eLeaP

eCommerce LMS Administrator's Manual

a product of telania

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Introduction

Fortune 500 companies and multi-national corporations have discovered something when it comes to their learning, training and development content—it sells.

If you've ever been interested in selling your training and development content but you're unsure of how to get started, eLeaP has the solution.

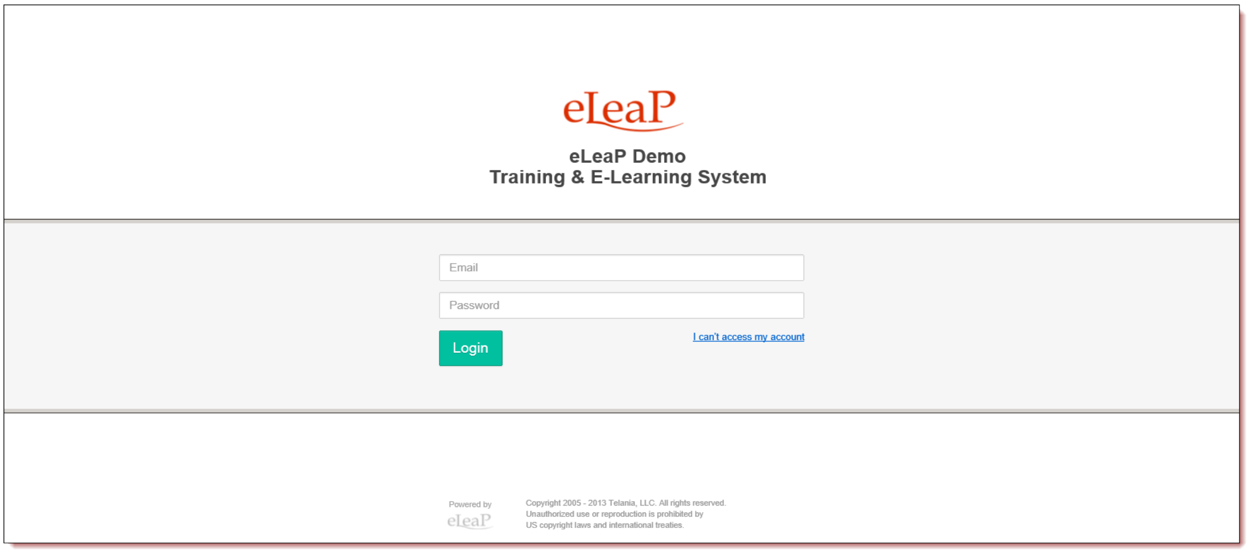
We provide you with an LMS that lets you design and develop content you can sell to a wide-ranging audience.

The eLeaP ecommerce learning management system can save you a vast amount of both time and money, while enabling you to create sophisticated training packages custom-built for the precise needs of your audience.

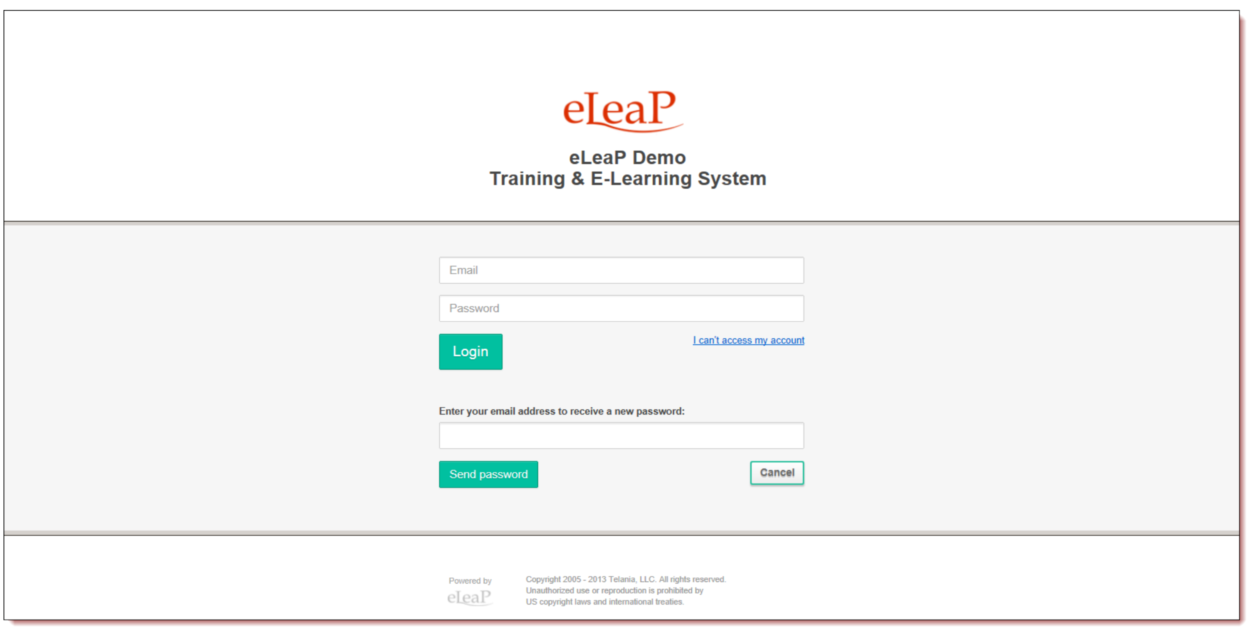
The purpose of this document is to describe all of the functionality within the eLeaP eCommerce system that an administrator has access to and how the administrator can easily configure this functionality to have the system up and running quickly and efficiently.

Logging in to the System

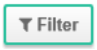
Entering the URL for the eLeaP application (your specific account URL) into your browser's address bar displays the **Login** screen, illustrated below. Simply enter your email address within the **Name** field, enter your password in the **Password** field, and then click Login to access the system. If you get an error message or [THIS ACCOUNT HAS BEEN DISABLED] message, check your account website URL to make sure it is correct. Contact eLeaP (support@eleapsoftware.com) if necessary.



Click the **I can't access my account** link if you forget your password. The **Login** screen expands, displaying a field into which you can enter your email address for retrieval of your password. Once you have entered your password, click Send password. The system will send you your password.



Welcome Screen

The **Welcome** screen, illustrated below, is the first screen you will see each time that you log in to the system. Should you create and assign individual training courses, these will be displayed on an **Assigned Course** list, and you can filter which courses are displayed by selecting a Category from the **Category** list and clicking 

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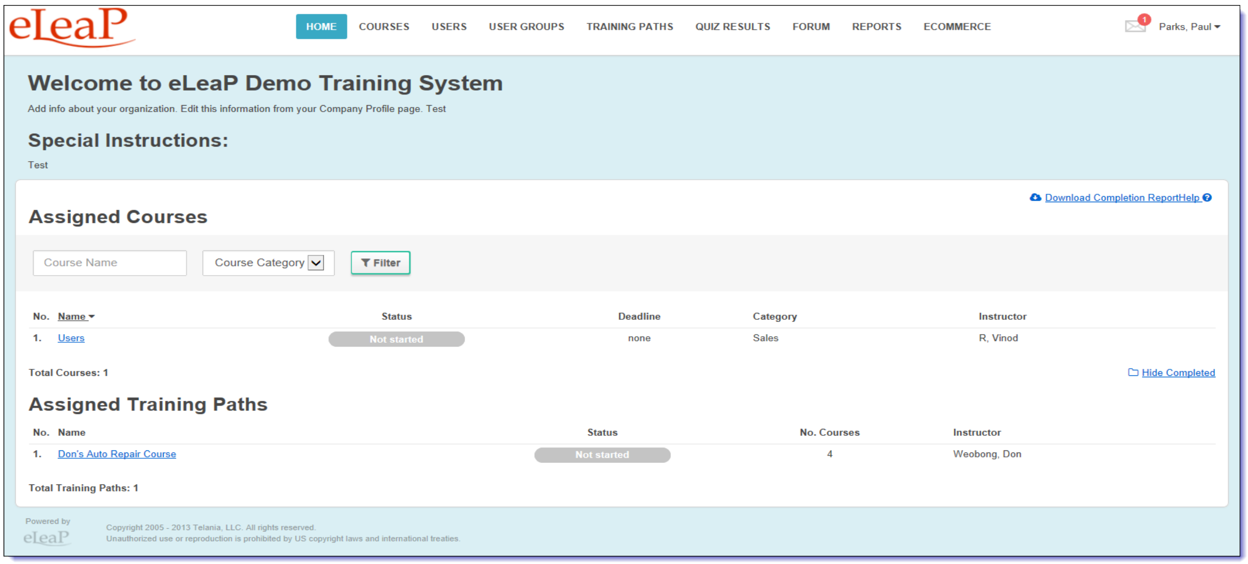
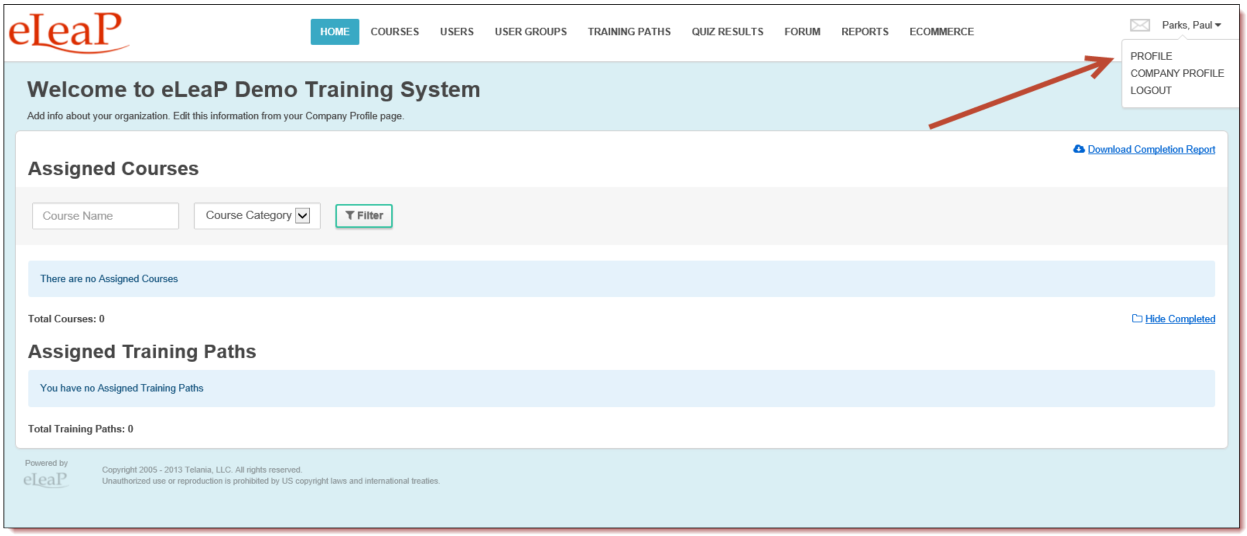
Of course if you use eLeaP for selling courses, you would not need to individually assign courses to users as the eCommerce system takes care of this automatically.

Click the [**Help**] icon for additional information.

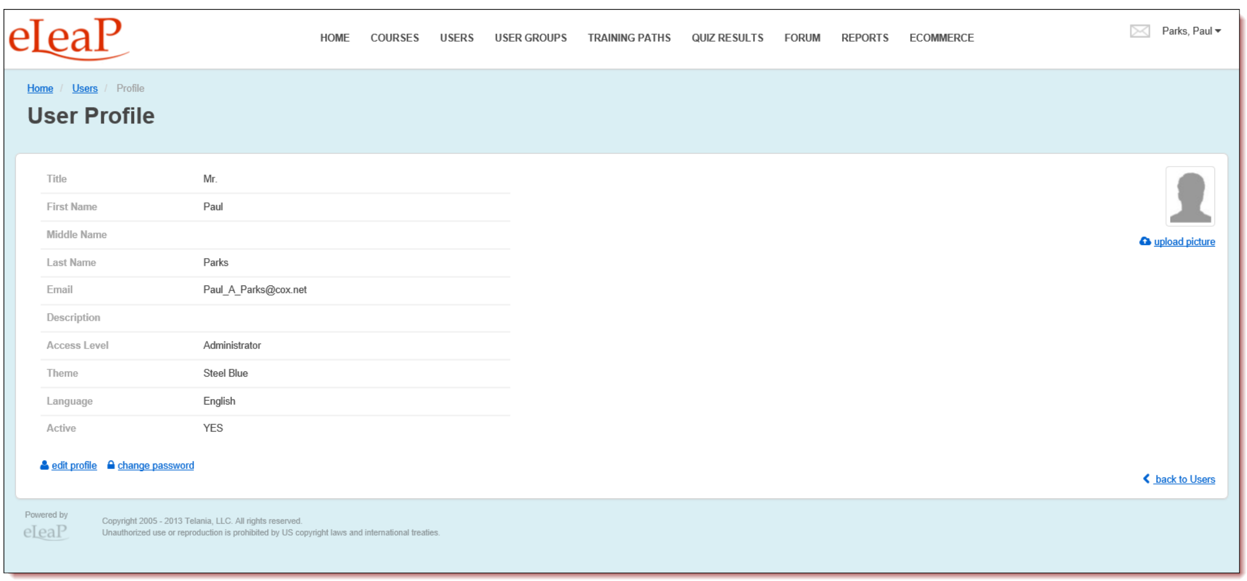


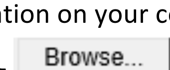
Modifying Your Personal Profile

Selecting the **PROFILE** option on the drop-down menu at the upper right-hand corner of the screen, as shown in the following illustration, allows you to modify your Personal Profile information.



The **User Profile** screen, illustrated below, is displayed. To associate a picture with your Profile, click the **upload picture** link in the upper right-hand corner of the screen, as shown in the illustration.



