Merchants can collect payments from customers instantly using CCAvenue's Invoicing solution, Store front and Social Network In-stream Payments (S.N.I.P).

Please find detailed write up on these 3 value added services:

INVOICE

The merchant can collect payments easily and instantly using our Invoicing feature. You can send quick invoices and set up recurring invoice profiles from your CCAvenue Account. These invoices can be sent to customers via email or SMS, this would contain the payment link. The customer clicks on the link and completes the transaction.

It allows you to offer variable pricing to your customers and receive advances or partial settlements immediately. Multiple invoices can be sent to various customers simultaneously using the bulk upload functionality.

- Ideal for all merchants as a means to confirm any telephonic or electronic negotiations

- Raise instant bills to shorten the transaction processing time.

- Gives a professional touch to your invoicing process.

- Replace the paper form invoices with CCAvenue IPS.

- Make payment processing a pleasant experience for your customer.

- Close sales instantly.

- Track your Invoices.

- Collect negotiated payments for bulk closures.
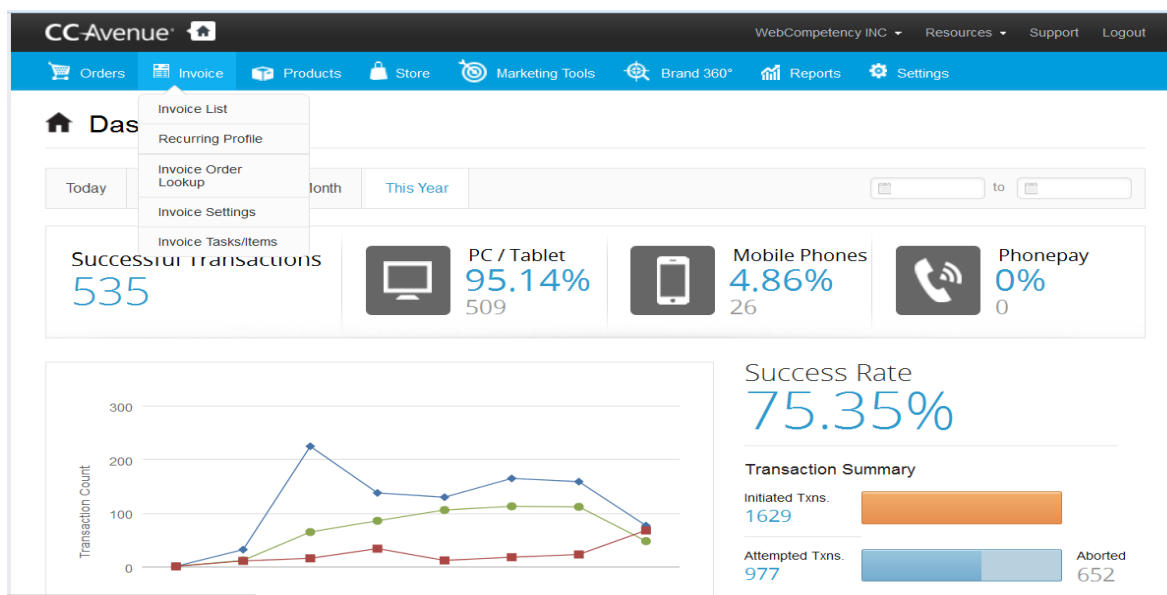
How to create an Invoice:

> ➢ In your M.A.R.S account, click on the Invoice > Invoice List.

