

Shopping Platform Integration for Customer Support Software

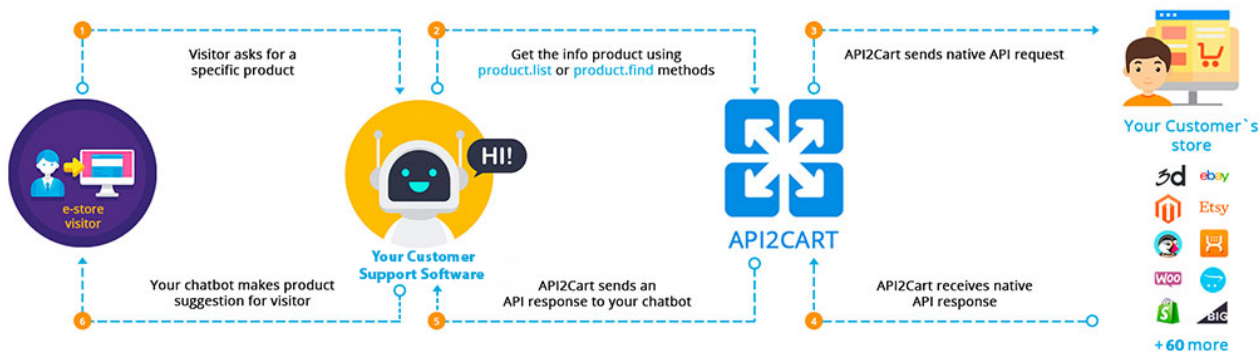
Unified approach



USE CASES

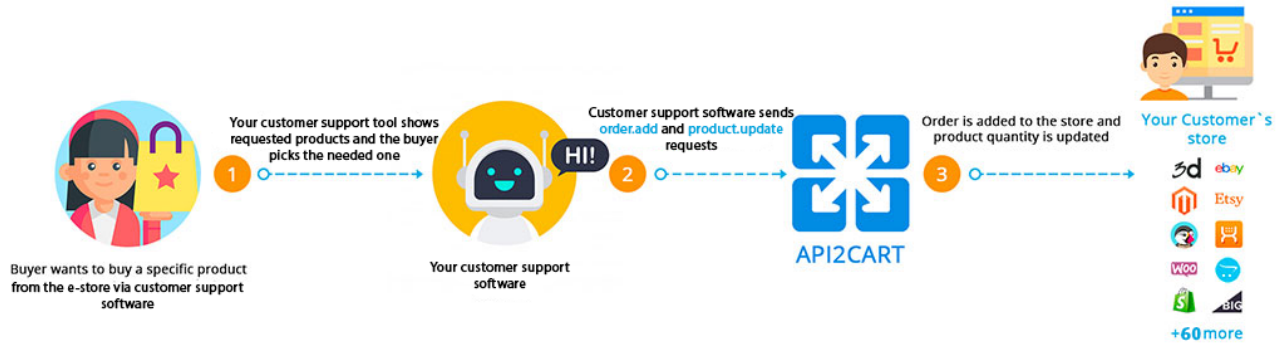
Provide e-store Customers with Product Info

With API2Cart you can easily access to product catalogs from e-stores with all required information