The screen expands, allowing you to navigate to a location on your computer where the picture that you want to associate with your Profile is stored by clicking 

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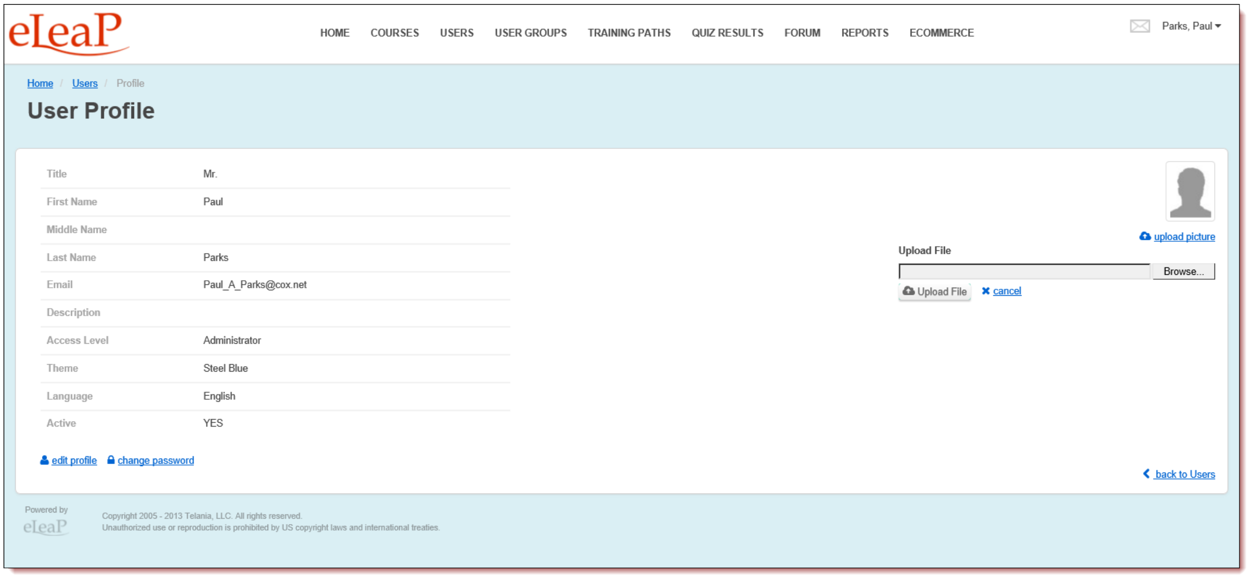
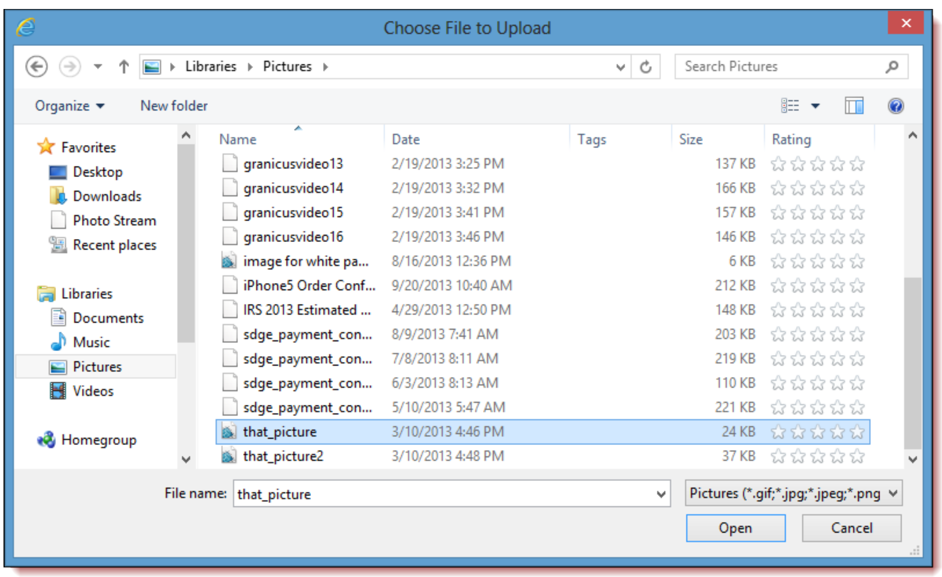
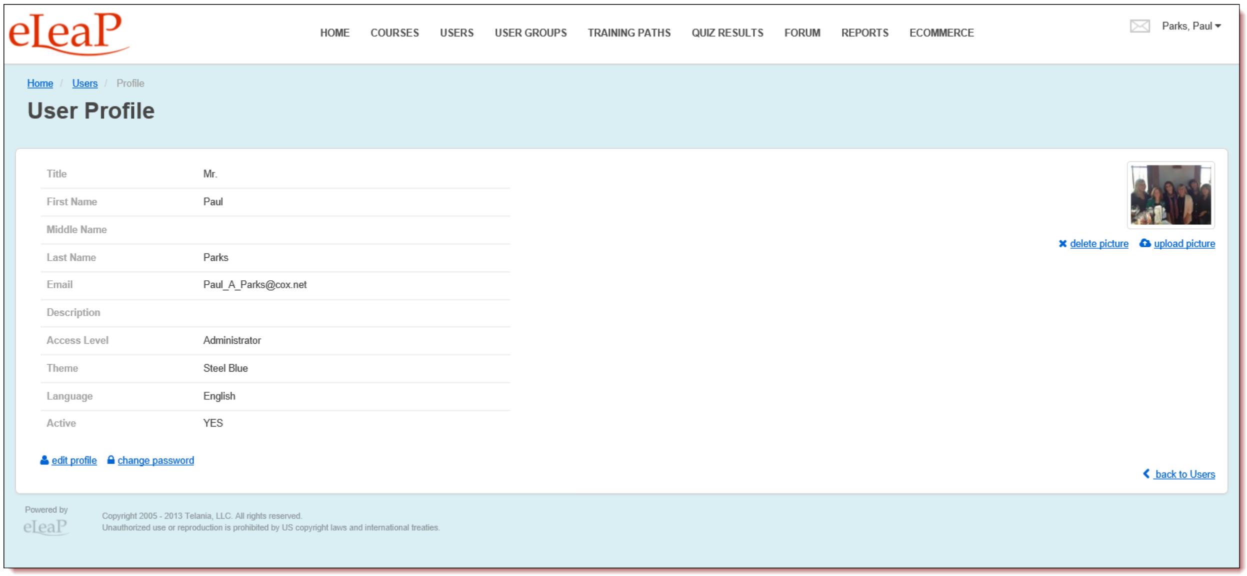


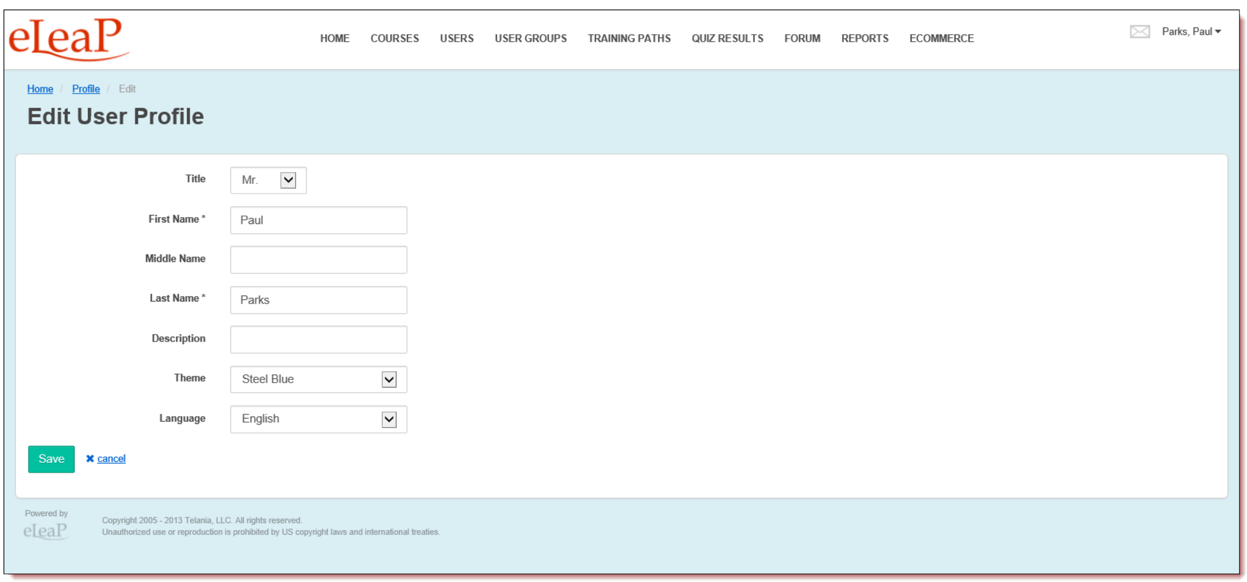
A **Choose File to Upload** dialog, illustrated below, is displayed. Select the file that you would like to associate with your profile and click **Open**.



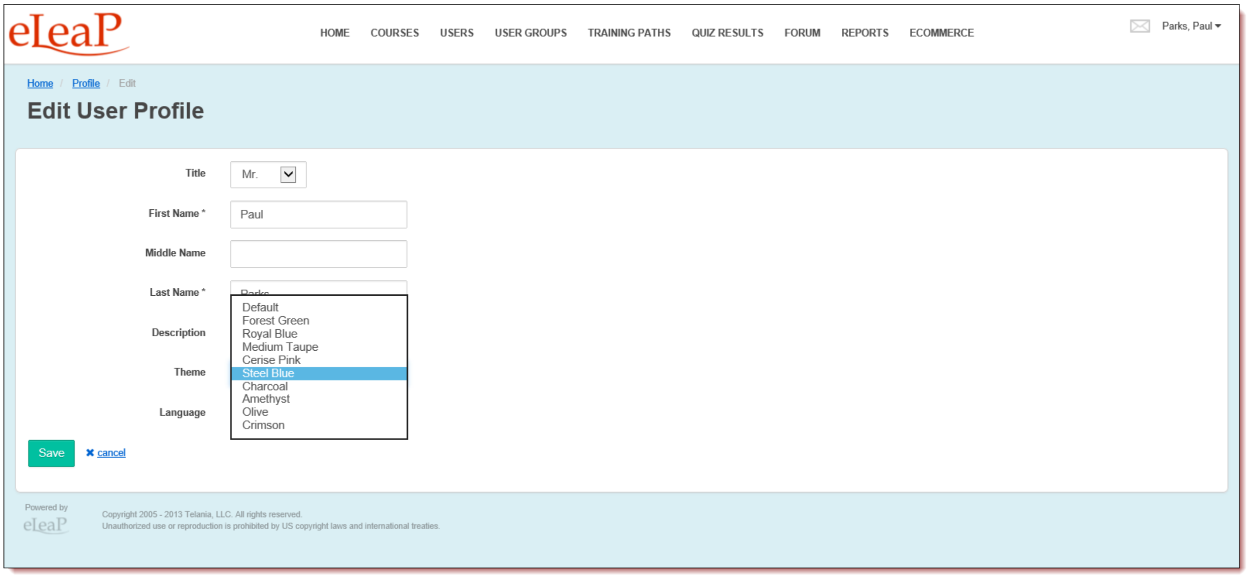
As shown in the following illustration, the image file is added to your Profile.



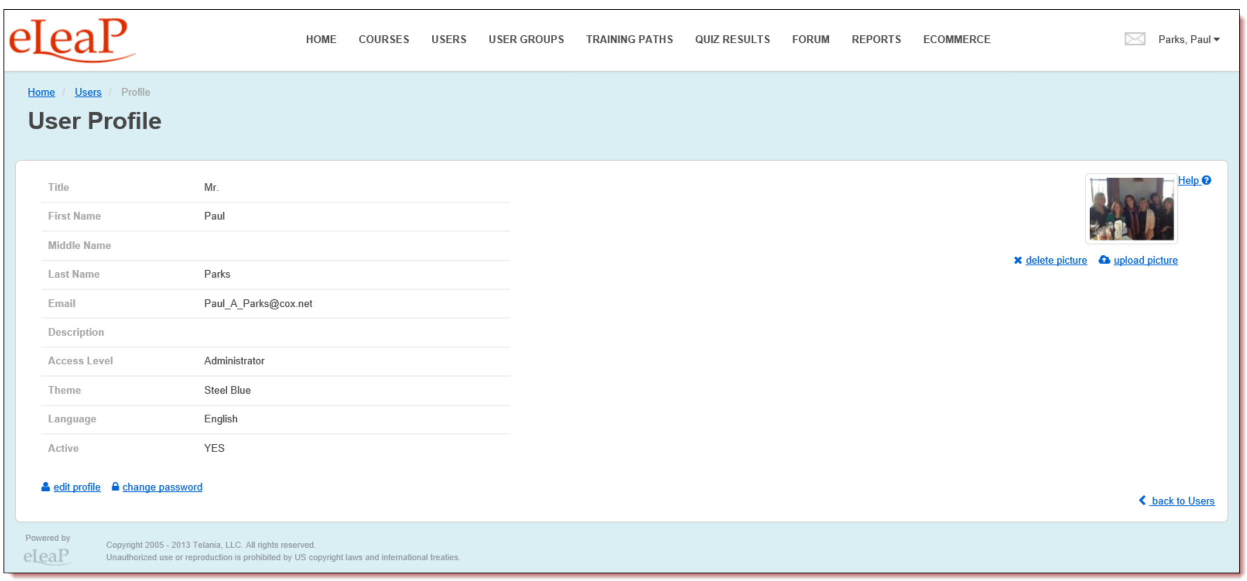
To edit your Profile Details, select the **edit profile** link located in the bottom left-hand corner of the screen. The **Edit User Profile** screen, illustrated below, is displayed. Make any modifications necessary within the **Title**, **First Name**, **Middle Name**, **Last Name, Email**, **Description**, **Access Level**, **Language** and **Active/Inactive** settings.



Additionally, you make a selection from the **Theme** drop-down, if desired, as shown in the following illustration.

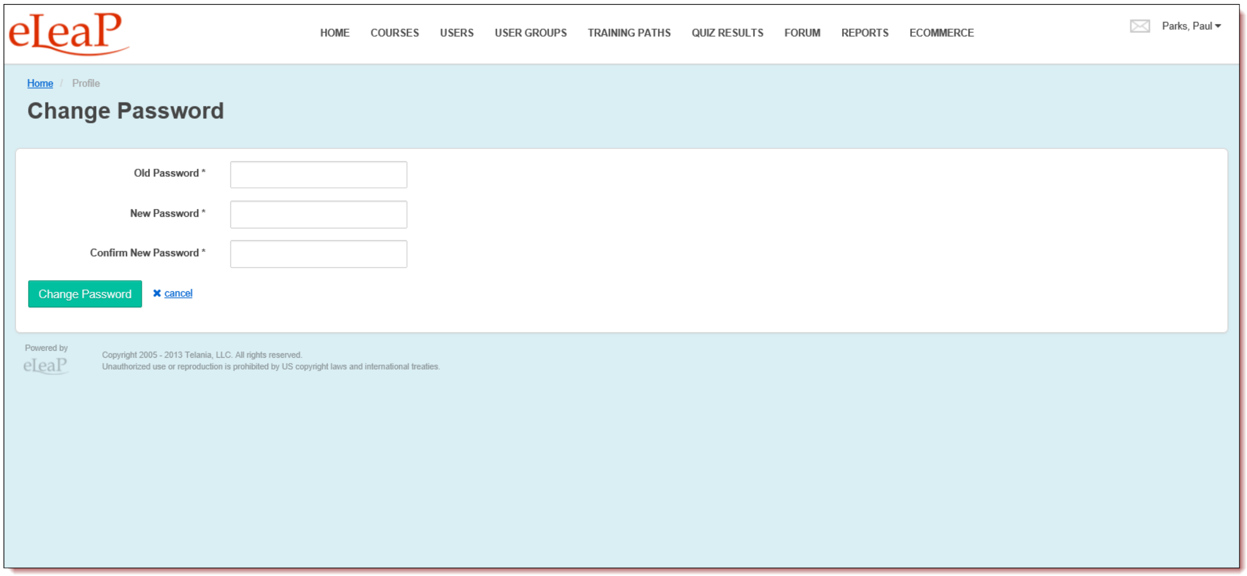


Click **save** to save any changes to the system. As shown in the following illustration, the changes to your profile have been saved.



