

Marketplace E-Commerce Guidelines

Background

The CMU Marketplace provides Campus departments with a secure and cost-effective way to extend their business Operations to the World Wide Web. The CMU Marketplace is an e-commerce solution hosted offsite by Touchnet. Touchnet supplies the University with a Purchasing Card Industry (PCI) compliant solution for accepting on line payments. The CMU Marketplace is a secure environment to connect buyers and sellers to connect electronically, making it easy for students, parents, alumni and the community to do business with the University. The CMU Marketplace allows departments to easily create online storefronts to sell products or accept online payments.

Definitions

Storefront – A shopping cart application that allows customers to purchase items and pay for products on line.

uPay Site – An application that allows customers to securely make a payment to the University. A uPay site is linked to from another webpage that exists on the University's web site. Accepting housing application deposits on line through the Adirondack software is an example of a uPay site.

Marketplace Operations Center – The web application for building and editing the stores and products that reside in the Marketplace. Reports are generated and orders are filled, cancelled, or refunded using the Marketplace Operations Center

CMU Marketplace Mall – A virtual mall that contains links to all of the stores and products that exist in the CMU Marketplace.

Touchnet Payment Gateway – Processes payments from customers, sends payment data to the University's credit card processor. Generates Automated Clearing House (ACH) standard files to send to the bank for web check transactions.

Roles and Responsibilities

Marketplace Advisory Committee

The Marketplace Advisory Committee (MAC) consists of representatives from the Business Office, the Web Master, representatives from Information Technology and the University Center Director. The Advisory Committee is responsible for approving requests for new stores, approving store content and set up, and providing training and mentoring for merchant and store managers. The advisory committee will periodically audit each storefront to ensure that appropriate standards are followed.

Business Office

The Business Office is responsible for working with the bank to obtain new merchant ids and setting up host system accounts in the Touchnet Payment Gateway. The Business Office processes ACH files and reconciles deposits with Banner journal entries. Representatives from the Business Office serve on the Marketplace Advisory Committee.

Digital Communications Manager

The Digital Communications Manager is responsible for the branding of the CMU Marketplace Mall. The Digital Communications Manager coordinates with Graphic Design to assist Store Managers with creating images for products and store fronts. In cases where a uPay site is requested, the Digital Communications Manager will work with the requestor to build the web page with the appropriate uPay link. The Digital Communications Manager serves on the Marketplace Advisory Committee.

Information Technology

Information Technology is responsible for creating merchants, maintaining Marketplace system settings, developing routines to store data for uPay applications and assisting with technical issues. Representatives from Information Technology serve on the Marketplace Advisory Committee.

Merchant Manager

The Merchant Manager completes requests for new stores, obtains approval from Departmental Directors and submits the form to the Marketplace Advisory Committee for approval. Once approved, the Merchant and Store Managers work with the MAC to set up and test the storefront.

Store Manager

The Store Manager is responsible for day to day management of the store, adding and removing products and reconciling sales. The Store Manager can also add other users to the store and assign fulfiller, fulfiller with cancel/refund rights and store contact users.

Fulfiller

The Fulfiller is responsible for completing order processing by accepting payments, entering fulfillment information and sending shipment confirmation messages to buyers. Fulfillers with refund and cancel rights can also cancel all or part of a pending order and refund payment for an order. Orders should not be fulfilled until the ordered products can be shipped to the customer.

New uStore Creation Process and Timeline

The following chart outlines the process for creating a new store from in the Mesa State Marketplace. The University has two Marketplace environments: Test and Production. Generally the Storefront will be created in the test environment first so that all aspects of the store can be tested. After the test Storefront is approved, the Storefront is then set up in production. Time frames are approximate and dependent upon the complexity of the project, time of school year and urgency.

Who	Task	Time Frame
Merchant Manager	Complete New Store Request form. Submit to Marketplace Advisory Committee	Week 1
Marketplace Advisory Committee (MAC)	Approve Store request. Forward Store Data Gathering Sheet to Merchant Manager. Schedule meeting with merchant manager and store manager to discuss requirements	Week 2
Merchant Manager	Complete Store Data Gathering Sheet.	Week 2
Business Office	Set up host system account with credit card merchant in test	Week 2
MAC & Merchant Manager	Meet to discuss store set-up guidelines and requirements. Set up Merchant and store in the test marketplace. Create logins for Merchant and Store Manager.	Week 3
Business Office	Set up detail codes in Banner Test	Week 3
Business Office	Contact Bank to set up new Credit Card Merchant	Week 3
Store Manager	Add products to Store in Test	Week 3
Store Manager	Test, test, test	Week 4
Store Manager	Inform Merchant Manager and MAC when store set-up is complete	Week 4
MAC	Review and approve store in test	Week 5
Business Office	Create Credit Card Merchant and host system account in Production. Create detail codes in Banner production	Week 5
Store Manager	Build production store	Week 5
Merchant Manager & MAC	Go Live	Week 5

Marketplace Guidelines

Credit Card Fees

Credit card and electronic fund transactions are recorded electronically to Banner if the GL interface is turned on. Credit card transactions will be assessed a credit card processing fee which will be allocated directly to the department.

Reconciling

Departments must reconcile sales transactions captured through their online storefronts with transactions posted to Banner. If a department discovers that sales transactions are missing, duplicated, or incorrectly posted, the staff member responsible for reconciling the accounts must contact the Business Office for assistance in resolving the errors.

Disputed Transaction Sales

If a credit card holder disputes a sale transaction processed through CMU Marketplace, Wells Fargo Bank will contact the Business Office, which will then contact the department. If the dispute is not resolved in ten business days, the University will be charged for the transaction. Upon notice of charges for unsettled disputes, the Business Office will transfer the charge back to the department's account.

Customer Service

The following standard practices will be observed: prompt and correct fulfillment of orders, prompt notification to the customer regarding any problems or delays with the order, and management of the customer relationship in a professional manner.

Returns, Exchanges, and Refunds

In general, funds transferred in the sale of goods are refunded in the same manner (credit card, check, etc.) in which the good was originally purchased. Refunds, like returns, should be processed within 30 days of the purchase or delivery of an item.

Advertising

Advertisements for non-University goods and/or services are prohibited within CMU Marketplace.