REGISTRATION / LOGIN ◤

Allow users to bind their mobile devices to their accounts so that they can sign up or login using their mobile.

登录 购物须知 查找店铺 在线客服

ecco®
我的账户

新品上市 女士 男士 童鞋 运动 包袋&配件 当季推荐 SALE

搜索

🎁 注册用户官网下单即享9折（仅限正价商品） 🛍 型塑全新节庆系列 🚚 单笔订单满150元享顺丰包邮 ⏲ 15小时客服在线

已有账号

手机

手机

短信验证码

短信验证码   发送验证码

登录

您还可以使用以下方式登录：

💬 微信   邮箱登录

新顾客

注册流程方便，仅需填以下信息。注册完成即可享受账号福利，如结算便捷或查询订单历史。

注册账户

检查订单

即使您没有注册账户，您也可以通过输入订单号及账单邮编号码查询订单。

* 订单编号

* 邮箱

* 收货邮编

查看状态

如有问题请联系在线客服

客服中心在线时间

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3. Front-end design

▶ 3.1 SNS SHARE 🔻

3.1.1 Remove Facebook and Twitter code

Some social networks (outlined below) and IU services are blocked in China due to the Great Firewall of China (GFC):

- ▶ Facebook
- ▶ Twitter

Any code relating to these two social networks should be completely removed from the code-base. Otherwise there is a risk of slow page load times, or the site may even be completely inaccessible.

3.1.2 Add Chinese social networks

A number of social networks exist in China, however a few of them a e used more commonly than others and should be integrated by default on the China platform:

- ▶ WeChat (mobile only)
- ▶ Sina Weibo
- ▶ QQ Zone
- ▶ Douban
- ▶ Kaixin

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▶ China-specific feature   🔻 Must-have   ◣ Nice-to-have

3.2 RATINGS AND REVIEWS

The product review process in China is different from the standard product review system. Customers can review their orders after their purchase and rate the delivery and service.

After delivery, on the order list shown in the user's account, a link is usually available for the customer to review the order.

In China the product review is different to the standard review system. Customers are asked to review their orders sometime after their purchase, and can also be asked to rate the service and transportation.

On user account order list, after delivery, a link should be available in order to review the order:

4. User check-out process

▶ 4.1 3-STEP CHECKOUT ◤

Most Chinese eCommerce platforms have a 3-step checkout process:

- ▶ a. Shopping cart
- ▶ b. Delivery and payment information
- ▶ c. Payment

The shopping cart does not need customisation, but the delivery and payment information should follow these rules:

- ▶ If the customer is logged-in and has already purchased before, the following should be pre-filled:
  - ▶ Payment gateway
  - ▶ Delivery address
  - ▶ Delivery time preference
  - ▶ Fapiao information
- ▶ If the customer is not logged-in or does not have default information, some default options will already be selected (except the address)
- ▶ The customer can review the prefilled information and edit the options if necessary
- ▶ The goal is to minimise the number of user actions. The customer just has to review the form and confirm, and will then be redirected to the payment gateway for payment

A

产品	数量	价格	总额	
「緑吸盒」温和洁颜乳 大小: 200 毫升	1 ▾ 移动至愿望清单	¥240	¥240	✕ 删除

您的礼物
产品	数量	价格
「淡斑小瓷瓶」体验装	1	特别礼赠

B

◉ 58号701事
alex
上海
上海市, 闵行区
顾戴路1100弄
200237
手机：13601851209
修改地址 >

添加新地址 >

* 配送方式： 只工作日送货（双休日、假日不送货） ▾
备注：

C

创建订单

请仔细核对您填写的信息，确认无误后再提交订单

此订单将获取0积分
查阅娇韵诗官方网站适用条款

提交订单

▶ China-specific feature   ◤ Must-have   ◣ Nice-to-have

▶ 4.2 FAPIAO

In China, the Fapiao is an invoice that is printed with a specific machine provided by the Government and delivered with the package to the customer (or later on).

The Fapiao is different from invoices normally used in other countries because the Fapiao is not generated during the payment.

The Fapiao information required from the customer depends on the type of Fapiao:

▶ a. Plain - Must-have

▶ b. VAT - Nice-to-have

Note: VAT can be handled offline.