Create Orders

Create orders on the e-store from chat using API2Cart API methods



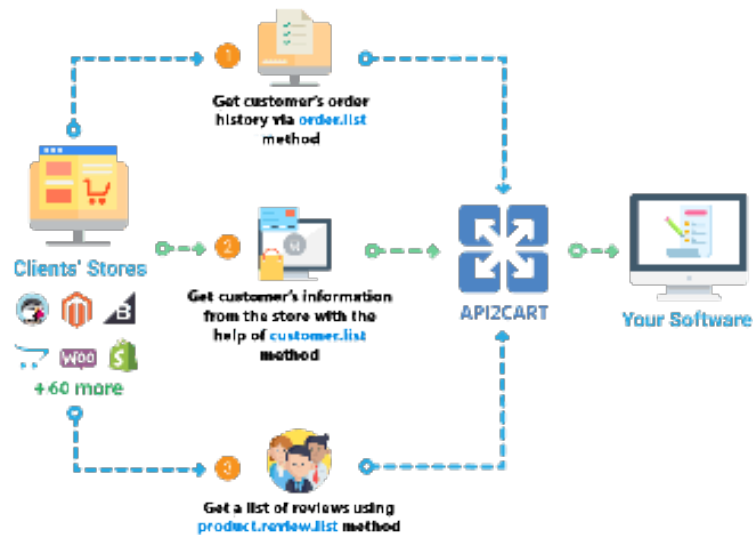
Send Tracking Info & Order Statuses

Provide actual tracking numbers and order status information to e-stores' shoppers



Analytics & Reporting

Let e-retailers see the analysis of orders, product and customers



Why Does Customer Support Software Need Integration with Shopping Platforms?

Customer support software is now a core lever for loyalty and revenue. Its importance keeps growing as shoppers expect instant, accurate answers and first-contact resolution across chat, email, social, and phone. The big advantage is giving agents a single place to see customer context and act fast—without tab-hopping or asking buyers to repeat themselves.

Basically, support software connects every touchpoint before and after “buy.” From pre-purchase questions and order lookups to shipping updates, returns, refunds, and replacement orders, it keeps the conversation tied to real store data so agents can resolve issues quickly and keep CSAT high.

However, building a strong support platform isn’t easy. The core challenge is getting timely, accurate data from each store and marketplace—and being able to write back when actions are needed.

Without integration with shopping platforms, the software can’t provide support features for online store owners.

The reality is that integrations are unavoidable. What can be avoided, though, is building dozens of them separately and dealing with constant maintenance.

API2Cart makes integration with multiple shopping platforms and marketplaces so much easier, faster, and cheaper. Also, API2Cart takes care of further multi-platform maintenance. You integrate with the API once, get connected to more than 60 eCommerce platforms, and don’t worry about upgrading your code every time new versions of carts come out.

How Shopping Cart Integration Builds a Critical Link in the Chain

For you, as a customer support software provider, retailers' online stores are a valuable asset because that is where your system gets information on products, orders, customers, etc., to run its functions.

On the level of code and transactions, info from stores powers the majority of features and internal processes that every customer support software covers. In particular, integration with customer stores via API2Cart enables to do the following:

- integrate with 60+ eCommerce platforms and marketplaces at once;
- retrieve products catalogs along with images, descriptions, attributes, variants, categories, etc. ;
- get customer info to identify visitors;
- get and provide tracking numbers ;
- create orders;
- provide real-time analytics to the clients

The quality of customer support software depends on their level and quality of integration with shopping platforms. Integration means tying your application with a third party, so should something go wrong and an information loss or distortion occurs, and a whole lot of integrated processes will go on the blink. The consequence of this will be that first your customers, and then you, will suffer losses.

The best way to integrate safely is to invest in a well-coined connection via API2Cart Unified API. Having dealt with hundreds of integrations, our team has learned the pain points that various eCommerce software face. With these in mind, **we crafted our unified API that lets your product seamlessly communicate with clients' stores, be they based on Shopify, Magento, WooCommerce, or any other shopping cart or marketplace that we support.**

API2Cart Methods for Customer Support Software

API2Cart has rich capabilities for customer support software. We provide the whole scope of functionality to get and manage all needed info on products, customers, orders, etc. Let's dig deeper into the methods which help to perform the integration.

Product Catalogs

- [Product.list](#)

API2Cart gives customer support software access to product catalogs from stores with all product information, so that the system can make product suggestions for visitors and provide product info. For this, use the product.list method.

- [Product.find](#)

Execute product.find method to find out info about a certain product as well as check its availability.

