



# Xrero eCommerce

Your Online Shop — User Manual

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For shop managers & administrators

United Arab Emirates edition

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Every screen in this manual reproduces the live Xrero eCommerce shop. All names and content shown are demonstration data.

# 1. Introduction & how it works

**Xrero eCommerce** turns your website into an online shop. You **publish products**, customers **browse** and add to a **cart, checkout** with their address and a payment method, and an **order** drops straight into Xrero Sales — ready to deliver and invoice. Everything is in AED with 5% UAE VAT.

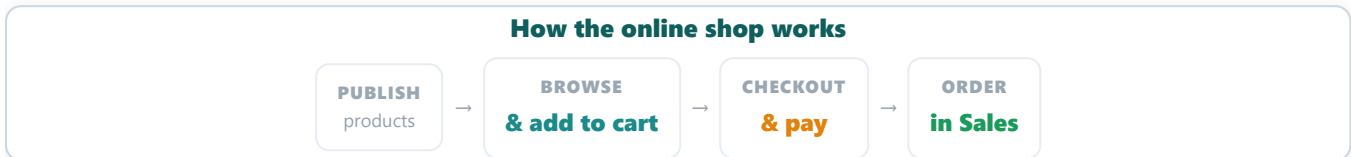


Figure 1.1 — Publish, browse, checkout, order — the online shop, end to end.

This manual is for the **shop manager** who lists products and processes orders, and the **administrator** who sets payment, delivery and tax. It builds on the **Website** module (see that manual for the editor).

## Good to know

Every online order is a real Xrero sales order — the same delivery, invoicing and stock you use for offline sales.

# 2. Getting Started & the menu

Open **Website** and use the **eCommerce** menu (eCommerce extends Website). The backend menu manages products, orders and shop settings.

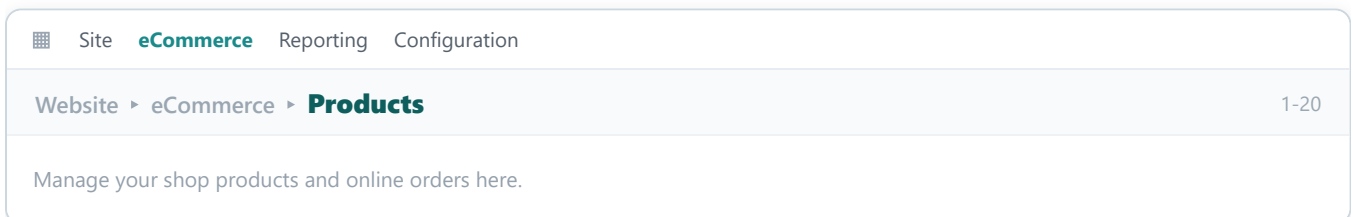


Figure 2.1 — The eCommerce menu.

Menu	What you'll find there
eCommerce ▶ Products	Products you sell online and their shop settings.
eCommerce ▶ Orders	Online orders and abandoned carts.
Reporting	Online sales analysis.
Configuration	Payment, delivery, tax and shop settings.

## 3. The shop page

The **/shop** page is your storefront — a grid of products with images, names and prices, a search bar and category filters down the side. Customers click a product to see its full page.

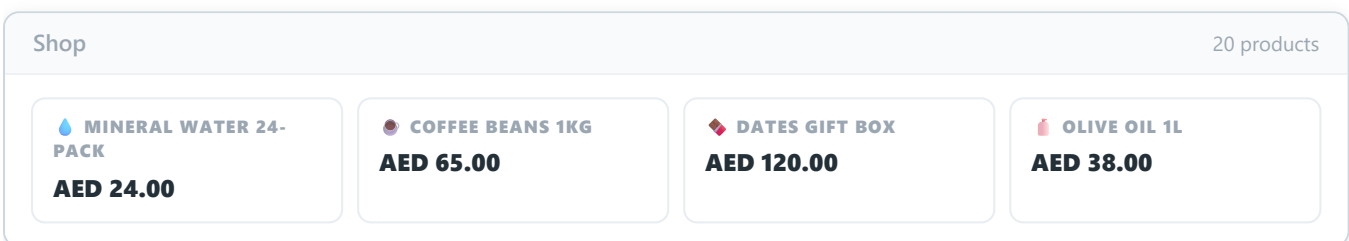


Figure 3.1 — The shop page: a grid of products with prices in AED.