Changing Your Password

Clicking the **change password** link allows you to reset your password. As shown in the following illustration, the **Change Password** screen is displayed. Enter your old password in the **Old Password** field, enter your new password in the **New Password** field, re-enter the new password in the **Confirm New Password** field, and then click **Change Password**.


eLeaP
HOME COURSES USERS USER GROUPS TRAINING PATHS QUIZ RESULTS FORUM REPORTS ECOMMERCE
Parks, Paul
Home / Profile
Change Password
Old Password *
New Password *
Confirm New Password *
Change Password
cancel
Powered by eLeaP
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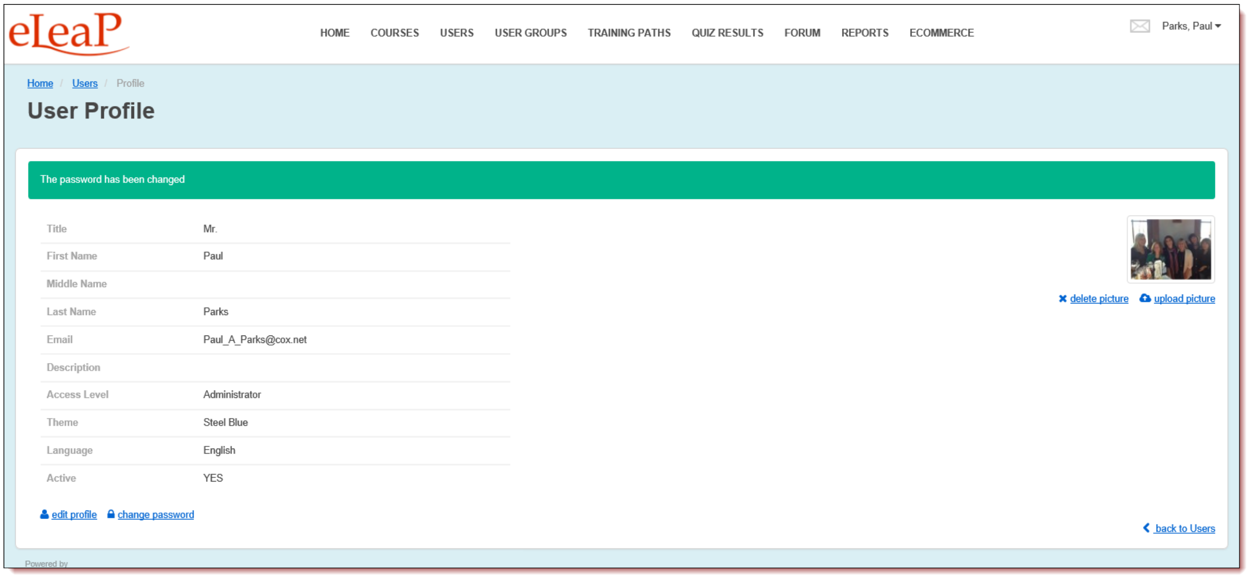
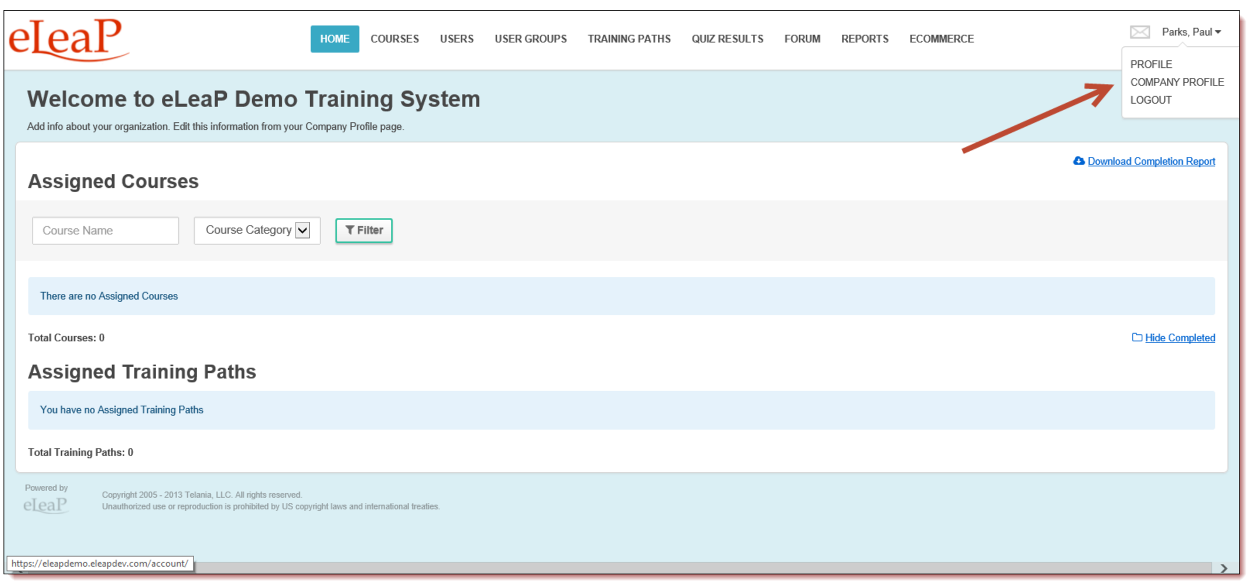
Unauthorized use or reproduction is prohibited by US copyright laws and international treaties.

As shown in the following illustration, the system confirms that the password has been changed.

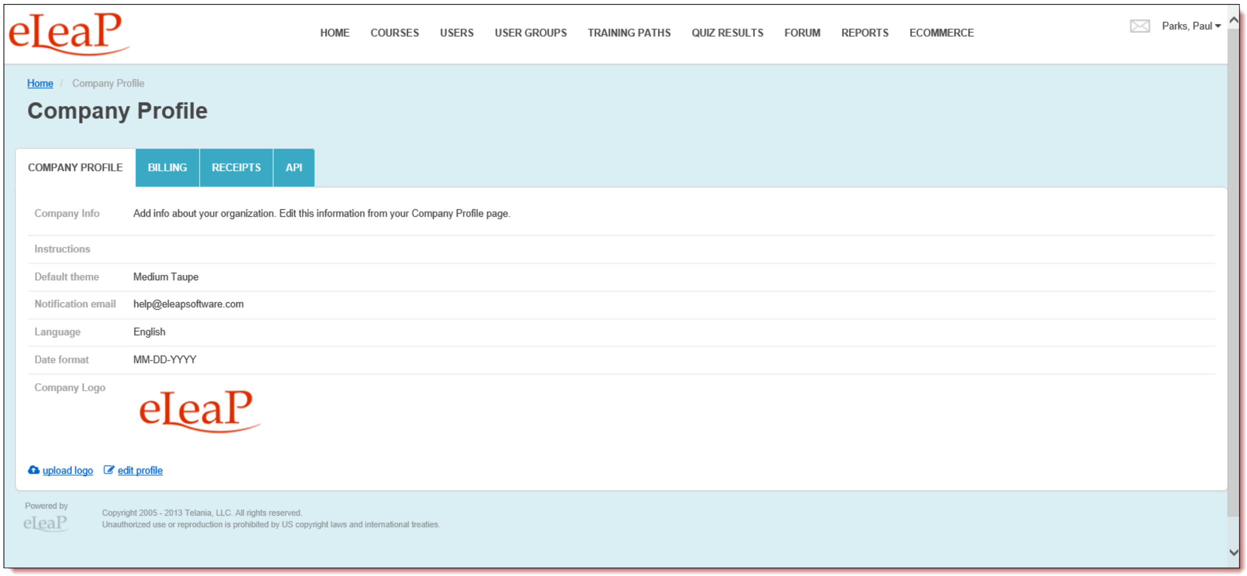


Modifying Your Company Profile

Selecting the **COMPANY PROFILE** option on the drop-down menu at the upper right-hand corner of the screen, as shown in the following illustration, allows you to modify your Company Profile information.

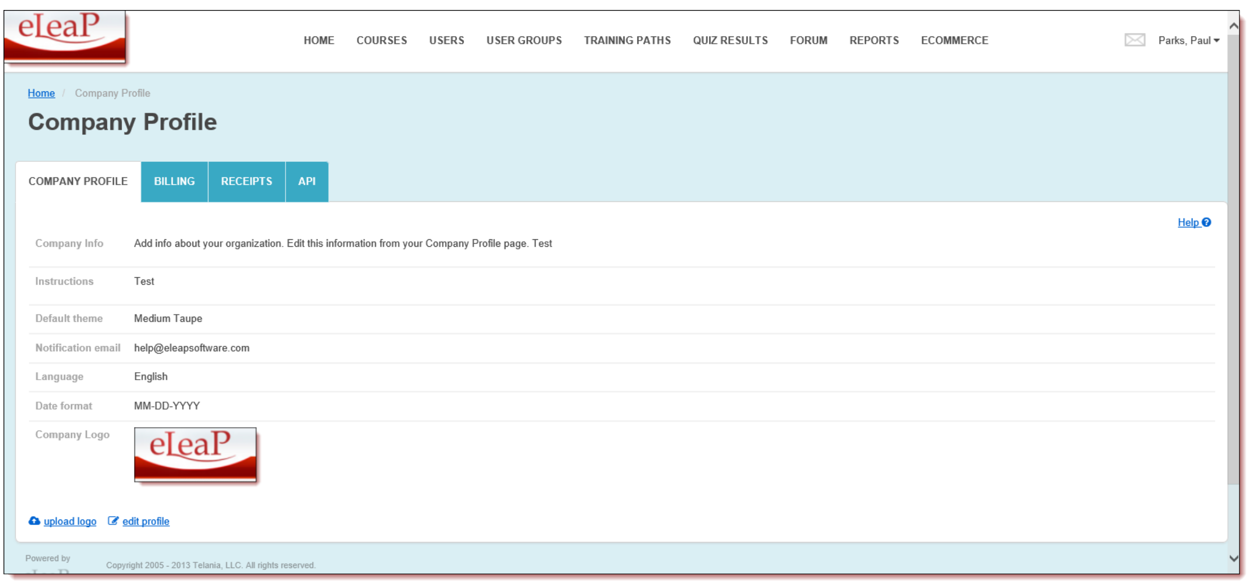


The **Company Profile** screen, illustrated below, is displayed. This screen consists of four tabs: **Company Profile** (displayed by default), **Billing**, **Receipts** and **API**. Clicking the **edit profile** link, located in the bottom left-hand corner of the screen allows you to modify the **Company Info**, **Instructions**, **Theme**, **Notification email**, **Language** and **Date format** settings for your account. Clicking the **Upload logo** link allows you to upload your company's logo, which will be displayed within the upper left-hand corner of the screen. This logo will also appear on the upper left-hand corner of your eCommerce catalog.



Uploading your Company Logo

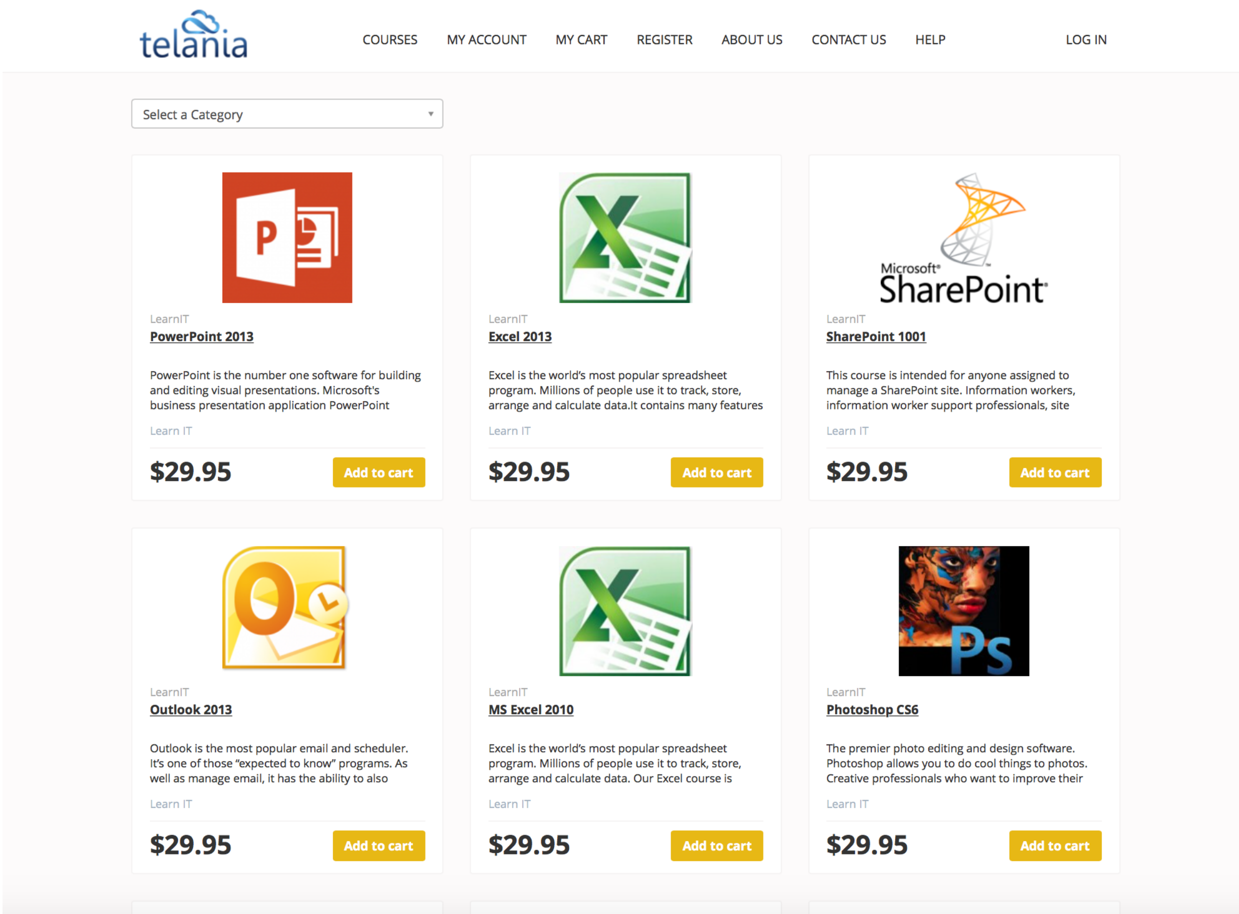
Clicking the upload logo link on the **Company Profile** screen allows you to incorporate your company logo into the theme of your instance of the eLeaP application. As shown in the following illustration, the **Company Profile** screen expands to include an **Upload File** portion of the screen.