> ➢ Here You may create "New Invoice" or "New Quick Invoice"

> Let's explore New Invoice:

> You can Create an Invoice with the details of the product/service, Price, T&c etc

New Invoice

Fields in **bold** are manadatory

Customer Name:	Pankaj Dedhia
Customer Email ID:	pankaj@avenues.info
Email Subject Line:	Air Ticket Mumbai to Malaysia PNR xxxxxxxx
Unique Reference #:	123456
Invoice Currency:	INR
Invoice Valid For:	2 days
Recurring Invoice:	⊙ No ○ Yes

Tasks	Time Entry Notes	Curr.	Rate	Hrs.	Tax	Tax	Line Total
Select Task		INR			Select Tax	Select Tax	0.00
Select Task		INR			Select Tax	Select Tax	0.00
Select Task		INR			Select Tax	Select Tax	0.00
Select Task		INR			Select Tax	Select Tax	0.00

Items	Description	Curr.	Unit Cost	Qty.	Tax	Tax	Line Total
Air Ticket	Mumbai to Malaysia	INR	35000.00	1	Select Tax	Select Tax	35000.00
Select Item		INR			Select Tax	Select Tax	0.00
Select Item		INR			Select Tax	Select Tax	0.00

Add Line ▾

Total Amount Due (All Inclusive)   35000.00

Terms & Conditions:
To be payed within 48 hrs.
To view T & C please visit www.xyc.com

Advanced Settings: ⊙ No ○ Yes

Preview Invoice   **Send Invoice**   or Cancel

A detailed invoice with the payment link is sent to the customer with a Pay Now button.

CC Avenue® | Merchant Accounting & Reporting System (M.A.R.S.)

Malaysia Airlines

Malaysia Airlines
Merchant Address
Telephone: 011-123456 | Email: booking@xyz.com

Invoice No.:	5056156
Unique Reference #:	123456
Invoice Date:	28-05-2014
Valid Upto:	30-05-2014

Customer Name: Pankaj Dedhia | Email: pankaj@avenues.info

Item	Description	Curr.	Unit Cost	Qty.	Tax1	Tax2	Line Total
Air Ticket	Mumbai to Malaysia	INR	35000.00	1	-	-	35000.00
				Total Amount Due (All Inclusive)			35000.00

Terms & Conditions:
To be payed within 48 hrs. To view T & C please visit www.xyc.com

Malaysia Airlines

Authorized Signatory

Pay Now

OR

Copy/Paste the link in your browser address field
http://payit.cc/I5056156

Once the customers click PayNow, they would be taken to a customized Payment page where they can pay using Credit cards,70+ Debit Cards, 45+ Netbanking, Cash cards.

Billing Information

Pankaj Dedhia

Mumbai

Mumbai	Maharashtra
40056	Select Country
9323135577	pankaj@avenues.info

Notes (optional)

ORDER DETAILS	
Invoice #:	5056156
Invoice Amount	35000.00
Order Total	**INR 35000.00**

Payment Information

Credit Card >	Card Number
Debit Cards	AMERICAN EXPRESS MasterCard VISA
Net Banking	☐ AMERICAN EXPRESS *eZeClick* with SafeKey Protection
Cash Card	
Mobile Payments	INR 35000.00 (Total payable)
	Make Payment Cancel

New Quick invoice: This is a quick invoice , with a shorter form. You may use this feature to send an invoice on SMS as well.

Invoice settings:

Enable New Invoice

Enable this feature to send invoice via Email to your customer with detail description of the product/service.

◉ Enable   ○ Disable

Enable Quick Invoice

Enable this feature to send invoice via Email or SMS to your customer with basic description of the product/service.

○ Enable   ◉ Disable

Show Invoice Expiry Date

Enable this feature to show Expiry Date on invoice preview and in invoice email.

◉ Enable   ○ Disable

Terms & Conditions

Terms and conditions entered here will be pre-populated when a new invoice is created.

> The above amount includes 12.36 percent service tax. Kit will be delivered within 10 days from the payment date.

Allow pre-populated terms & conditions to be edited at the time of creating the invoice?

○ Yes   ◉ No

Email ID

Email ID provided will be used by the system to send invoice to your customer.

epicure.sales@tajhotels.com

Note: If you do not specify an email ID here, CCAvenue will use the mail ID configured in the system for receiving order emails. If no email ID has been configured, then CCAvenue will use orders@ccavenue.com to send the invoice to your customers.

Invoice Validity

Specify the duration for which the invoice will be valid. The validity period entered here will be pre-populated when a new invoice is created.

7   Days

Allow Invoice Validity to be editable?