Alternatively, eFapiao's are gaining more popularity with users. Enabling the eFapiao feature will allow end users will be able to download eFapiao's after the order has been successfully processed. In case of returns and refunds, the relevant eFapiao will become invalid automatically.

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需要发票
■ 发票启用

发票类型
◉ 普通发票   ○ 增值税发票

发票抬头
○ 个人   ◉ 单位

单位名称*

发票内容
◉ 明细

B

需要发票
■ 发票启用

发票类型
○ 普通发票   ◉ 增值税发票

发票抬头
◉ 单位

单位名称*

增值税发票专用发票资质填写
纳税人识别号*

注册地址*

注册电话*

开户银行*

银行账户*

▶ China-specific feature   Must-have   Nice-to-have

▶ 4.3 PAYMENT METHODS ◢

The following payment gateways are the most popular ones in China and should be included by default:
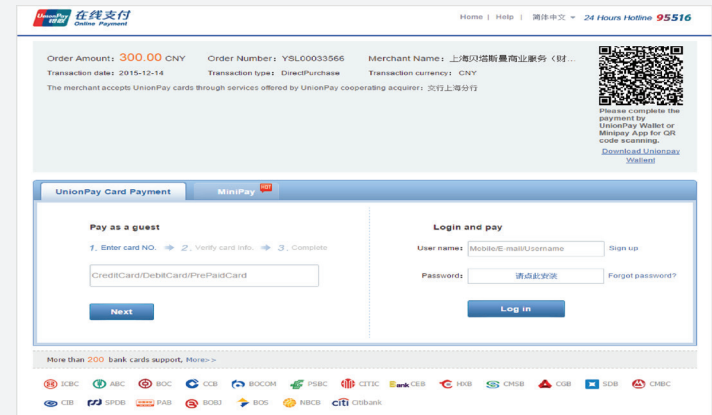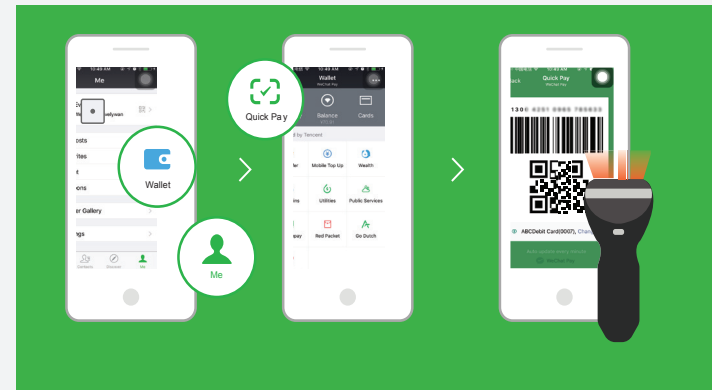
4.3.1 Alipay Payment ◢

4.3.2 China-Union Pay ◣

- ▶ Standard account
- ▶ Direct bank payment
- ▶ Quick pay

4.3.3 WeChat Payment ◣

- ▶ From desktop
- ▶ From mobile using WeChat built-in browser

Please note WeChat built-in browser only allows payment with WeChat payment and WeChat mobile payment cannot be used on other mobile browsers.

◢ China-specific feature   ◢ Must-have   ◣ Nice-to-have

4.4 HIDE BILLING ADDRESS ◣

The concept of billing addresses does not exist in China. The billing address should be removed from the checkout process.

Hide billing address in the front-end:

- ▶ At checkout

- ▶ In the user account address book

- ▶ On the order detail page

- ▶ In emails

Hide billing address in the back-end (optional):

- ▶ In create invoice

- ▶ In order detail

- ▶ In invoice

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4.5 BUY NOW, PARTIAL CHECKOUT

In the shopping cart, the customer can select the products that they want to buy now.