## 4. Publishing a product

A product only appears in the shop when it's **published**. Open the product, switch on **Published**, and set whether it **Can be Sold** online. Until then you can prepare it privately.

- 1 Open the product (or create one).
- 2 Tick **Can be Sold** and set its sales price.
- 3 Add images and a web description.
- 4 Toggle **Published** — it's now in the shop.

Product ▸ <b>Coffee Beans 1kg</b>	Published
Published	✓ On
Can be Sold	✓
Sales Price	AED 65.00
Customer Taxes	VAT 5%

Figure 4.1 — Publishing a product makes it visible in the shop.

## 5. The product page

The product page shows the photos, name, price, a description and an **Add to Cart** button. If the product has options (size, grind...), the customer picks them here. You build this page with website blocks, just like any other.

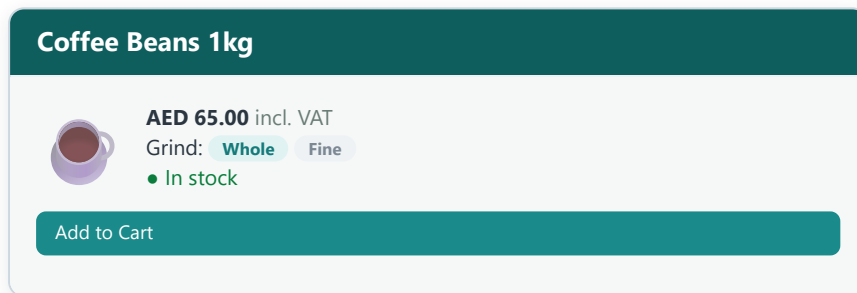


Figure 5.1 — A product page: photo, price, options and Add to Cart.

## 6. Categories & collections

**eCommerce categories** group products in the shop so customers can browse "Coffee", "Water", "Gifts" from the side menu. A product can sit in several categories, and you choose the order products appear within each.



Figure 6.1 — Shop categories help customers browse by type.

## 7. Variants & options online

If a product comes in options — size, colour, grind — set up its **variants**. The shop shows them as selectable buttons or a dropdown; the price and stock update to the chosen variant. One product page handles all the options.

Size	250g · 500g · 1kg
Grind	Whole · Fine · Coarse
Selected	1kg, Whole — AED 65.00

Figure 7.1 — Variants let one page sell every size and option.

## 8. Search & filters

Shoppers find products fast with the **search bar** and **filters** by category, price range and attributes (e.g. "decaf", "organic"). Good categories and product attributes make your shop easy to navigate.


 <b>SEARCH</b> "coffee"	<b>FILTER: PRICE</b> AED 0–100	<b>FILTER: ORGANIC</b> ✓
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Figure 8.1 — Search and filters help customers narrow the shop.

## 9. The shopping cart

Adding a product opens the **cart**, where the customer reviews items, changes quantities and sees the running total with VAT. They continue shopping or proceed to checkout. The cart is saved, so a logged-in customer can return to it later.

Your Cart		
ITEM	QTY	AED
Coffee Beans 1kg	2	130.00
Dates Gift Box	1	120.00
	VAT 5%	12.50
	Total	AED 262.50

Checkout

Figure 9.1 — The cart with quantities, VAT and total in AED.

## 10. The checkout flow

Checkout is three short steps: **Address** (billing & delivery), **Delivery method** (with its cost), and **Payment**. A progress bar shows where the customer is, and the order summary stays visible throughout.

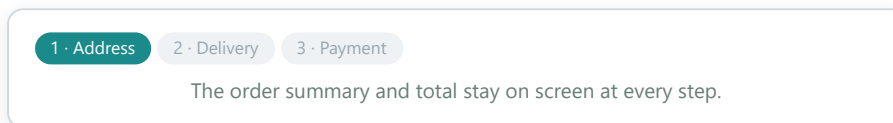


Figure 10.1 — The three-step checkout: address, delivery, payment.

## 11. Customer accounts & guest checkout

Customers can check out as a **guest** (just an email) or with an **account** that saves addresses and order history for faster repeat buying. You choose which to allow. Account holders get a **portal** where they can track orders, download invoices and re-order in a click — which cuts repeat-purchase friction and support questions.

My Account — Sara Khan		
Orders 4	Invoices	Addresses
ORDER	STATUS	AED
S00042	Delivered	262.50
S00031	Processing	130.00

Figure 11.1 — An account holder's portal: order history, invoices and quick re-order.