- [Product.info](#)

Get all available info about a certain product by executing product.info method.

- [Product.child_item.list](#)

Find and get lists of child items of products via API2Cart.

Check and update product quantities

- [Product.update](#)

Once the order is placed, update the stock level of the store using product.update method.

Also, before making suggestions to visitors use [product.info](#) to check whether the product is in stock.

Send Tracking info & Order statuses

- [Order.shipment.list](#)

Your customer support system may need to provide tracking numbers and order status info to shoppers. And our order.shipment.list method returns this info.

Access Customer info

The main function of customer support software is serving customers. So they should be able to identify their interlocutor and access their info.

For all cases of working with customers API2Cart have the following methods that speak for themselves:

[Customer.info](#)
[Customer.list](#)
[Customer.find](#)
[Customer.add](#)
[Customer.update](#)

Import orders

With API2Cart it is easy for your software to gather orders from different stores. There are two ways to learn about new orders in stores.

- Webhook for [order.add](#) event

First is setting the webhooks for the [order.add](#) event to get notified every time the new order is placed. Using webhooks is a much more beneficial way in comparison to polling an API, as it decreases the server load, saves API requests, and provides more up-to-date info.

- [Order.list](#) method

Another option for tracking new orders is executing order.list method once in a while to get list of products to be imported to your system. Filter orders by create time with created_from and created_to parameters.

Access data for analytics

Let your clients monitor the buyers' behavior and product preferences in real-time.

Use the following methods to retrieve the information on products, orders, and customers:

[order.list](#)
[product.list](#)
[customer.list](#)

Key Challenges of In-house Integration (Multiply by the Number of Integrations)

Developing every new connection takes resources and entails further engagement. The integration with shopping carts, marketplaces, and other related systems involves dealing with the following challenges:

1. Time.

On average, an integration takes 4-12 weeks to develop. In this time the responsible developer will learn the platform logic and architecture, put effort into reducing the friction between the product and the system, and very likely find themselves off base a couple of times.

2. Expenses.

Be ready to pay a set sum of a few thousand dollars plus maybe extra if the need for additional development occurs. After the integration is complete and iterated to success, it will need developer work and attention because new versions will appear and this will mean upgrades to make. Plus, your clients might request modifications and custom enhancements.

3. Human resources.

Each integration is both tons of work to do and a separate thorn in the side that never goes away after the work is done, that someone has to deal with. For better and more reliable results, you will want someone to be dependable and expert, and that is not easy to find and hard to allocate if they are a part of your product team.

How API2Cart helps

Having dealt with hundreds of integrations, our team has learned the pain points that various web and mobile applications face. With these in mind, we crafted our unified API that lets your product communicate with clients' stores, be they based on Shopify, Magento, WooCommerce, or any other shopping cart or marketplace that we support.

Speaking the language of benefits, API2Cart offers you to do the following:

▶ **Enhance your functionality faster**

Our unified API eliminates the need to develop separate integration for each platform.

Integrate once, and get the data required from the platforms needed.

▶ **Expand your market share dramatically**

Win more clients by having access to data from stores built on the shopping cart they use. Each integration means another thousands of users need you.

▶ **Reduce cost, save time**

You connect to dozens of platforms via one integration. It's months of expensive development work avoided.

▶ **Save resources**

Concentrate on what matters for your business. We take care of platform updates.

Speaking the language of tech, API2Cart lets you do the following:

1. Integrate your software with more than 60 eCommerce platforms via one API
2. Add stores to join the 50k+ stores successfully connected by other clients of ours
3. Avoid the need to maintain each connection separately
4. Synchronize data from stores with your product in real-time via webhooks enabled
5. Escape mapping headaches

**Let us know if you have any questions.
We'll be happy to discuss them in any form you like.
Leave us a message or schedule a quick call to clarify things in the
fastest way possible.**

CONTACT US

SCHEDULE A CALL