4.5.1 BUY NOW, PARTIAL CHECKOUT

Users can expedite their shopping process by choosing "buy now" from the category page, instead of having to wait to load a product page.
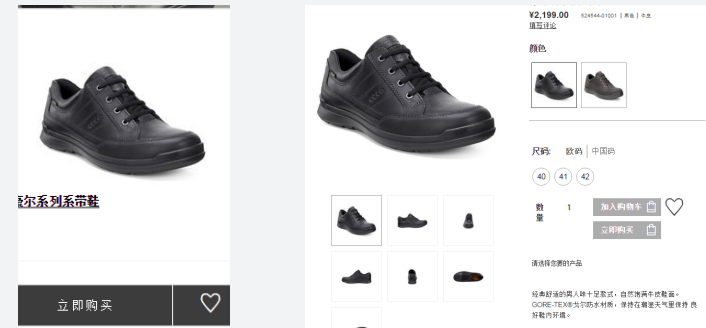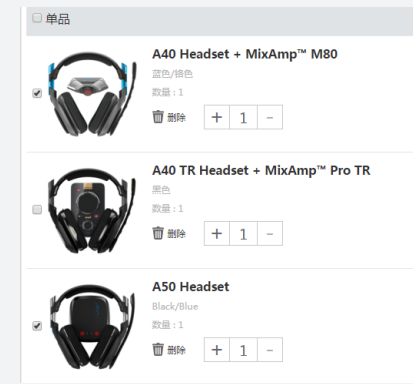
4.6 DELIVERY TIME PREFERENCE

The customer can choose their preferred time during checkout:

- Time of week preference:
  - Working day
  - Weekend
- Time of day preference:
  - Morning
  - Afternoon
  - Evening

China-specific feature ▸   Must-have   Nice-to-have

5. Delivery & post sales

5.1 DELIVERY TRACKING ◣

Give the ability for end user to track the status of the delivery from user account through an integration with each carriers or integrate with Kuaidi100 which is already connected to different carriers.

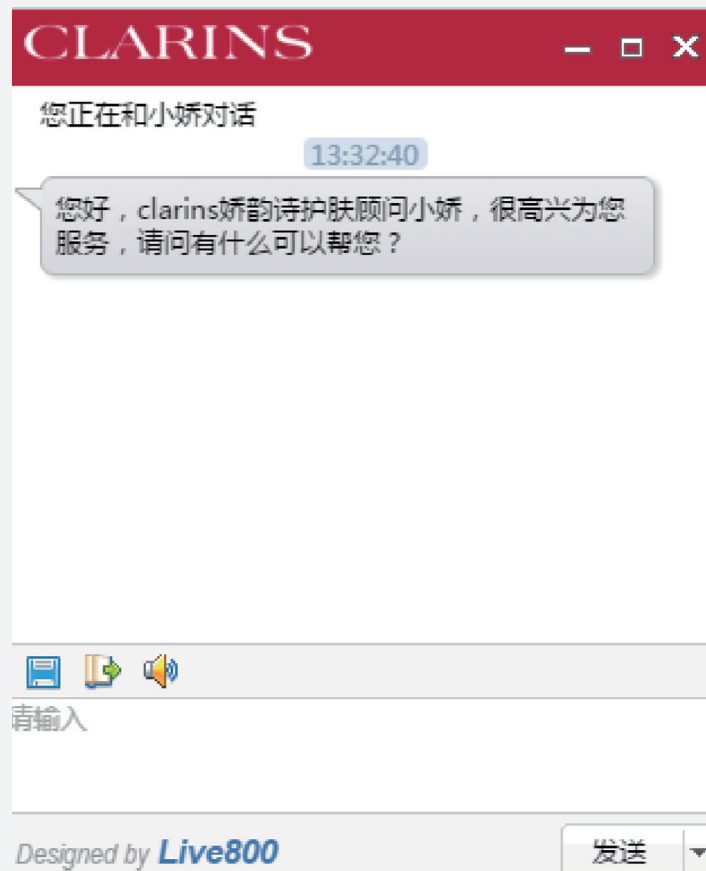Clicking on the tracking delivery should open a popup with the history of the delivery.

时间	地点和跟踪进度	✉ 订阅 ⬆ 分享
2015-12-09 20:45:21	[通州] 通州 的 唐高润 已收件	
2015-12-09 20:45:50	[通州] 快件在通州装车,正发往南通中转部	
2015-12-09 23:01:32	[南通中转部] 沪D10067在南通中转部已发车,下一站无锡中转部,	
2015-12-09 23:04:52	[南通中转部] 快件到达南通中转部,上一站是南通中转部 目的地是	
2015-12-09 23:07:59	[南通中转部] 快件在南通中转部装车,正发往无锡中转部	
2015-12-10 02:43:00	[无锡中转部] 沪D10067已经到达无锡中转部	
2015-12-10 02:46:05	[无锡中转部] 快件到达无锡中转部,上一站是无锡中转部 目的地是	
2015-12-10 02:47:24	[无锡中转部] 快件在无锡中转部装车,正发往上海	
2015-12-10 03:57:14	[无锡中转部] 沪BT0905在无锡中转部已发车,下一站上海,	
2015-12-10 06:21:33	[上海] 沪BT0905已经到达上海	
2015-12-10 06:28:50	[上海] 快件到达上海,上一站是无锡中转部 目的地是	
2015-12-10 06:57:51	[上海] 快件在上海装车,正发往上海浦东中心	

