

# Ecommerce Services Specialist

Exam 1D0-725

---



## Domain 1: Ecommerce Fundamentals

- 1.1: Define electronic commerce (ecommerce).
- 1.2: Direct the activities of software developers, copywriters, and graphic designers to achieve predetermined strategies.
- 1.3: Identify the evolution, advantages and components of successful ecommerce sites.

## Domain 2: Business Strategies

- 2.1: Establish key performance indicators (KPIs) to improve products and customer satisfaction through analysis of social media, sales, and other user trends.
- 2.2: Identify components of an agile supply chain.
- 2.3: Collaborate with appropriate stakeholders to ensure as successful rollout of ecommerce Websites.
- 2.4: Create strategic business policies, including intellectual property, user privacy, returns, incident response, and data security.
- 2.5: Determine appropriate customer service strategies, including communication methods (phone, chat, email).
- 2.6: Develop digital retail algorithms to maximize customer interaction.
- 2.7: Create payment resolution solutions for customers for failed payments.
- 2.8: Define strategy and develop ecommerce solution for subscription services (content streaming, monthly deliveries, etc.).
- 2.9: Define the principle characteristics of a digital native brand.
- 2.10: Establish Content Standards of Performance.
- 2.11: Improve product and service satisfaction.
- 2.12: Identify unique challenges and strategies for conducting ecommerce in specialty organizations (charities, business startups, venture capital investment funds).

## Domain 3: Security

- 3.1: Define Secure Electronic Transactions (SET).
- 3.2: Implement business policies to ensure user privacy, site security, and data security.
- 3.3: Identify common security threats for ecommerce sites.
- 3.4: Identify sensitive data that requires secure handling.
- 3.5: Select appropriate encryption methods for ecommerce transactions.
- 3.6: Identify and respond to the signs of a security attack on an ecommerce site.
- 3.7: Identify appropriate security certificate authorities.
- 3.8: Determine if two factor authentication (2FA) is needed for an ecommerce site.
- 3.9: Implement SET in an ecommerce site.

#### **Domain 4: B2B Frameworks**

- 4.1: Distinguish between common B2B Web services (including buy-side, sell-side, trading associate agreement, and marketplace applications).
- 4.2: Select appropriate ecommerce frameworks, including development tools and packages for B2B and B2C environments.
- 4.3: Select appropriate hosting services for ecommerce sites.
- 4.4: Define Open Buying on the Internet (OBI).
- 4.5: Define Electronic Data Interchange (EDI).
- 4.6: Define Open Trading Protocol (OTP).

#### **Domain 5: Development**

- 5.1: Integrate an ecommerce site with internal or external systems, including inventory management, order fulfillment and accounting systems.
- 5.2: Create chat support or phone support for customers.
- 5.3: Design and develop product pages.
- 5.4: Integrate an ecommerce site to mobile applications.
- 5.5: Optimize ecommerce sites for mobile devices.
- 5.6: Test an ecommerce site for functionality.
- 5.7: Perform cross-browser testing on Website pages.
- 5.8: Publish a new ecommerce site.
- 5.9: Optimize for voice searches.

#### **Domain 6: Payment gateways**

- 6.1: Integrate payment transactions, including support for various payment options (credit cards, debit cards, PayPal, Zelle, Stripe, Venmo, cryptocurrencies, ACH, online payment systems, etc.).
- 6.2: Select appropriate payment gateways to process transactions from an ecommerce site.
- 6.3: Configure subscription services, including automatic renewals, secure storage of payment information.
- 6.4: Identify best practices for fraud prevention in an ecommerce site.
- 6.5: Implement support for multiple currencies and process currency conversions.

#### **Domain 7: Catalog**

- 7.1: Define a strategy for organizing a product catalog for an ecommerce site.
- 7.2: Gather information about products including text, images, sizes, colors, categories, etc.
- 7.3: Create and maintain a product catalog for an ecommerce site.
- 7.4: Review and incorporate customers' product reviews in product information.

#### **Domain 8: Order Processing**

- 8.1: Identify best practices for shop cart rules, order fulfillment, order abandonment, returns, etc.
- 8.2: Implement inventory management strategies for ecommerce sites.
- 8.3: Implement customer service procedures for resolution of customer complaints, returns, reports of defective or incorrect products.

8.4: Integrate shipping options for orders.

8.5: Create product wishlist strategy for customers.

### **Domain 9: Marketing**

9.1: Determine marketing goals and business trends for an ecommerce site.

9.2: Create advertising campaigns, including internal and external advertising such as Google ads, social media posts, etc.

9.3: Create promotional campaigns for specific products for giving discounts to customers to drive sales.

9.4: Determine how to support and protect a brand within an ecommerce site.

9.5: Develop policy and strategies for promotions, limited time sales, deals and discounts on selected products.

9.6: Identify the growth drivers and barriers that may affect an ecommerce site.

9.7: Maintain best practices for Search Engine Optimization (SEO).

9.8: Maximize performance by using data mining business analytics to adjust campaigns.

9.9: Analyze user behavior to ensure ecommerce sites are developed to maximize the customer experience.

9.10: Use logs to monitor trends and ecommerce site performance.

9.11: Analyze marketing expenses to maximize budget performance.

### **Domain 10: Legal Considerations**

10.1: Assess copyright, trademark, and patent issues that may affect an ecommerce site.

10.2: Determine if intellectual property, privacy or confidentiality issues affect an ecommerce site.

10.3: Identify legal issues involved with conducting business via ecommerce.

10.4: Analyze taxation issues that may affect an ecommerce site.