○ Yes   ◉ No

Enable New Invoice:

- If enabled the "New Invoice" button appears so as to send an invoice via mail and SMS.

- If disabled then "New Invoice "option disappears.

Enable Quick Invoice:

- If enabled the "New Quick Invoice" button appears so as to send an invoice via mail and sms.

- If disabled then New Quick Invoice option disappears.

Terms & conditions:

- Terms & conditions can be pre-defined in the textarea'

- Radio button If enabled then "terms & conditions" field is editable while creating a new invoice, else it with be non-editable.

Email id: If the Email ID is provided in the field provided the invoice can be sent through that Email ID else default email id orders@ccavenue.com

Invoice Validity: If disabled the Invoice validity field is not editable and is standard as specified in the setting

- **Email Subject Line:** Subject line can be predefined. If radio button set to "disabled" the email subject line is not editable**.**

- **Convert Invoice into a Recurring Invoice:** If "enabled" the recurring profile for invoice can be set.

- **Enable Advance Settings:** We can turn the Advanced settings on or off using this feature.

- **Invoice Options:** You may display Task or Item or both using this setting.

- **Invoice Items/ Tasks:** If enabled it allows you to edit the tasks and items predefined.

- **Invoice SMS:** You may set you own customized SMS message for "Quick Invoice" and "New Invoice"
- It is important to note that the tags: Invoice_Amount, Pay_Link must not be removed but you can change where they are placed within your message.
- **Minimum Invoice Amount:** Set a minimum payable amount while creating the invoice. You may keep this amount editable or non-editable.
- **Invoice Label Customization:** This functionality enables you to customize the default labels while creating invoices. You can choose alias for the below mentioned fields and the same will be visible in the invoices generated.

Invoice SMS

You can configure the SMS message to be sent to the customer when a new invoice is created. You can change the text of the SMS message to better suit your business requirements.

Please note that the tags: Invoice_Amount, Pay_Link must not be removed but you can change where they are placed within your message.

Quick Invoice Message:

> Dear LegalEntity_Name
> Pls pay your bill # Invoice_ID of Invoice_Amount online at Pay_Link.

Note: You may replace the tag **LegalEntity_Name** with **Webstore_Name**. If you are adding an invoice reference number you may replace the tag **Invoice_ID** with **Invoice_RefNumber**.

Enable SMS message for New Invoice?

◉ Yes   ○ No

Invoice Message:

> Pls pay your LegalEntity_Name bill # Invoice_ID of Invoice_Amount online at Pay_Link .

Note: You may replace the tag **LegalEntity_Name** with **Webstore_Name**. If you are adding an invoice reference number you may replace the tag **Invoice_ID** with **Invoice_RefNumber**.

Allow pre-configured SMS message to be edited at the time of creating the invoice?

◉ Yes   ○ No

Minimum Invoice Amount

Set minimum payable amount while creating the invoice ?

◉ Yes   ○ No

Allow minimum payable amount to be editable on the payment page?

◉ Yes   ○ No

Note: If you select **Yes** than Customer can edit the minimum payable amount on the payment page restricting him/her between the range of min. amount and invoice amount. If you select **No** than Customer can not edit the minimum payable amount on the payment page.

Invoice Label Customization

This functionality enables you to customize the default labels while creating invoices. You can choose alias for the below mentioned fields and the same will be visible in the invoices generated.

Field	Value
Customer Name :	Name
Merchant Reference# :	Avenues
Proforma Invoice No. :	Proforma No
Terms & Conditions :	AvenuesTerms & Conditions
Items :	AVN Items
Description:	Avn Description
Unit Cost:	Avn Unit Cost

[Save]   [Reset]

Updating Reference no: after the transaction is paid on an invoice link:

For certain business a reference no is generated only after successful payment is made.