Click Browse... to navigate to the location on your computer where your logo file is stored using the **File to Upload** dialog, shown in the following illustration. Select the logo file and click Open.

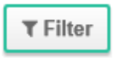
Catalog Page

Your eCommerce catalog page will display your logo and other customizations as shown in the screenshot below.



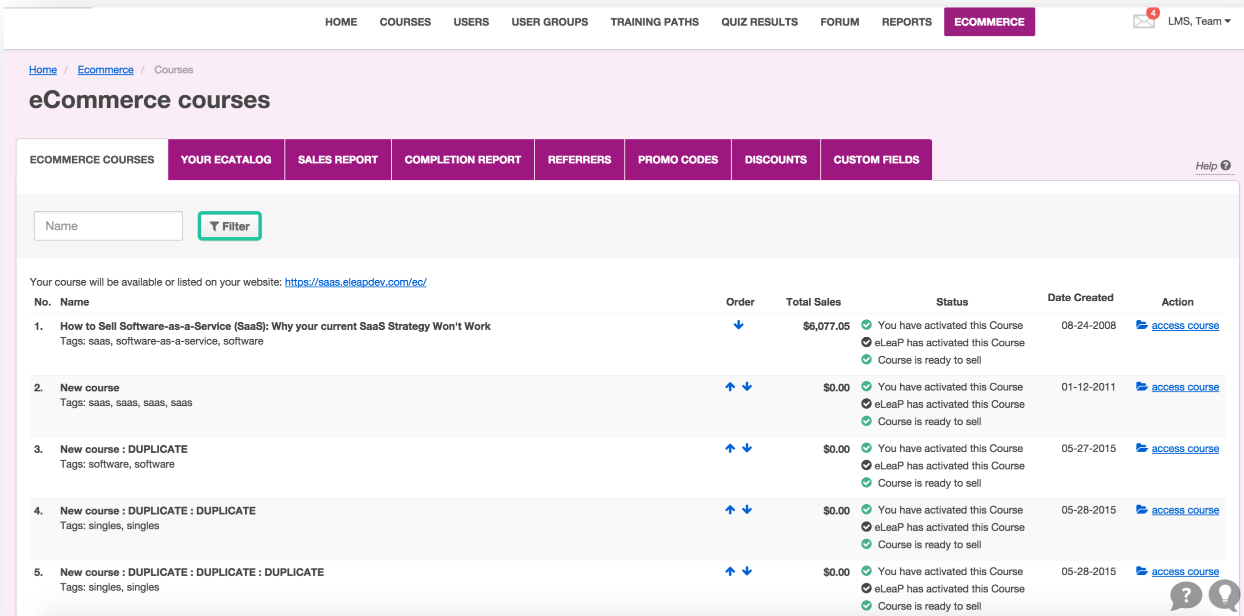
Ecommerce Courses

Selecting **ECOMMERCE** on the menu bar displays the **eCommerce courses** screen, as shown in the following illustration. Each eCommerce course that you create is displayed here on an **eCommerce Courses** list, with the Course's **Name**, **Total Sales**, **Status** and **Date Created** details shown. The Status for the Course indicates whether or not **you have activated the course**, whether or not **eLeaP has activated the course**, and whether or not the **course is ready to sell**. You can filter the Courses displayed on this screen, when it becomes necessary, by entering a Course Name in the **Name** field, and then clicking



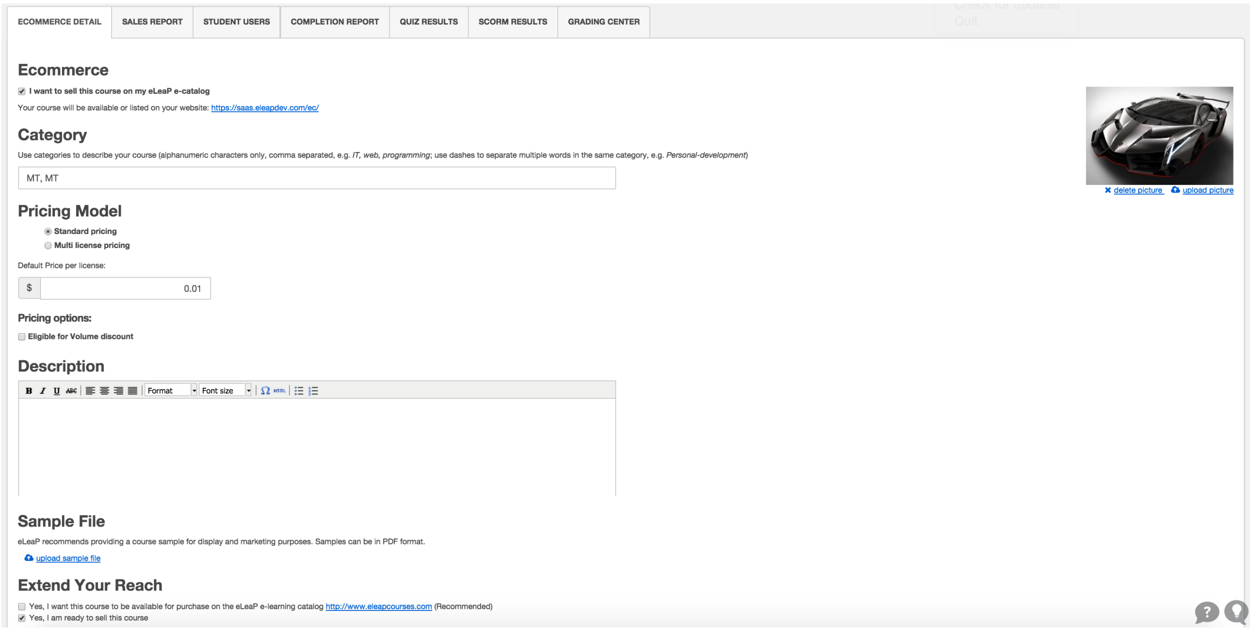
.You can also click the **access course** link within the **Action** column to access the eCommerce Course details.

Please note that for a Course to appear in the list of eCommerce Courses it will first have to be enabled from the Course Settings.



eCommerce Course Details

Selecting the **access course** link for an eCommerce Course on the **eCommerce Courses** list displays the **ECOMMERCE COURSES** tab/screen for that Course, as shown in the following illustration. This screen is where you will configure an eCommerce Course’s settings. Use the steps below to successfully configure an eCommerce Course.



Within the **Ecommerce** portion of the screen:

1. Select or deselect the **I want to sell this course on my eLeaP e-catalog** check box, depending on whether or not you want to offer the Course via your ECatalog.

Within the **Category** portion of the screen:

2. Use categories to describe your course (alphanumeric characters only, comma separated, e.g. IT, web, programming; use dashes to separate multiple words in the same category, e.g. Personal-development)

Within the **Pricing Model** portion of the screen:

3. Select **Standard** Pricing or **Multi-license** pricing.
    a. Standard Pricing is for purchases by individual or single users (versus organizations that need to buy multiple licenses for many users).
    b. Multi-license Pricing is for purchases by organizations involving multiple licenses to be distributed to multiple end users.
    c. If you use the Standard pricing model, you can choose to activate the **Eligible for Volume discount** option which means your eCommerce course can be purchased as bundle with other courses and still a discount for being part of a bundled purchase. For example if you have set up **Volume Discount** pricing for say 4 to 8 course enjoying a 10% discount, then a user selecting 4 to 8 courses which have **Eligible for volume discount** enabled will net the buyer a 10% discount at checkout.
4. If you select Multi-license pricing:
    a. You have a choice of **Tiered** pricing which means as certain tiers are reached, the price per user drops.

   b. You can alternatively select **Volume** pricing which means multi-license purchases simply use a multiplication of number of licenses and price per licenses. There is not discount for having a specific number of users.
   c. You can also choose option of letting eLeaP handle re-orders based on the **Sum of previous order and new order total** or the **only new order total** radio button as the **Calculate upgrade pricing using method**. For example Acme purchases 50 licenses the first time and come back to purchase an additional 50 licenses for a total of 100, do you offer them a tiered pricing discount for 100 users or simply ignore the first order and only give them tiered pricing discount for 50 users.
      i. Enter the upper range value in the **Upper Range** field for the number of Users and then click add price. The pricing will be added to the Pricing Structure. Once pricing has been added, you can click the **delete** link to remove it.

         Note: Since pricing is cumulative, deleting a single price level will void all other price levels.

5. Use the [**Description**] box in the eCommerce details page to add marketing-specific description (separate from course content description). You can even use the HTML tool to embed videos from YouTube or Vimeo or other third party video hosting sites.

Within the **Sample File** portion of the screen:

6. Click the **upload sample file** link. eLeaP requires a course sample for display and marketing purposes. Samples can be in PDF format. The screen expands to display an **Upload File** field. Click Browse... to navigate to the location on your computer where your sample file is stored and, using the **File to Upload** dialog, click Open to populate the **Upload File** field, and then click Upload File to upload the File.
7. Select the **Yes, I want this course to be available for purchase on the eLeaP e-learning catalog** http://www.eleapcourses.com **(Recommended)** check box and/or the **Yes, I am ready to sell this course** check box, as appropriate to your circumstances.
8. Click the **upload picture** link to associate an image with the Course. The screen expands to display an **Upload File** field. Click Browse... to navigate to the location on your computer where your sample file is stored and, using the **File to Upload** dialog, click Open to populate the **Upload File** field, and then click Upload File to upload the File.
9. Click save to save your changes to the system.

Selling Training Paths

We have added the capability to sell entire Training Paths. What is a Training Path? A Training Path is a collection of individual courses. Sort of like a curriculum of work or a module of training that encompasses several different course disciplines.

Create Training Path

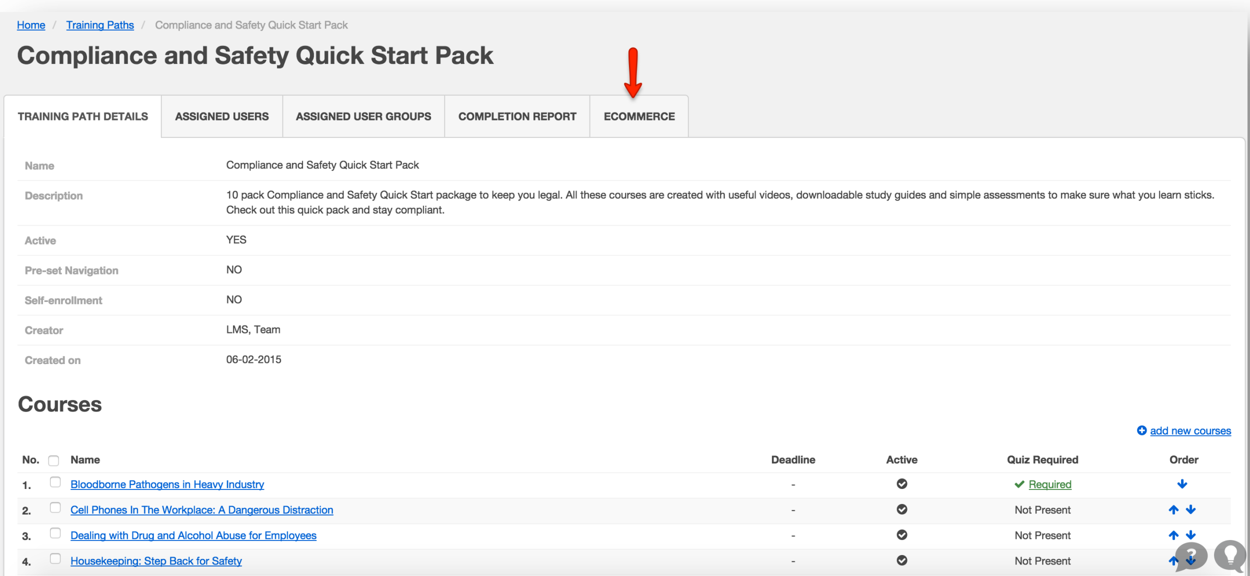
To create a Training Path, especially for eCommerce or selling, first go to your **COURSES** tab and make sure you have pre-created your Training Path courses. See the regular Administrator tutorials or user guide on how to create courses in eLeaP.

Once you have your courses, click on the [SETTINGS] tab within the courses screen and make sure the course has been enabled and activated for eCommerce. Please note that you won't be able to enable a Training Path for eCommerce purchase until every course in that Training Path is eCommerce enabled and active.

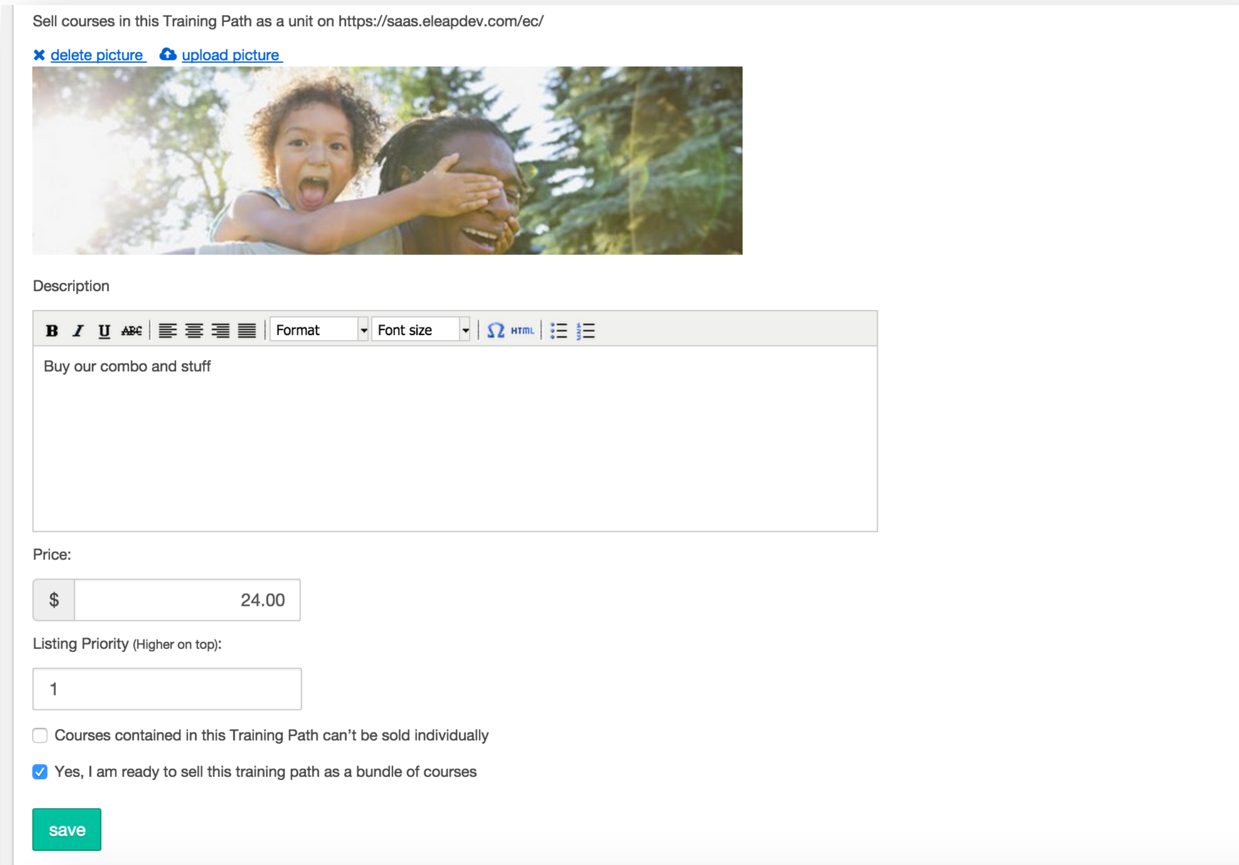
To create a Training Path, click on **TRAINING PATHS** tab and then click [add new training path to add your new Training Path. After submitted the form, click on the name of Training Path and then click add new courses to add your individual courses into the Training Path.

Activate Ecommerce for Training Path

Once you have your courses added to your Training Path, it is time to activate eCommerce for the Training Path. To launch your Training Path for eCommerce, click the **ECOMMERCE** tab within the Training Path submenu.

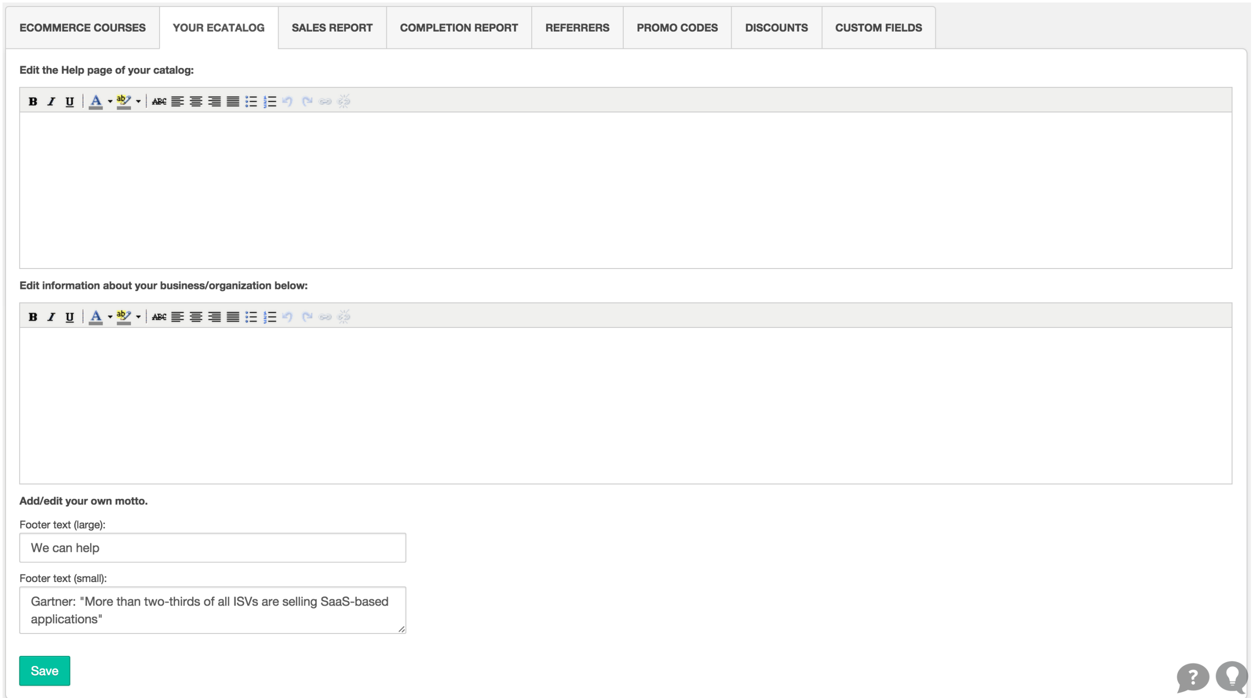


Here's an illustration of how the screen looks when you click the [ECOMMERCE] tab above:



Your ECatalog

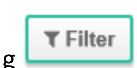
Selecting the **YOUR ECATALOG** tab on the **eCommerce** screen's menu bar displays the **Your eCatalog screen**, illustrated below. This screen allows you to add a description and information about your business/organization. You can also add a company motto. Use the steps below to successfully configure these elements of your eCatalog.



1. Add a short description of your business/organization within the **Edit information about your business/organization below:** box. Use any of the functionality within the **Content Editor** to format this information, if desired.
2. Add any help page information for customer service purposes within the **Edit the Help page of your catalog:** box. Use any of the functionality within the **Content Editor** to format this information, if desired.
3. Within the **Add/edit your own motto** portion of the screen, enter a **Title** and a Motto within their respective fields to illustrate a powerful tag line of what your business/organization stands for.
4. Click 

to save your changes to the system.

Sales Report

Selecting the **SALES REPORT** tab on the **Ecommerce** screen displays the **Sales Report** screen, shown in the following illustration. This screen shows the **Course**, **No. of Licenses**, **No. of Sales** and **Total Amount** details associated with a Course’s sales. Filter what displays on this screen by entering **From** and **To** dates, either entering the dates manually, or using the **Calendar** to select them, and clicking 

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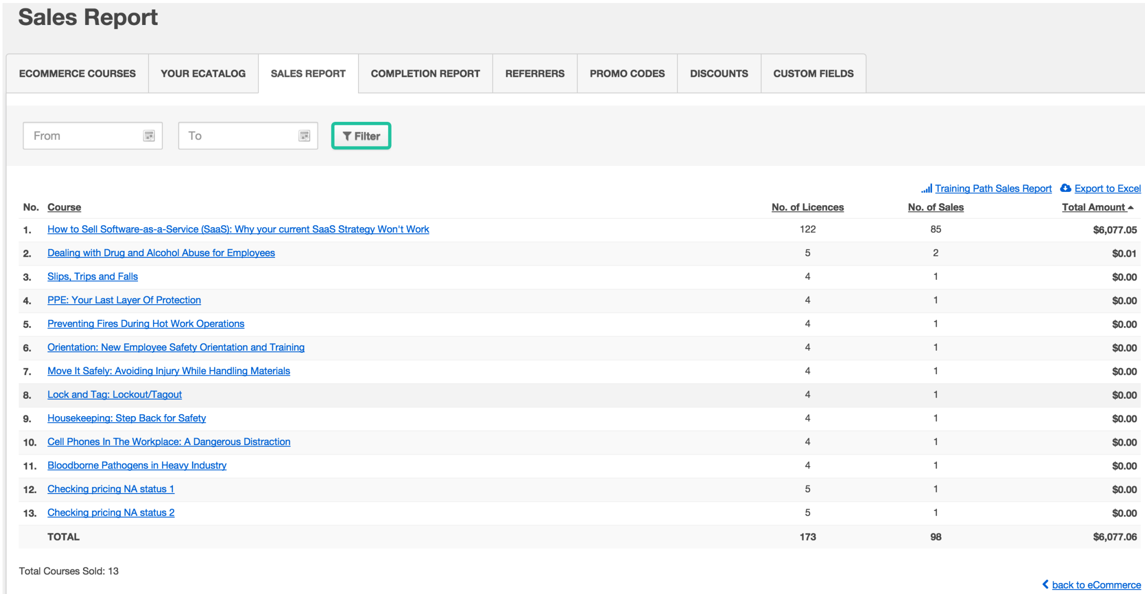

Sales Report

ECOMMERCE COURSES | YOUR ECATALOG | SALES REPORT | COMPLETION REPORT | REFERRERS | PROMO CODES | DISCOUNTS | CUSTOM FIELDS

From | To | Filter

Training Path Sales Report | Export to Excel

No.	Course	No. of Licences	No. of Sales	Total Amount
1.	How to Sell Software-as-a-Service (SaaS): Why your current SaaS Strategy Won't Work	122	85	$6,077.05
2.	Dealing with Drug and Alcohol Abuse for Employees	5	2	$0.01
3.	Slips, Trips and Falls	4	1	$0.00
4.	PPE: Your Last Layer Of Protection	4	1	$0.00
5.	Preventing Fires During Hot Work Operations	4	1	$0.00
6.	Orientation: New Employee Safety Orientation and Training	4	1	$0.00
7.	Move It Safely: Avoiding Injury While Handling Materials	4	1	$0.00
8.	Lock and Tag: Lockout/Tagout	4	1	$0.00
9.	Housekeeping: Step Back for Safety	4	1	$0.00
10.	Cell Phones In The Workplace: A Dangerous Distraction	4	1	$0.00
11.	Bloodborne Pathogens in Heavy Industry	4	1	$0.00
12.	Checking pricing NA status 1	5	1	$0.00
13.	Checking pricing NA status 2	5	1	$0.00
	TOTAL	173	98	$6,077.06

Total Courses Sold: 13

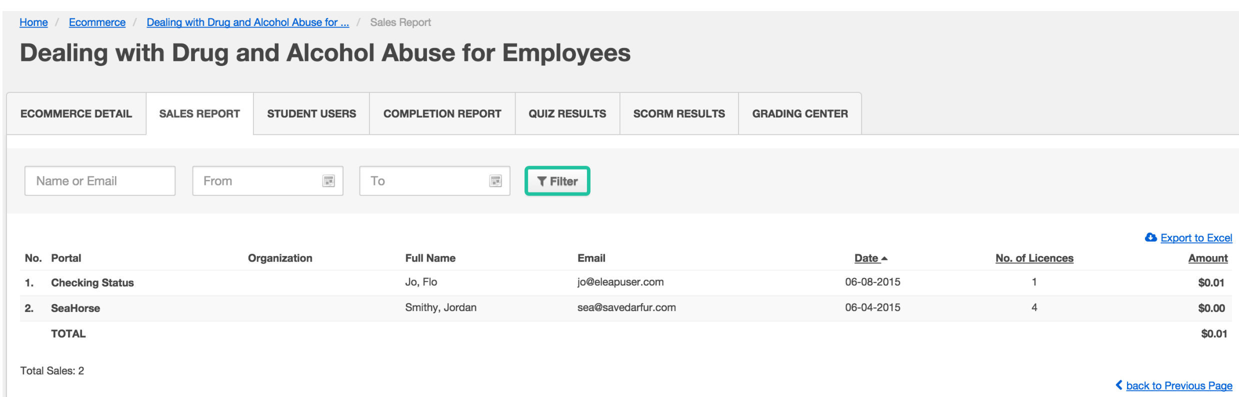
back to eCommerce

Training Path Sales Report

Click on the Training Path Sales Report to view your Training Path Sales report. You will see and be able to download your sales reports for purchases of your Training Paths.

Viewing Course Details

Clicking on a Course Name on the **Courses** list displays the **Course Details** screen for that Course, as shown in the following illustration. This screen displays the **Portal**, **Organization**, **Full Name**, **Email**, **Date**, **Number of Licenses** and **Amount** details for each sale of that particular Course.


Home / Ecommerce / Dealing with Drug and Alcohol Abuse for ... / Sales Report

Dealing with Drug and Alcohol Abuse for Employees

ECOMMERCE DETAIL | SALES REPORT | STUDENT USERS | COMPLETION REPORT | QUIZ RESULTS | SCORM RESULTS | GRADING CENTER

Name or Email | From | To | Filter

Export to Excel

No.	Portal	Organization	Full Name	Email	Date	No. of Licences	Amount
1.	Checking Status		Jo, Flo	jo@eleapuser.com	06-08-2015	1	$0.01
2.	SeaHorse		Smithy, Jordan	sea@savedarfur.com	06-04-2015	4	$0.00
	TOTAL						$0.01

Total Sales: 2

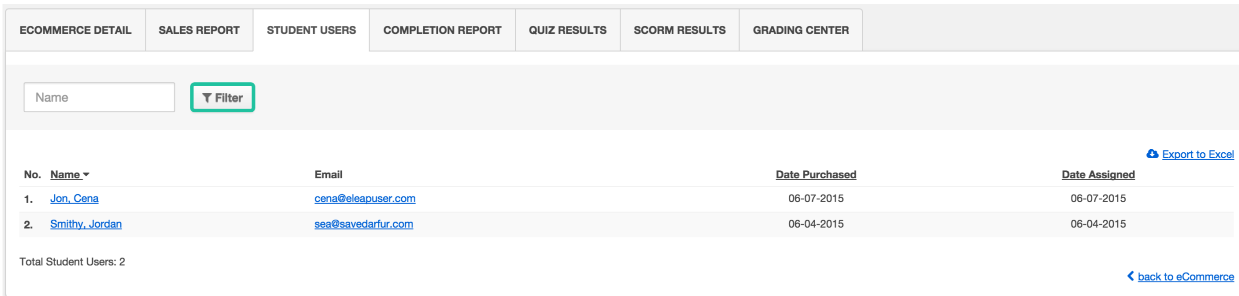
back to Previous Page

Exporting Sales Details

Click the **Export to Excel** link on the **Sales Details** screen to export Sales Details to a local drive on your computer. As shown in the following illustration, you are presented with the option to either **Open** or **Save** the Excel file.

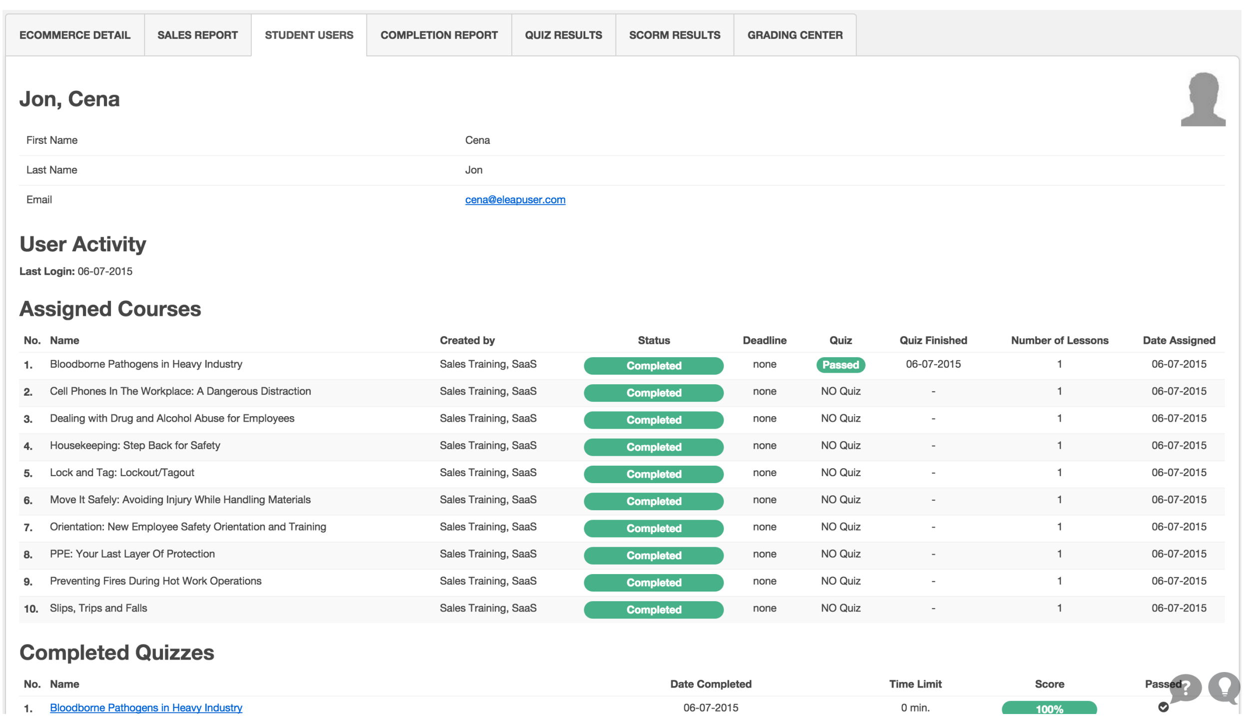
Student Users

Selecting the **STUDENT USERS** tab within the **Ecommerce** screen displays the **Student Users** screen, illustrated below. This screen displays the **Name**, **Email**, **Date Purchased** and **Date Assigned** details for each Student on the **Student Users** list who has purchased this particular Course.



Viewing Student User Details

Selecting a Name on the **Student Users** list displays the **Student User Details** screen for that Student User. In addition to the Student User's **First Name**, **Last Name** and **Email** details, this screen shows you the **User Activity**, **Assigned Courses** and **Completed Quizzes** associated with that Student User.

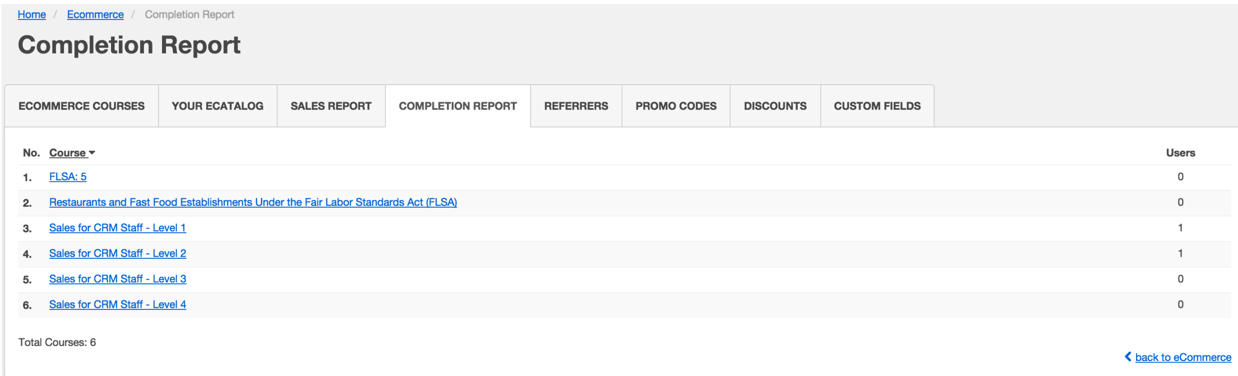


Exporting Student User Details

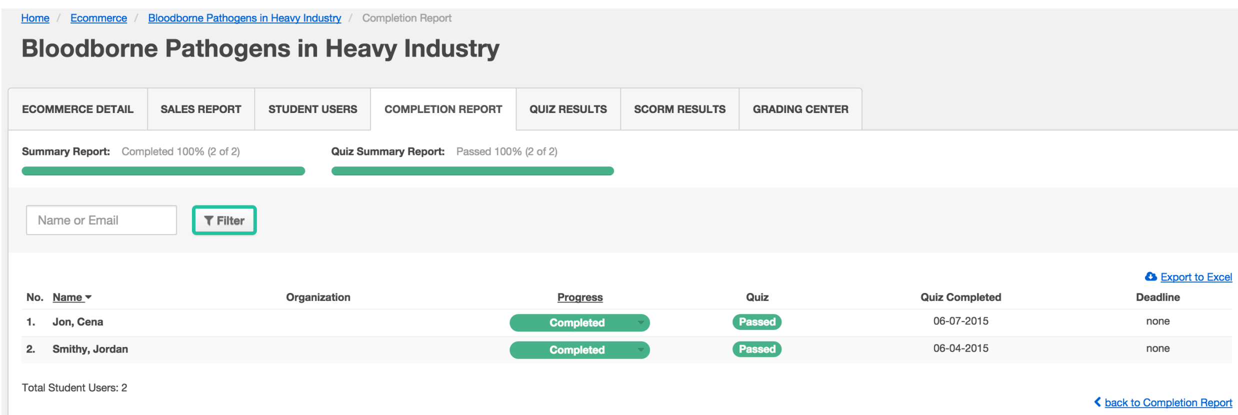
Selecting the **Export to Excel** link on the **Student Users** screen allows you to export all of this data to a local drive on your computer. As shown in the following illustration, you are given the option to either **Open** or **Save** the Excel file.

Completion Report

Selecting the **COMPLETION REPORT** tab within the **Ecommerce** screen displays the **Completion Report** screen, illustrated below. The completion for each course in your eCommerce report is listed. Click on the name of each course to view the details of that course's completions.



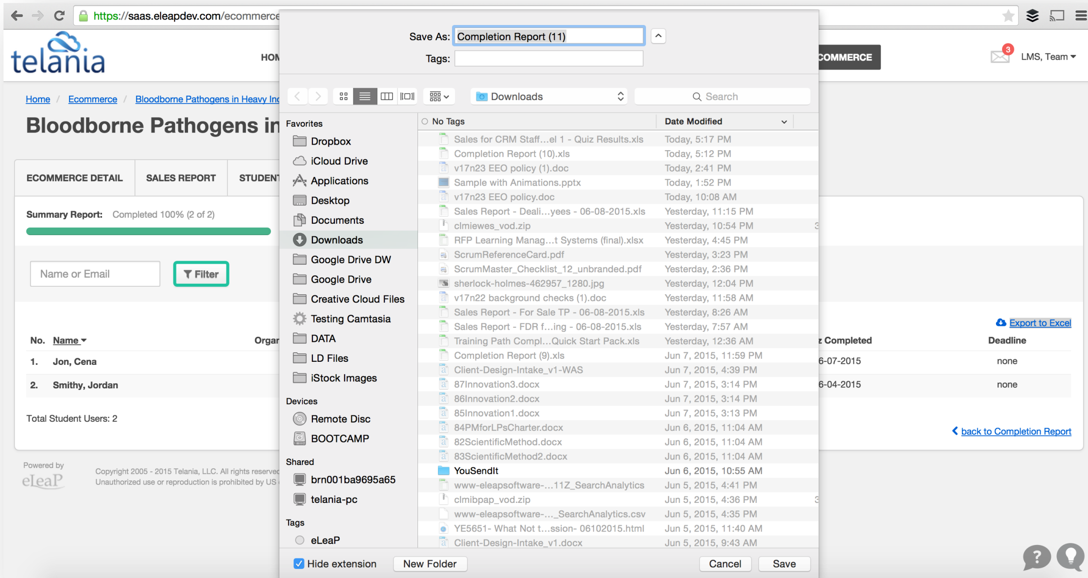
Clicking on each course in the COMPLETION REPORT tab displays the detailed course completion information as shown below.



Clicking on the Course **Completion Report Name** displays the **Completion Report Details** screen, listing each of the Course's registered Students, including the **Name**, **Organization**, **Progress**, **Quiz**, **Quiz Completed** and **Deadline** details for that Student.

Exporting Completion Reports

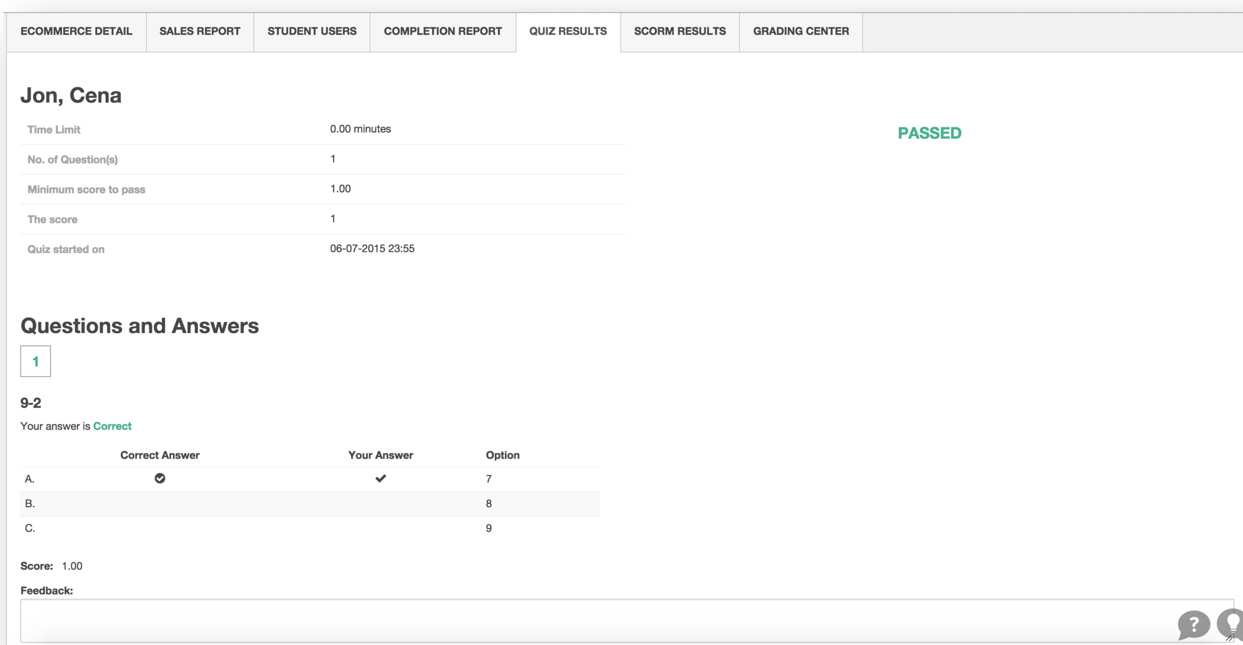
Clicking the **Export to Excel** link on the **Completion Report Details** screen allows you to export this information to a local drive on your computer. As shown in the following illustration, you are presented with the option to either **Open** the file or **Save** it.



Quiz Results Report

Click the [QUIZ RESULTS] to see details of quiz scores of your student users.

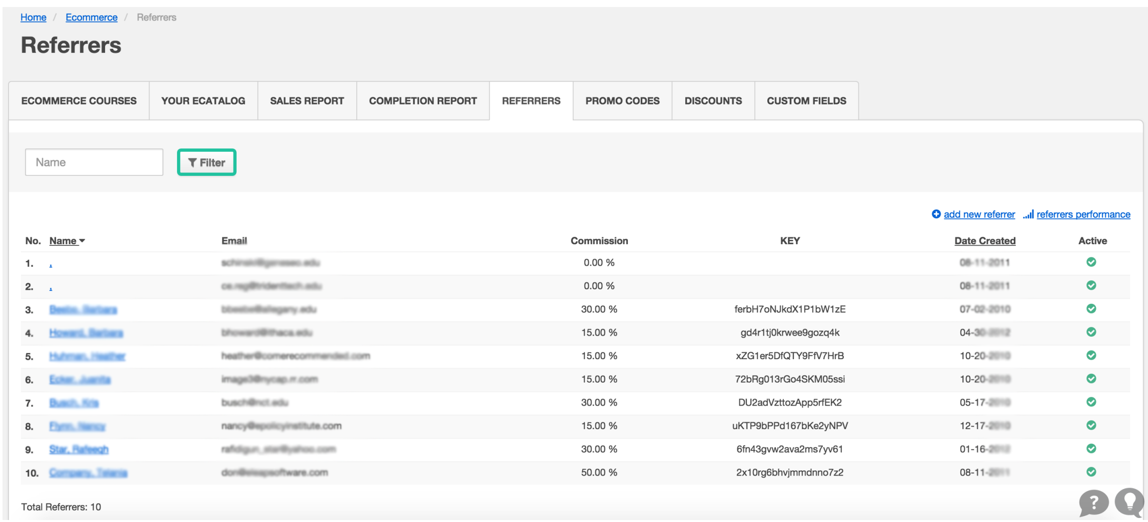
You can click on individual student's names to get details of their quiz scores:



Additional tabs in the Student Completion Report area include [SCORM RESULTS] and [GRADING CENTER]. The [SCORM RESULTS] displays any results form SCORM created e-learning courses while the [GRADING CENTER] enables you to manually grade quiz questions which require manual oversight and grading.

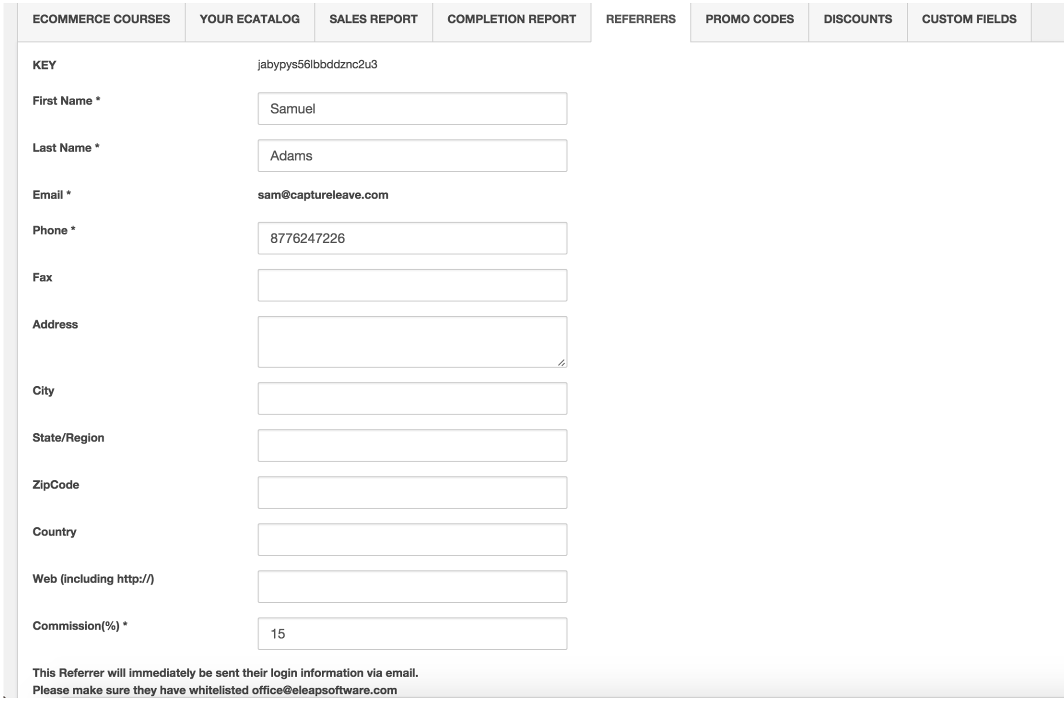
Referrers

Selecting the **REFERRERS** tab on the **Ecommerce** screen displays the **Referrers** screen, as shown in the following illustration. This screen displays a list of individuals or companies that have been referred as potential customers of the eLeaP system on a **Referrers** list, and shows the **Name**, **Email**, **Commission**, **KEY** and **Date Created** details for each Referrer on the list.



Adding a Referrer

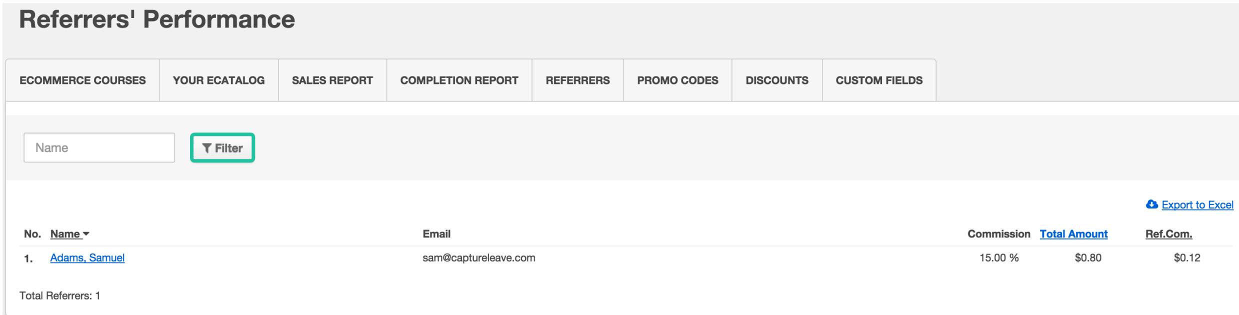
Selecting the **add new referrer** link on the **Referrers** screen displays the **Add Referrer** screen, as shown in the following illustration. Follow the steps below to successfully add a Referrer to the system. Please note that the **Key** is a system-generated value.



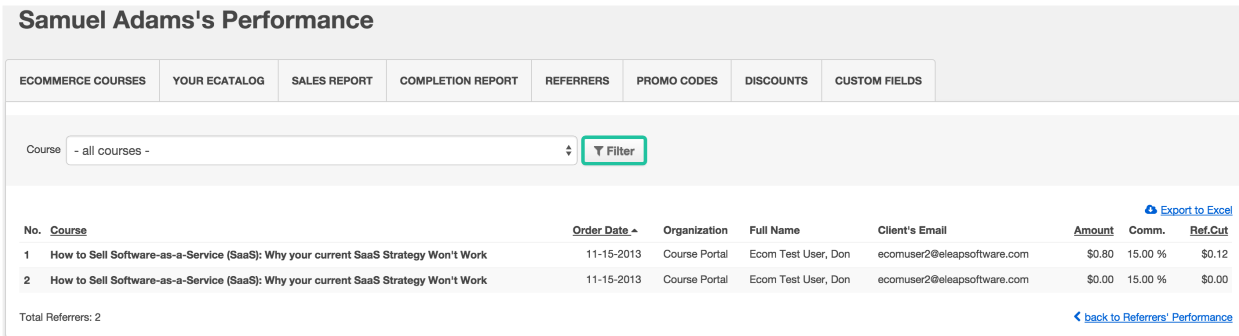
1. Enter a First Name for the new Referrer in the **First Name** field.
2. Enter a Last Name for the new Referrer in the **Last Name** field.
3. Enter an Email Address for the new Referrer in the **Email** field.
4. Enter a Phone Number for the new Referrer in the **Phone** field.
5. Enter a Fax Number for the new Referrer in the **Fax** field.
6. Enter a Street Address for the new Referrer in the **Address** field.
7. Enter a City Location for the new Referrer in the **City** field.
8. Enter a State/Region location for the new Referrer in the **State/Region** field.
9. Enter a Zip or Postal Code for the new Referrer in the **ZipCode** field.
10. Enter a Country Location for the new Referrer in the **Country** field.
11. Enter a Web URL for the new Referrer in the **Web (including http://)** field.
12. Enter a Commission Percentage for the new Referrer in the **Commission (%)** field. You are required to add a value within this field; it cannot be left set at 0.
13. Click Submit to create the new Referrer.

Referrers' Performance

Selecting the **Referrers performance** link referrers performance from within the **Referrers** tab in **Ecommerce** screen displays the list of Referrers. Click on the name of a referrer to see **Referrers' Performance** screen, as shown in the illustration below. Each line on the **Referrers** list displays the **Name**, **Email**, **Commission**, **Total Amount** and **Ref.Com details** for that Referrer.



Clicking a Referrer's Name allows you to view that Referrer's Detail information, as shown in the following illustration.

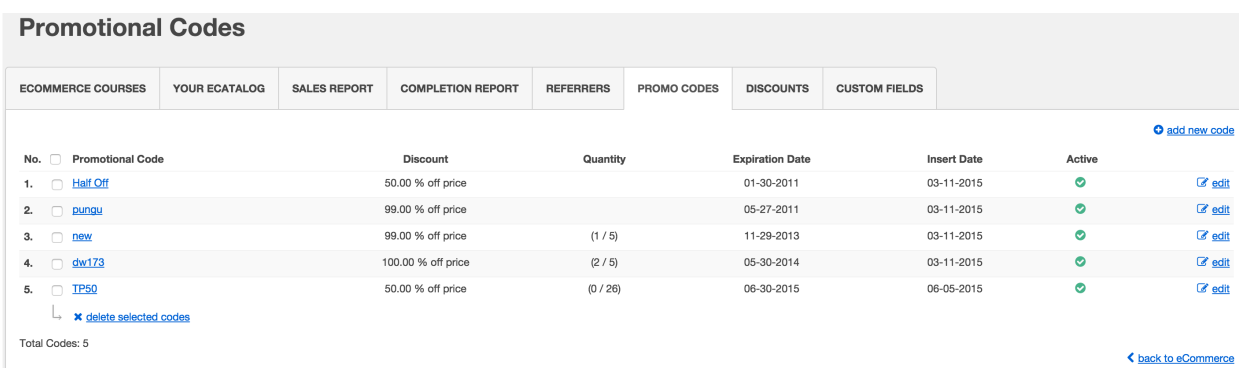


Exporting Referrer Performance

Selecting the **Export to Excel** link on the **Referrers' Performance** screen allows you to export this information to a local drive on your computer.

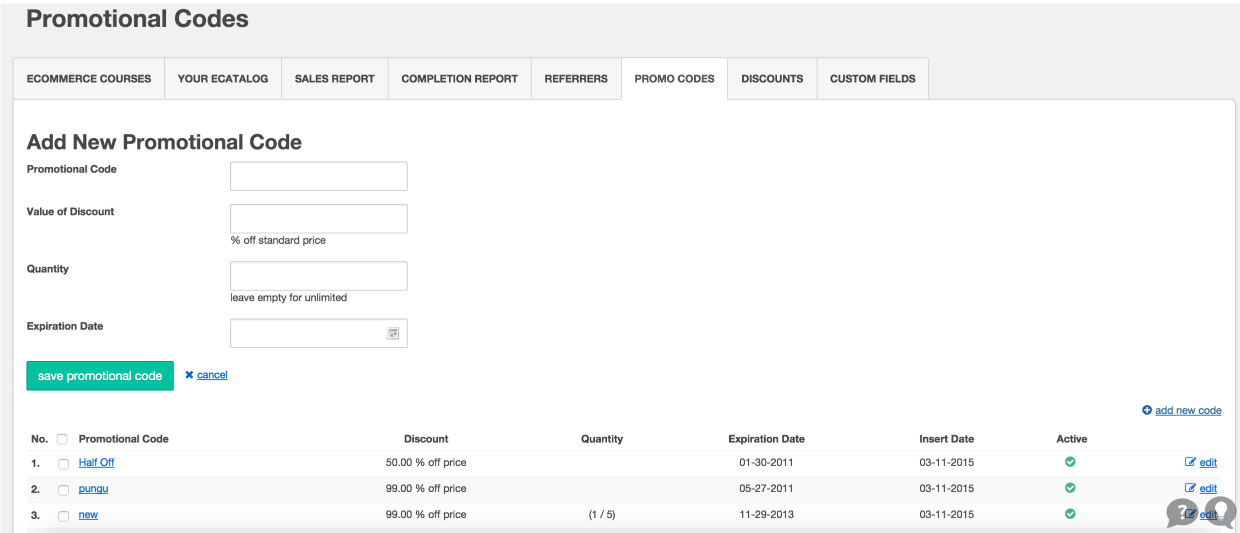
Promotional Codes

Selecting the **PROMO CODES** tab within the **ECOMMERCE** group of tabs displays the **Promotional Codes** screen, illustrated below. Each Promotional Code on the **Promotional Codes** list displays the **Promotional Code**, **Discount**, **Quantity**, **Expiration Date**, **Insert Date** and **Active/Inactive** status details for that Promotional Code.



Adding a Promotional Code

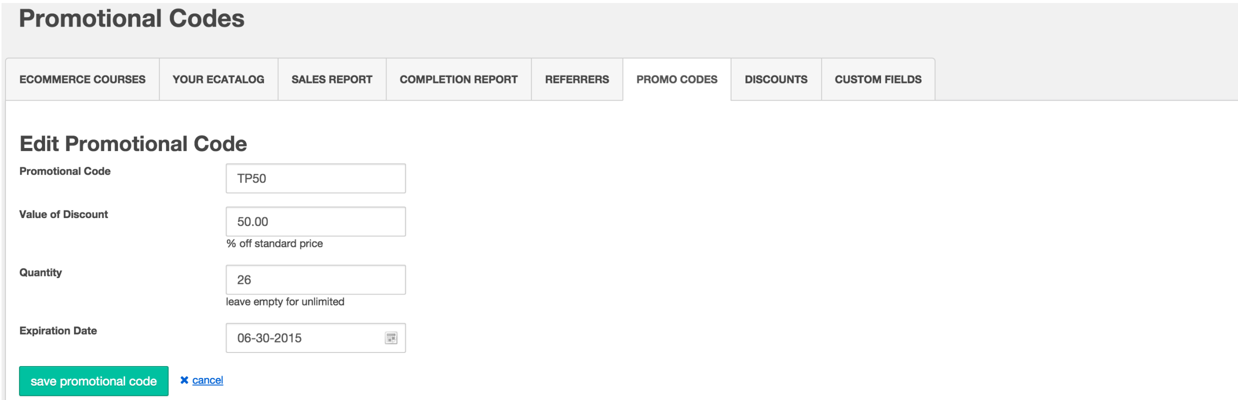
Selecting the **add new code** add new code link on the **Promotional Codes** screen displays the **Add New Promotional Code** screen, as shown in the following illustration. Use the steps below to successfully add a Promotional Code to the system.



1. Enter a name for the new Promotional Code in the **Promotional Code** field.
2. Enter a percentage value within the **Value of Discount** field to indicate the percentage off the standard price that the discount promises.
3. Enter a quantity amount within the **Quantity** field, if applicable, and leave this field empty if the quantity is unlimited.
4. Enter an Expiration Date within the **Expiration Date** field, either by entering that date manually or by using the **Calendar** icon to display the Calendar for selecting the date.
5. Click save promotional code to save the new Promotional Code to the system.

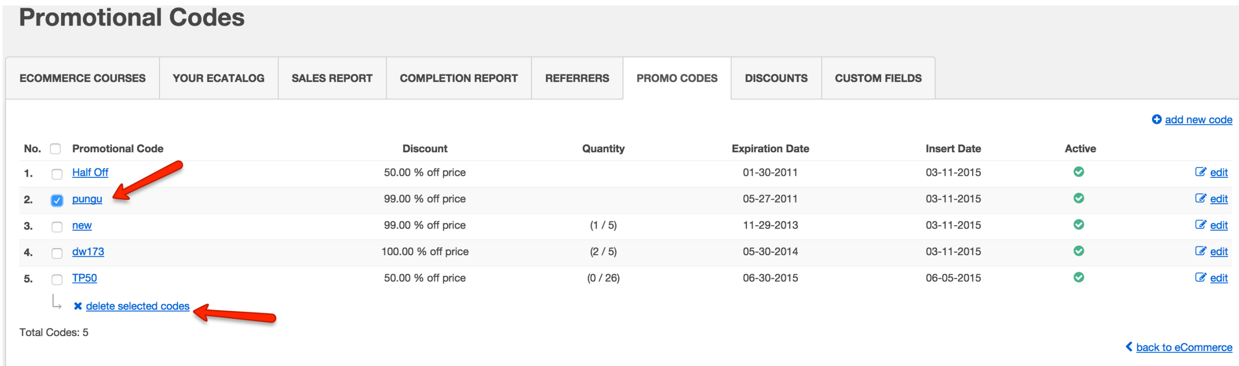
Editing a Promotional Code

Clicking the edit link for a line on the Promotional Code list displays the Edit Promotional Code screen, as shown in the illustration below. Simply make any modifications to the Promotional Code, Discount Type, Value of Discount, Quantity and/or Expiration Date settings for the Promotional Code, and then click save promotional code to save your changes to the system.

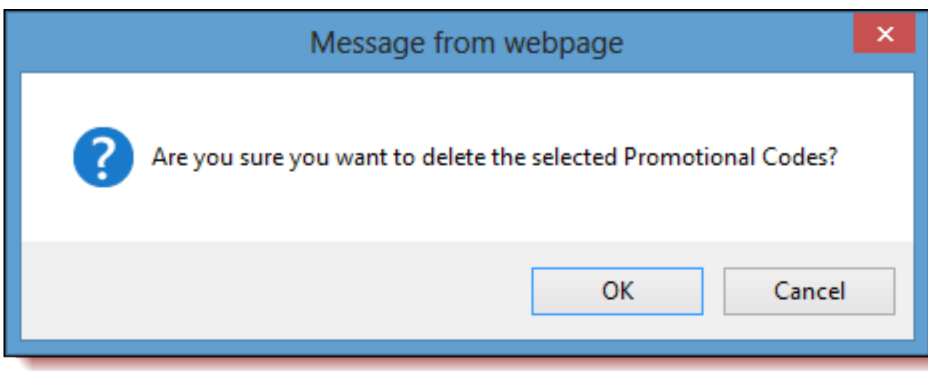

Promotional Codes
ECOMMERCE COURSES
YOUR ECATALOG
SALES REPORT
COMPLETION REPORT
REFERRERS
PROMO CODES
DISCOUNTS
CUSTOM FIELDS
Edit Promotional Code
Promotional Code
TP50
Value of Discount
50.00
% off standard price
Quantity
26
leave empty for unlimited
Expiration Date
06-30-2015
save promotional code
cancel

Deleting a Promotional Code

Selecting the check box for a Promotional Code on the **Promotional Codes** list and clicking the **delete selected codes** link, as shown in the following illustration, will remove a Promotional Code from the system.



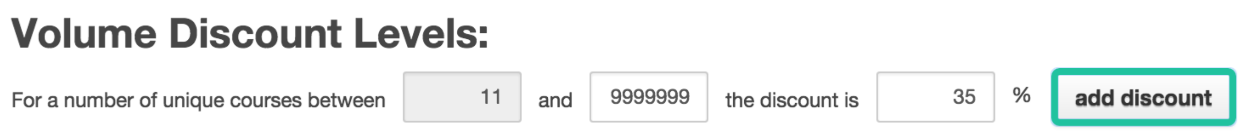
As shown in the following illustration, the system displays a warning message before proceeding with the deletion, to ensure that is your intention. Click OK to proceed with the deletion or click Cancel to cancel the deletion process.



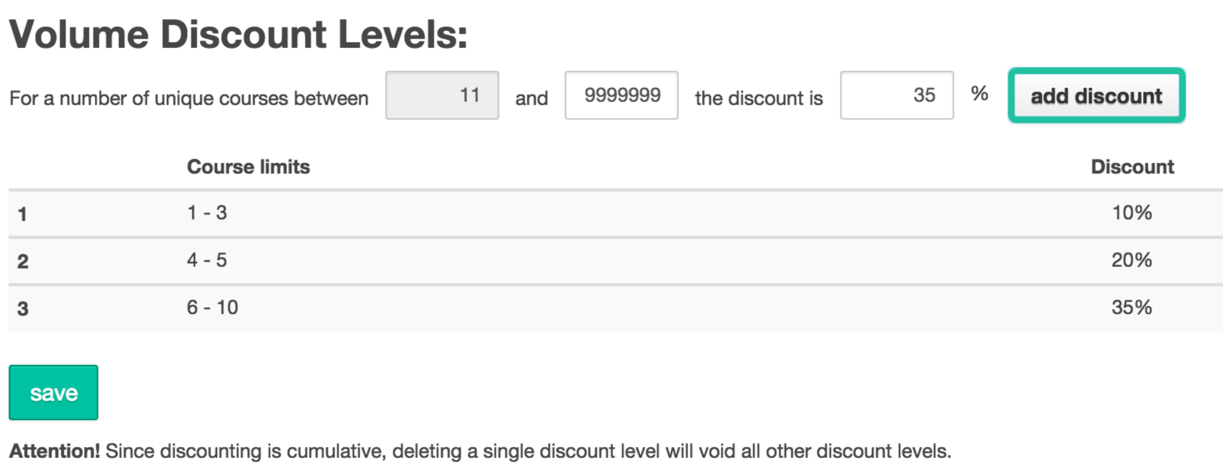
DISCOUNTS

eLeaP not only enables you to sell courses in bundles, but to also be able to give buyers discounts for buying specific bundles or number of course packages. For example if you wanted to give buyers 20% off for buying 5 courses and perhaps 10% off if they purchase 3 courses, you will use the Discounts feature to set this all up. Here's how:

Click on the **DISCOUNTS** tab. Then use the Volume Discounts feature to enter the various levels for calculating discounts:

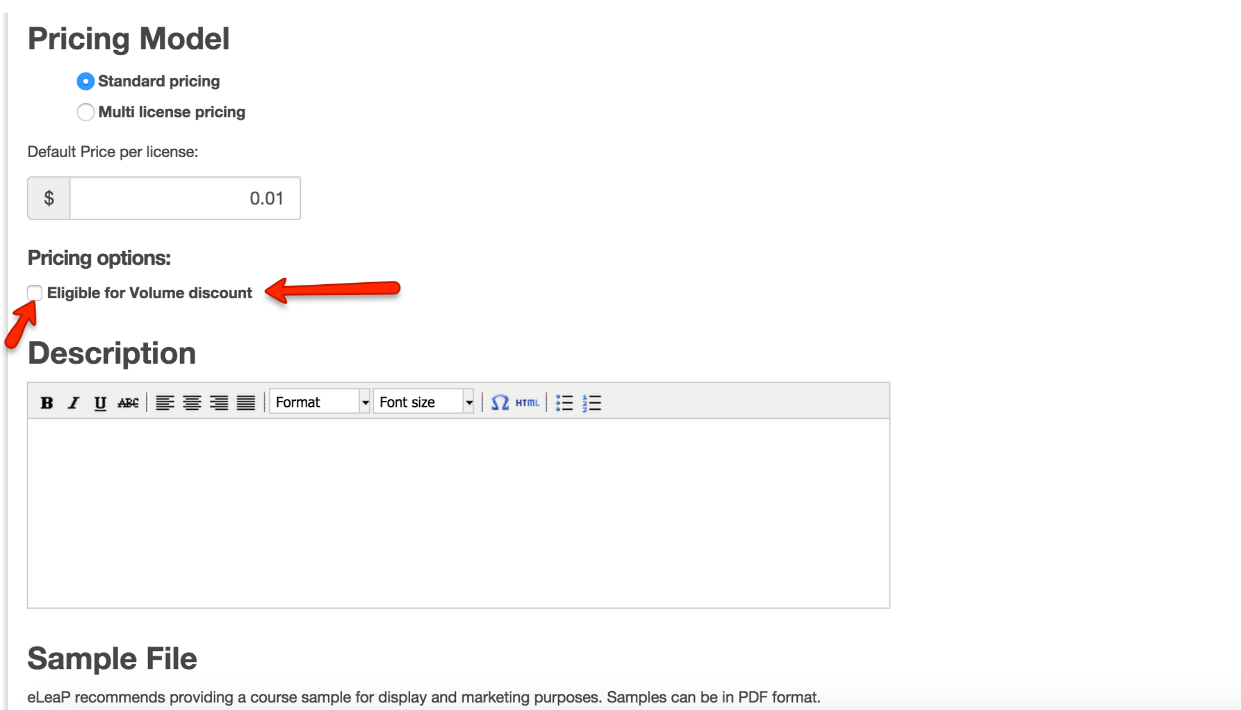


For example to set up eLeaP to grant the kind of discounts we mentioned earlier on, see the screen shot of how to do this:



Please note that once set, you will need to enable any eCommerce course you wish to be enable volume discounts for. This can be done from the Course eCommerce settings page. Also note that because the Volume Discount levels are cumulative, deleting a single level will void all other discount levels.

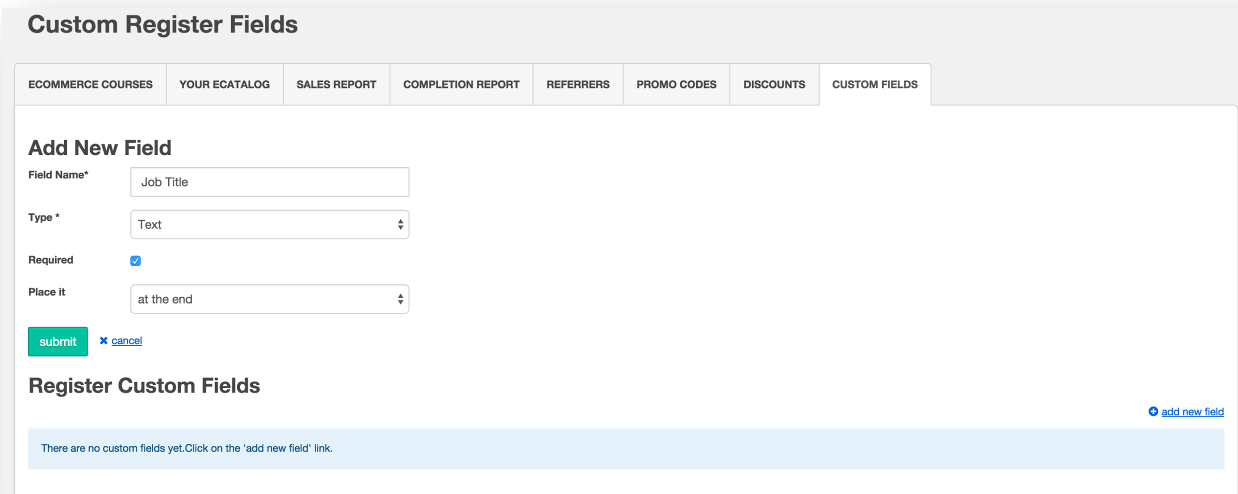
See how to activate the volume discount eligibility tool in your eCommerce course



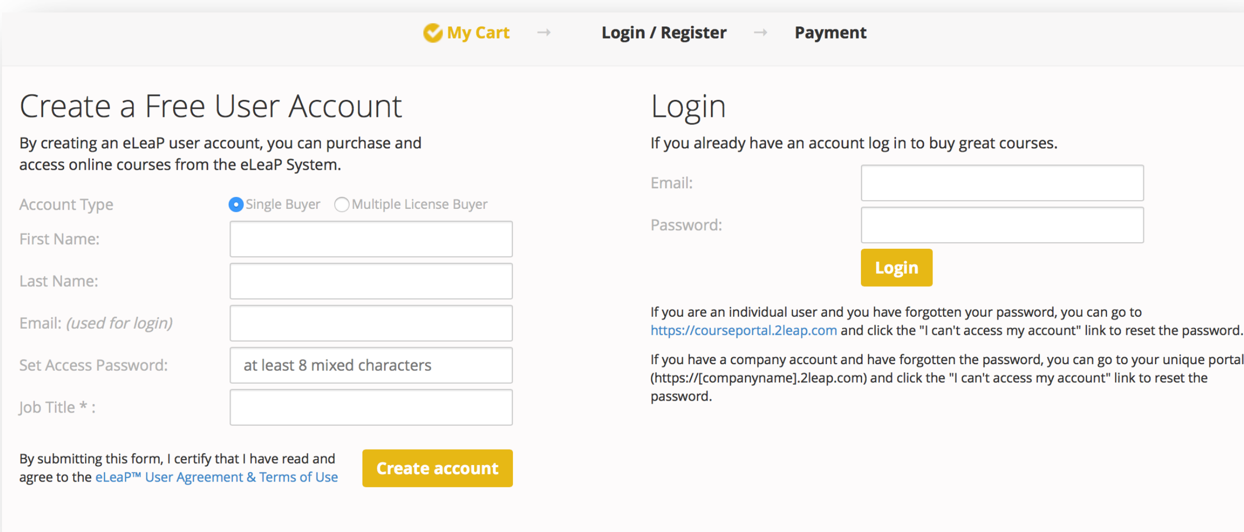
Custom Fields

eLeaP provides a basic set of ecommerce registration fields for new buyers of your products. These fields include First Name, Last Name, Email and Password. Of course we recognize that there might be the need for you to ask for more information for marketing or compliance purposes. To add these additional fields to your registration form, click the **CUSTOM FIELDS** tab.

You can then add custom fields for your eCommerce account. For example, if I needed user's Job Titles, I would add this in a custom field this:



Once added, these custom fields become instantly available on your eCommerce catalog:



You can add as many custom fields as you like.

Support/Help Center and eLeaP™ Knowledgebase

eLeaP™ has an incredibly helpful online support center. To access support and help 24 hours a day, go to http://support.eleapsoftware.com.

At the Support Center, you can:

- **Access our eLeaP Knowledgebase**: This is a specialized library of articles and reports and powerful how-to tips on how to maximize your eLeaP learning and training system.
- **Submit-a-Ticket**: Do you have a particular question or need help with a feature in eLeaP? Submit a ticket to our helpful staff and you will receive answers. This is an incredibly useful feature. We encourage you to make good use of it.
- **Downloads**: If you need special reports, White Papers or even user guides or manuals, access our Downloads section to get this material.
- **Troubleshooter**: Step-by-step tour to find help for your problems.
- **News**: Visit our news section to learn about latest happenings in eLeaP and our parent company Telania, LLC. You can also access our blog at www.eleapsoftware.com/blog to learn more about the world of eLeaP™.