## Privacy

Customers create their own accounts and enter their own passwords. For their security, Xrero never creates shopper accounts or stores passwords on their behalf.

# 12. Payment methods

Menu path: Website ▶ Configuration ▶ Payment Providers

Offer the payment methods your customers expect: an online **card provider** (e.g. Stripe), **bank transfer**, or **cash on delivery**. Each provider is enabled by an administrator. The customer enters their own card details on the secure provider page — never shared with staff.



The screenshot shows a 'Choose payment' dialog box with three radio button options. The first option, 'Card (Stripe)', is selected and has a small black dot next to it. The other two options, 'Bank transfer' and 'Cash on delivery', have empty radio buttons.

Figure 12.1 — Payment options at checkout; cards are entered on the provider's secure page.

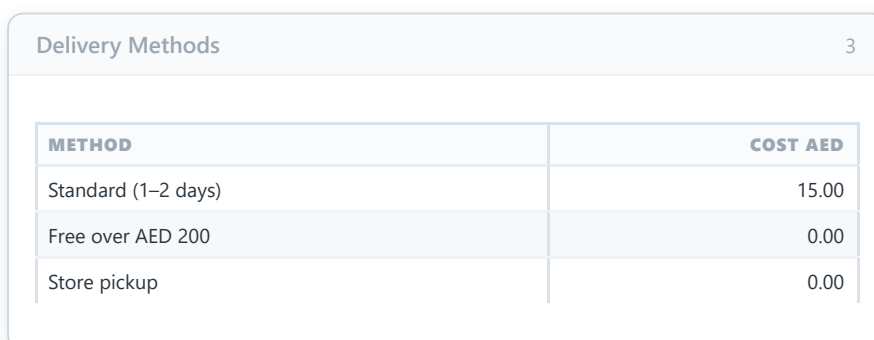
## Card security

Card numbers are entered by the customer on the payment provider's secure page. Xrero never handles or stores customers' card details.

# 13. Delivery methods & shipping

Menu path: Website ▶ Configuration ▶ Delivery Methods

Set how you ship and what it costs: a **flat rate**, **free over an amount** (e.g. free over AED 200), **pickup**, or a courier integration. The chosen method's cost is added at checkout and shown clearly before payment.



METHOD	COST AED
Standard (1-2 days)	15.00
Free over AED 200	0.00
Store pickup	0.00

Figure 13.1 — Delivery methods with their costs, shown at checkout.

## 14. Prices & 5% VAT

Prices are in **AED** with **5% UAE VAT**. You decide whether shop prices show **tax-included** (common for consumers) or tax-excluded; either way the cart and invoice break out the VAT correctly for compliance.

Subtotal	AED 250.00
VAT 5%	AED 12.50
Total	AED 262.50

Figure 14.1 — Cart totals with 5% VAT broken out, in AED.

## 15. Order confirmation & emails

After payment, the customer sees a **thank-you page** with their order number, and Xrero emails a confirmation. You can customise the page and the email. The order is now in Sales, ready to fulfil.

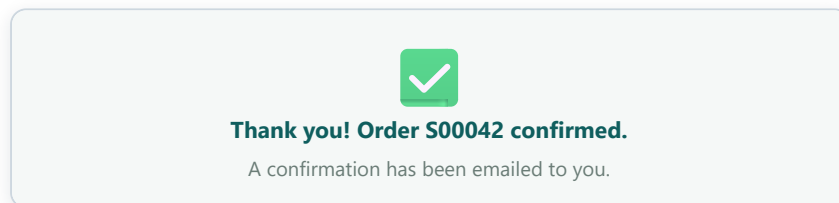


Figure 15.1 — The order confirmation page after a successful checkout.

## 16. Managing online orders

Menu path: Website ▶ eCommerce ▶ Orders

Online orders arrive as **sales orders**. Open one to deliver the goods, invoice and follow up — exactly like the Sales module (see that manual). The order links the website customer, the cart contents and the payment.

eCommerce ▶ Orders ▶ **S00042** Sales Order

Delivery Invoice

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Customer Online — Sara Khan

---

Paid ✓ Card (Stripe)

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Total AED 262.50

Figure 16.1 — An online order is a sales order, ready to deliver and invoice.