This can be mapped to the successful order. To do so please follow the steps mentioned:

a) Search for successful invoice orders, from Invoice -> Invoice Look up Order
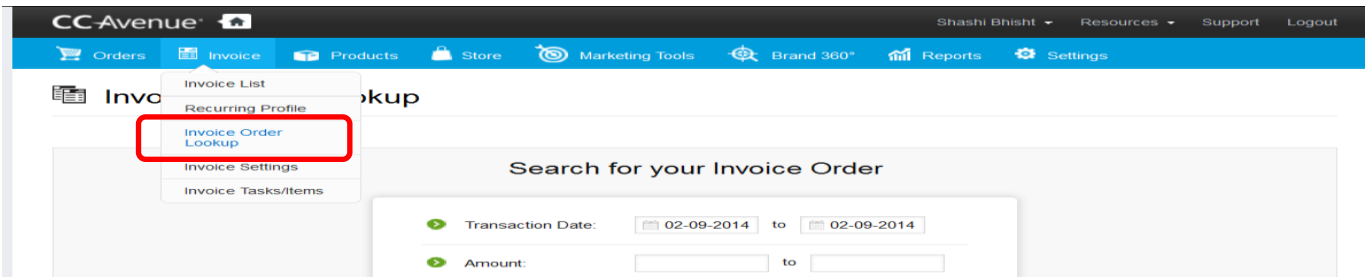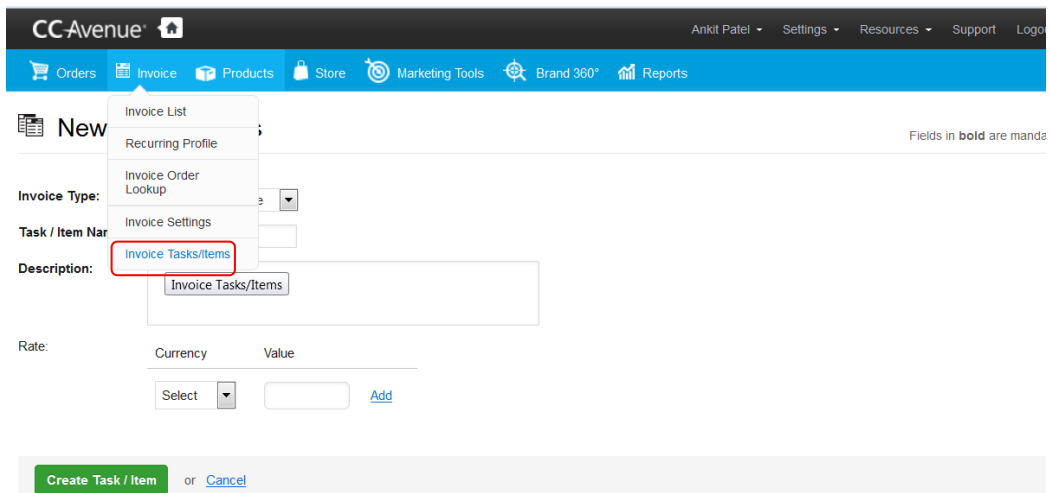

b) Edit the order and insert "Invoice Ref. #" and Save it

Invoice Task /Item: Steps to Predefine the Item /Task.

Generating of invoice using API: CCAvenue Provides API calls to generate invoice in XML, JSON or STRING formats. Please refer API document for tech specs.

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STORE

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1) Store Settings: Enable store, enter store description, logo and other relevant details and save the settings.

