

# LEARNFLEX™ ECOMMERCE FEATURES



**LearnFlex™**  
▷ is the perfect fit for Learning Management

## OVERVIEW

Installation of the LEARNFLEX Learning Management System provides a number of opportunities for generating revenue through the sale, management, and distribution of online as well as face-to-face courses. Using the LEARNFLEX payment gateway allows your clients to purchase courses using credit cards, purchase orders, or prepaid credit or debit accounts. LEARNFLEX allows for multiple department reconciliation and tracking for easy integration to a Financial Information System (FIS). LEARNFLEX also tracks fixed course costs, as well as per user course delivery costs, for easy return on investment and budget calculations.

## FEATURES

- Administration Interface is Completely Web Based.
- Extensive reporting capabilities.
- Discounted pricing capabilities.
- Credit Card Capabilities.
- On Account (Purchase Order).
- Prepaid Credit and Debit Accounts.
- Private Label Payment Card Capabilities.
- External Integration to 3rd party Financial Information Systems.
- Course reconciliation tracking for 3rd party course providers.
- Distributed franchise resale functionality.
- Canadian / US Tax Calculation.
- Customizable Client Experience (including Confirmation Page, Order Form and Receipt).

## COUPONS

Each community can have its own course pricing. The payment gateway can be configured with coupons that will reduce the per course price by either a dollar or a percentage amount. These coupons are tracked, and can be links on a website or e-mailed as part of a marketing campaign.

## SECURITY

LEARNFLEX manages the commercial transactions for your organization in a fast, user-friendly, and highly secure environment, including:

- Secure encrypted (SSL) transaction processing.
- Uses patent-pending encryption technology (Skipjack IC) to ensure that data is not compromised.
- Verifies and authenticates learners and instructors.
- 3 Tier Architecture to prevent unauthorized access to the data layer.
- Possible encryption between each of the different application layers.
- Provides an easy financial information extract to be imported into your accounting solution.
- Provides a way to track market information and receive feedback on your online education delivery.

## DISCOUNT PRICING

Course prices are set at a community level. Communities are groups of users that can be clustered together. Multiple price and payment structures are available for different community groups.

The LEARNFLEX payment gateway creates and maintains your business profile, and retrieves, monitors, and fulfills orders placed by your customers. LEARNFLEX also allows for viewing, downloading, or printing detailed summaries of your business activities.

The LEARNFLEX payment gateway will assist you with the management of your online business operations and help you measure your success.

### FUNCTIONALITY

- Control of the store profile – Once a profile is established, every department or organization has the capability to control and modify their store parameters (e.g. name, address, contact information, customer support area, technical support area, tax tables, shipping tables, and many more).
- Tax Calculation – All Canadian and US Federal, as well as Provincial/State taxes, can be calculated. This allows your company to have multiple sales points. The LEARNFLEX payment gateway supports taxation for courses, as well as for digital products and tangible products.
- Shopping Cart – Many customers buy several courses at the same time. To accommodate this practice, our engine provides a shopping cart function. Once customers have bought a particular course, they are invited to continue shopping until they confirm that they want to pay for the order. If the total purchase order cost exceeds their expectation, they are given the option to reduce the cost by deleting any courses identified on their order form. At this time, a complete recalculation of the purchase order takes place, including new tax, shipping and handling charges. The new purchase order is then presented to the customer for acceptance and confirmation of the purchase.
- Payment Processing – Prior to adding a course to a user's learning plan, the payment needs to be processed (payment could be a purchase order against a corporate membership account, or a credit card transaction using VISA, MasterCard, American Express, JBC, EnRoute, Discover or private label credit cards). Before accepting any credit card transaction, several validation processes take place: client authentication, verification of credit card limits, credit card number (valid and not stolen), expiry date validation, and amount authorization.
- Customer order confirmation – Once the client's transaction has been completed, a digital receipt is produced and e-mailed to the buyer. It includes the purchase date, order number, description of the item, and price breakdown of the order. The buyer also will see the purchased course appear on his/her learning plan. If the course has an online component, the "Launch" button will appear next to the name of the course.
- Course provider order notification – Following a purchase, the E-Commerce engine notifies the course provider by producing a purchase order notification transmitted via e-mail.

### REPORTS

- Transaction - To view sales and credit information for a specific time frame.
- Customized - Allows for a user generated custom report, in which the user specifies the fields and their related order for the output.
- Daily - Provides a snapshot of transaction activity for a specific day.
- Date Range Summary - Displays settlements by day for each credit card type.
- View Statistics - Provides key metrics to better understand purchasing patterns.
- Frozen Transactions - To identify all transactions currently in a frozen state so that appropriate action can be taken.
- Card Type - Allows merchants to view only those transactions associated with a specific credit card type.
- Order Number - Provides a fast means of locating a specific transaction based on the LEARNFLEX order number.
- Card Numbers - To quickly locate a specific transaction(s) based on the last five digits of the credit card number.
- Transaction Audit - Provides additional detail on settled transactions.
- Customer Name - To quickly locate all transactions from a specific customer.



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