中通快递 ▾ 官网 📞电话:95311 ⏱已耗时19小时 手机查物流

6. Customer service

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Real-time customer service for online businesses is usually provided through a live chat feature in China.

CLARINS

您正在和小娇对话

13:32:40

您好，clarins娇韵诗护肤顾问小娇，很高兴为您服务，请问有什么可以帮您？

请输入

Designed by Live800

发送

▶ China-specific feature　　◢ Must-have　　◣ Nice-to-have

7. CDN

A content delivery network (CDN) caches the content on a local server which optimises the customer experience. A CDN is an essential solution to boost reliability and response times.

A CDN vendor can also help with your application for an Internet Content Provider (ICP) licence. An ICP licence is a state-issued registration number that allows you to host your website on a mainland Chinese server. All sites hosted on a server in the Chinese mainland must apply for and receive an ICP licence by law before their site goes live. ICP licence numbers are usually displayed in the small print in website footers.


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| 沪ICP备13011137号-1 | 邮件咨询：customer.service.cn@clarins.com | 本网站包含广告内容

▶ China-specific feature   ◢ Must-have   ◣ Nice-to-have

8. Store locator and analytics

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▶ 8.1 BAIDU MAPS ◣

Google is mostly blocked by the Great Firewall of China. As an alternative, Baidu Maps can be integrated to show retail store locations.

Baidu Maps takes its customer to the right position on the map when clicking on different stores.
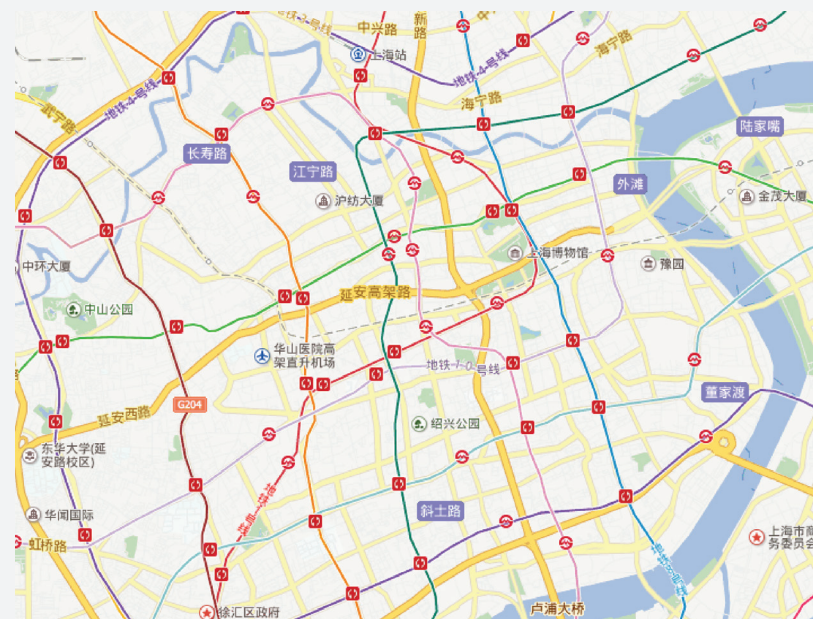
▶ 8.2 BAIDU ANALYTICS ◣

Baidu Analytics provides its users with the tools to analyse their website visitors. The back-end is in Chinese.

There is also the possibility of using Google Analytics but access to the back-end is blocked in China. Please note that Google Analytics can lose some tracking data due to the Great Firewall of China.

▶ China-specific feature   ◤ Must-have   ◣ Nice-to-have

ABOUT ISOBAR COMMERCE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged, lorem sed Ipsum is simply dummy text of the printing and typesetting industry.

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