2) Manage Themes: Select and publish the desired theme
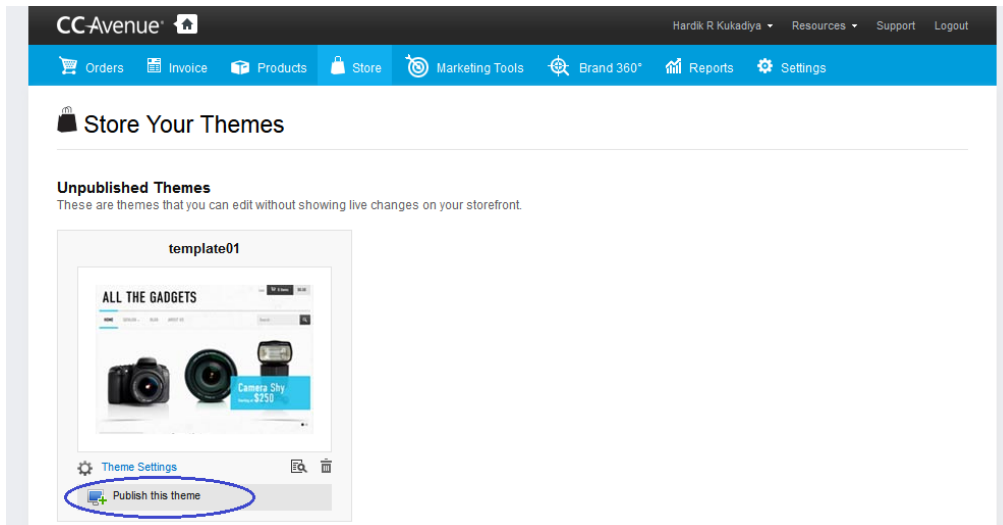
3) Product Categories: Create your product categories to start uploading products.

4) Products: Add your product catalog in the respective categories to proceed to defining your store theme.

5) Theme Settings: Change the background, foreground, fonts etc. and prepare your store with the desired look & feel. Preview and/or save the settings and it will reflect on your store in no time.

The mandatory settings under this option are:

(1) Homepage → Featured Products: Select pone category which will appear under the "Featured Products" section on the Home Page.

(2) Footer → Footer Menu → Footer Link List: Select from Main Menu or Footer Links as per your choice.
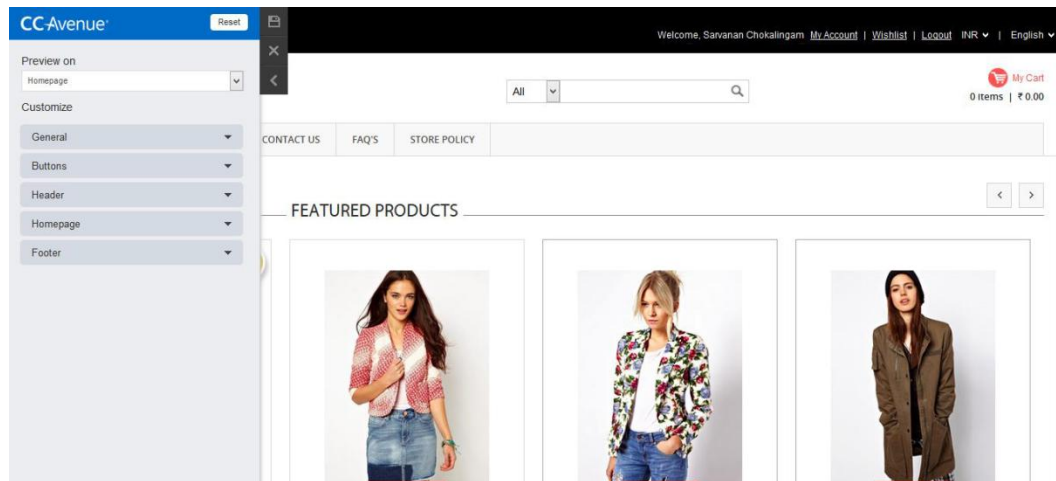
6) Store →   Pages: Add content to the "About Us", "Contact Us" & "Store Policies" pages. Multiple pages can be created further to these according to your requirement.

7) Store →   Links: Add browse links to the Main Menu and the Footer from the store links section.

(Write to merchants@ccavenue.com to register your domain for the store with CCAvenue)

CCAVENUE S.N.I.P (SOCIAL NETWORK IN-STREAM PAYMENTS)

This facility is designed to help you monetizing your Social Media presence. It allows you to sell merchandise and collect payments in-stream, instantly across all leading social networks. This section enables you to launch and manage your S.N.I.P. campaigns easily and effectively. By linking your Facebook, Twitter and Google+ accounts to your **Social Streams** through your M.A.R.S Account, you can publish your product or service campaigns in just a click.

