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LCN COMPONENT OVERVIEW

STANDARD TOOLS

LCN specializes in dynamically generated, database driven web sites. From interactive on-line applications to electronic catalogues and customized shopping carts, we deliver the tools you need for your site to succeed.

We offer full suite of ready to use, database driven components that empower you to do business on the Internet. Each LCN site comes complete will all of these standard tools;

Content Management Tool (CMT)

This highly versatile tool allows you to manage and maintain content on your website with the same ease of use as many standard word processors. Each CMT document is managed in the site database giving you unparalleled flexibility and performance.

- Site scalability; create as many pages as you want, from 5 to 5000.
- You are in control, update your site anytime, from almost anywhere.
- Pre-staged content can be posted and taken down automatically, planned down to the minute, if so desired.
- Multiple content areas throughout the web site.
- Multiple custom and predefined page layout styles.
- Easily incorporate your images as well as text.
- Manage user DB – search, add, delete and modify users from your mailing list.

Dynamic FAQs

An up to date Frequently Asked Questions section is crucial to answering site visitor questions and is the first step in providing good customer service.

Our [Dynamic FAQ](#) is fully integrated with the [CMT](#) to meet your ever changing business needs.

Newsletter Tool

Our fully functional Newsletter tool gives you the ability to put all of that visitor information you collected to good use. Working on the same basic principal as the [CMT](#), this tool gives you the ability to create highly attractive and informative emails that can be sent to all of your clients and prospects.

- Send emails from your main opt in customer database or from purchased lists.
- Strong email address validation actually checks for a valid user before sending a message. No more wasted time on bad or malformed addresses.
- Auto create Opt Out links and No Reply messages
- Preview newsletter before sending.
- Format emails as simple text or full HTML with images and layouts.

Customer Database/Member Registration

Each LCN site comes complete with a master database that includes a customer table to capture and store individual visitor information.

The heart of Consumer Response Management (CRM), this data can become invaluable to you and your internet marketing strategy.

- Define and manage multiple account types, discount levels, and status types. Track Opt In status, Order histories, and communications for enhanced CRM.
- User definable demographic data. Store the information that you want. Cross reference against opinion poll and survey data.
- Strong email address validation automatically tests for the existence of an email address keeping your data clean and preventing bad addresses.
- Ability for site customization based on user profile. Dynamically present news, information, and products based on stored demographic data.

Registered Members Area

This feature allows for registered visitors to access Members Only areas of the web site.

- Registered visitors can to edit their own account information.
- Track order status and review history
- Manage and track accumulated rewards points
- Special content sections available visitors when integrated with the [CMT](#)

Auto Disseminating Contact Us Form

Don't settle for simple mailto: links, our integrated contact us form provides a more effective means for your visitors to communicate with you while at the same time collect valuable demographic data in the process.

- Multiple subject lines available to allow for auto dissemination of incoming inquires to different recipients based on topic.
- Stores visitor name, email address, and other key data to the database for later review at either the meta or customer level



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System Management Tools

The System Management tools are the control panel that allow you to manage your site. These easy to use and web based tools are your portal to exploiting the full you power and flexibility of your next generation web site.

General Utilities:

- Automatically runs a series of tests to validate system integrity
- Performs tests of the site's email functionality.
- Manage system users of your web site (those who update content within it). All security is role based depending on your requirements, allowing site content editors to access only those features you desire.

Customer/Visitor Management:

- Expanded search functions. Find clients by multiple data points
- Add, modify, delete clients and client profiles
- Track individual communications, referrals, and order histories

Database Management:

- Dynamically query and analyze records in the site database
- Review the layout of dB tables used within the site.
- Manage data in system lookup tables.

Reports

- Manage and review orders and order histories
(with [LCN Commerce Module](#))
- Review all messages sent via Contact Us form
- Track new users
- Ad Hoc and Drill-down reporting
- Render reports as HTML web pages or as Microsoft Excel worksheets

Other Standard Features

Our goal is to provide you an effective web site that allows you to create interactive and personalized one-to-one communications with your customers.

- Template design methodology and database driven content reduces maintenance cycles
- Flexible and scalable site architecture allows for easy customization without worry of adverse impact to existing modules
- Site can be placed in a maintenance mode to the general public but still be testable to Clients and System administrators
- Systems designed to work with either SQL Server or MS Access databases

**Manage your site from anywhere there
is an internet connection!**