## 17. Abandoned carts

When a shopper adds items but doesn't finish, the cart is saved as **abandoned**. Xrero can automatically email a reminder with a link back to the cart — a proven way to recover lost sales.

eCommerce ▶ **Abandoned Carts** 3

CUSTOMER	VALUE	REMINDER
guest #882	AED 130	<span>Sent</span>
Omar A.	AED 262	<span>Pending</span>

Figure 17.1 — Abandoned carts with automatic reminder emails.

## 18. Promotions & coupons

Run offers to boost sales: a **coupon code** for a discount, **buy X get Y**, or an automatic **promotion** (e.g. 10% off over AED 200). The discount applies in the cart and shows clearly to the customer.

**Promotions**

Code WELCOME10	10% off first order
Auto	Free delivery over AED 200
Buy 2 get 1	Coffee Beans

Figure 18.1 — Coupons and automatic promotions drive more sales.

## 19. Cross-sell & up-sell

Increase the basket: show **accessory products** in the cart ("add filters to your coffee") and **alternative products** on the product page ("you might also like"). These suggestions are set per product and gently lift the order value.



Figure 19.1 — Accessory and alternative products lift the order value.

## 20. Product reviews

Let customers leave **ratings and reviews** on product pages. Reviews build trust and help shoppers decide; you can moderate them so only approved reviews show. Social proof is a strong sales driver.

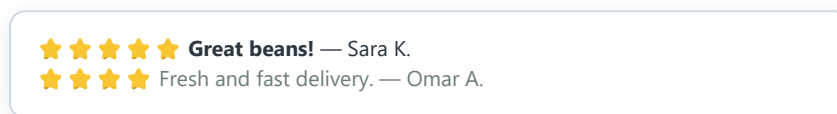


Figure 20.1 — Ratings and reviews build trust on product pages.

## 21. Stock & availability

The shop can show **live availability** — "In stock", "Only 3 left", or "Out of stock" — drawn from Inventory. You decide whether to allow ordering when out of stock (back-order) or hide/disable the button. This keeps customer expectations honest.

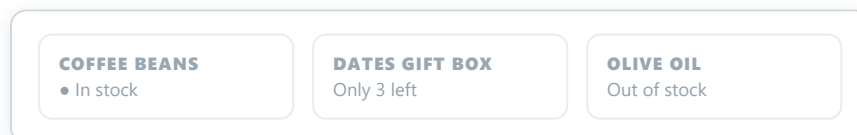


Figure 21.1 — Live stock status, pulled from Inventory.

## 22. Reporting

Menu path: Website ▶ Reporting

See how the shop performs: online **sales** by product and period, **conversion** (visitors who buy), top sellers and abandoned-cart recovery. Use it to stock the right products and tune promotions.

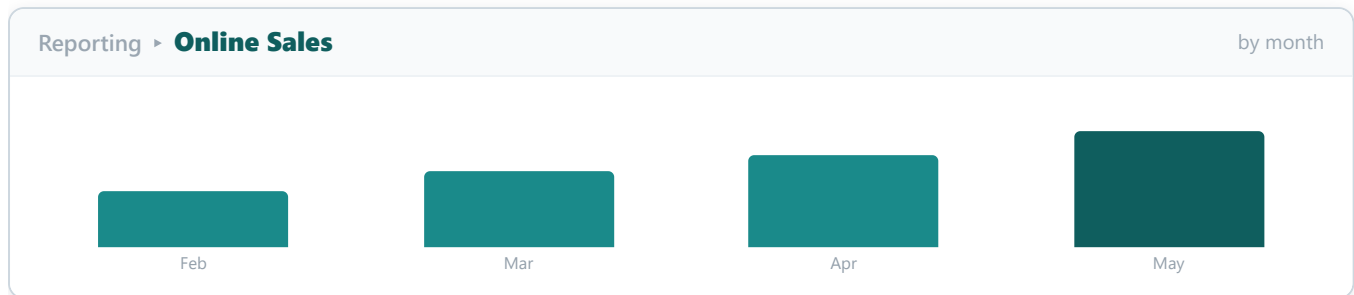


Figure 22.1 — Online sales by month.

## 23. Configuration

Menu path: Website > Configuration

Admins set the shop up here: **payment providers**, **delivery methods**, **tax display** (incl/excl), guest checkout, product reviews, abandoned-cart emails and currency (AED). Configure once to match how you sell — the Settings screen below holds the key shop options.

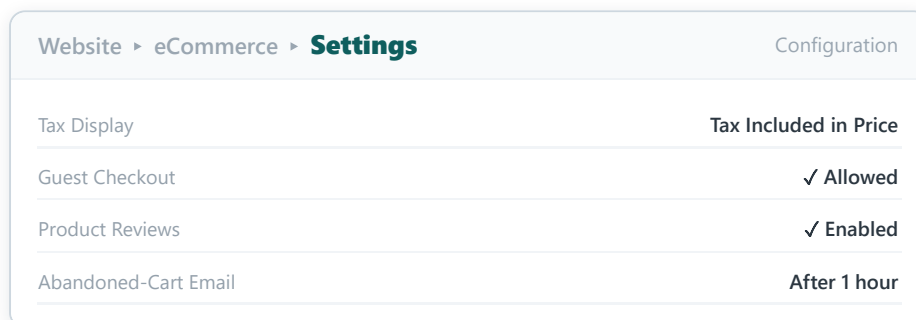


Figure 23.1 — The eCommerce Settings screen for the options below.

Setting	Controls
Payment Providers	Card, bank transfer, cash on delivery.
Delivery Methods	Shipping options and costs.
Tax Display	Show prices tax-included or excluded.
Guest Checkout	Allow buying without an account.
Abandoned Carts	Reminder email timing.

## 24. Tips & best practices

Shops that sell more do these things — summarised here, then explained.

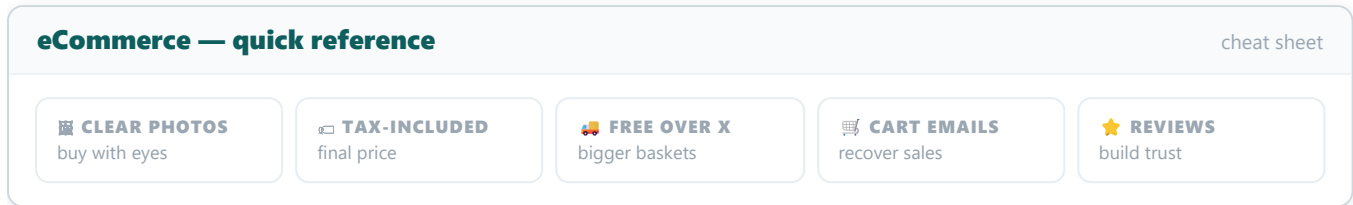


Figure 24.1 — The selling-more cheat sheet at a glance.

- **Use clear photos & descriptions** — online shoppers buy with their eyes.
- **Show prices tax-included** — UAE consumers expect the final price.
- **Offer free delivery over a threshold** — it lifts average order value.
- **Turn on abandoned-cart emails** — they recover real sales.
- **Show live stock** — honest availability builds trust.
- **Add reviews & cross-sells** — social proof and bigger baskets.

## 25. Glossary

The shopper journey in four words: browse the **shop**, fill a **cart**, complete **checkout**, become an **order**.



Figure 25.1 — How the glossary terms map to the shopper journey.

Term	Meaning
Shop	Your public online store (/shop).
Published	A product made visible in the shop.
Cart	The customer's basket before checkout.
Checkout	Address → delivery → payment.
Payment provider	The service that takes online payment.
Delivery method	How and at what cost you ship.
Abandoned cart	A cart left without checking out.
Coupon	A code giving a discount.
Cross-sell	Suggesting accessory products.
Variant	A product option (size, colour) sold online.

## 26. FAQ & troubleshooting

The questions shop managers ask most, with the quick answer:

Troubleshooting		common fixes
QUESTION	QUICK ANSWER	
Product not showing?	Publish + Can be Sold + price	
How do they pay?	Enabled payment providers	
Buy without account?	Allow guest checkout	
Recover carts?	Enable reminder emails	

Figure 26.1 — The most common shop questions and their quick fix.

### My product isn't showing in the shop.

Check it's **Published** and **Can be Sold**, has a price, and is in a shop category.

### How do customers pay?

Through the payment providers you enable — card, bank transfer or cash on delivery. Card details are entered on the provider's secure page.

## Can people buy without an account?

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Yes, if you allow **guest checkout** — they just need an email.

## How do I charge for delivery?

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Set up **delivery methods** with costs (flat, free over an amount, pickup); the cost is added at checkout.

## Where do online orders go?

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They become **sales orders** in Xrero — deliver and invoice them like any sale.

## Can I recover abandoned carts?

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Yes — enable abandoned-cart reminder emails in Configuration.

### Need help?

Contact your Xrero administrator or visit [xrero.com](https://xrero.com).