Create an S.N.I.P. Campaign: You can launch as many S.N.I.P. campaigns as desired with this module. It is easy to activate or disable the campaign if required.
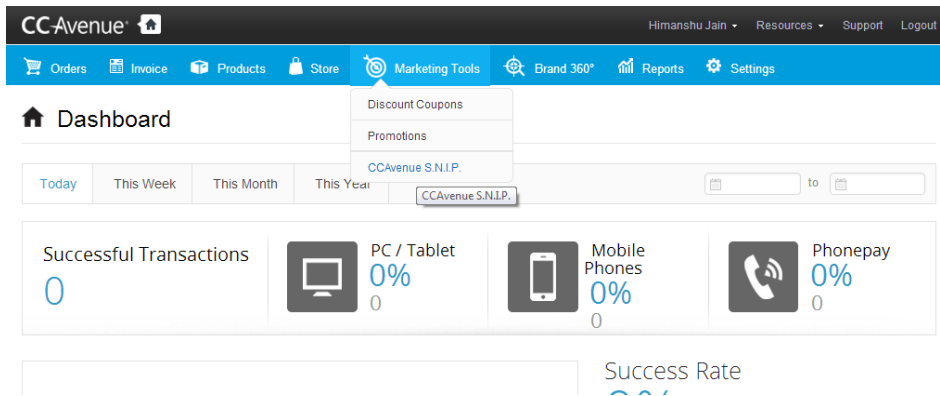
- In your M.A.R.S account, click on the **Marketing Tools** > **CCAvenue S.N.I.P. Campaign**, to go to the Social Network In-stream Payment (S.N.I.P.) page.

- On the S.N.I.P. Campaign page, click the **New Campaign** button. On this page, you can enter all the details and create a new S.N.I.P. Campaign.

- Under **Title**, enter the name of your S.N.I.P. campaign in alphanumeric characters only.
- Under **Type**, select the type of S.N.I.P. campaign. Your campaign can be for a **sale** or a **donation**.
- Under **Price**, select the currency and enter the price. Additionally, you will need to enter the shipping price if the type of campaign is **sale**.
- Under **Total Deals**, enter the number of deals. Select **Unlimited** for infinite deals.
- Under **Image,** select the **Add Image** button to add the brand image for your campaign.
- Under **Campaign Details**,
  a) Select the validity period for the S.N.I.P. campaign
  b) Enter the Analytics Code in the text box in the valid format (e.g. UA-1234567-12)
- Under **Publish on**, select the relevant social streams from the available options to publish your campaign (Refer to important info section).
- Under **Campaign Status**, select **Yes** or **No** to publish (enable) or disable your S.N.I.P. campaign respectively.
- Click the **Create Campaign** button and you're done!

Edit Campaign

You can edit an enabled campaign with our CCAvenue S.N.I.P. module. It is easy to activate or disable the campaign if required.

Important Info

- There are no limits to the number of CCAvenue S.N.I.P campaigns you can create – Make as many as you want!
- The number of Social Networks that you can avail for CCAvenue S.N.I.P. is likely to increase over a period of time.
- You can activate or deactivate your social streams from the **Settings> Social Streams** module.
- The Social Media Profile used to connect in your Social Streams will be displayed under **Publish on** when you create or edit a CCAvenue S.N.I.P. Campaign. You need to click on the relevant social stream from the available options to publish your campaign.
- To connect to your social stream on Facebook, you need to select both the **Facebook Profile** as well as the **Facebook Page** option under **Publish on** while creating or editing a campaign.
- The expiry date of a CCAvenue S.N.I.P. campaign is the end of the day specified. For example, a campaign with an expiry date of 07/08/2015 will expire on 00:00 AM 08/08/2015.

Technical Support Contact Details:

For training on the above feature or the MARS panel or support required during the integration process you may contact our support desk, which is available round the clock.

Integration support Email : merchants@ccavenue.com

Post production support please write to : service@ccavenue.com

Telephone Support: 022-67425555   ext: 401-409

Chat Support: