



E-COMMERCE USER TUTORIAL

UPDATED: MARCH 1, 2017

I. BACKGROUND INFORMATION

In an effort to cut costs associated with the purchase of promotional items and to ensure brand consistency, a University committee representing Admissions, Campus Recreation, University Housing, Alumni Programs, Athletics, Academic Affairs, Graduate Education, and Marketing and Communications was convened to examine our promotional vendor options and to review proposals for a promotional vendor contract. The committee decided to award a primary vendor contract to American Business Solutions (ABS). As a result, ABS will be the first point of contact for anyone on campus ordering promotional items. All orders will be placed using the web portal from ASB, and the university P-Card program will be the only allowable method of payment for promotional items.

“Promotional items” are items that are purchased to give out widely to students, prospective students, non-students, community members, etc., to bring general recognition to an NKU event, program, department, or the University itself. If it is unclear whether an item is a “promotional item” subject to our primary vendor contract with ABS, a determination will be made by Marketing and Communications, in collaboration with Procurement Services, on a case-by-case basis.

If you are a primary purchaser for your department and have not already been contacted with log-in credentials, please contact Brooke Roemer at roemberb2@nku.edu or extension x6948. Product samples will be available in the Marketing & Communications department, AC 701.

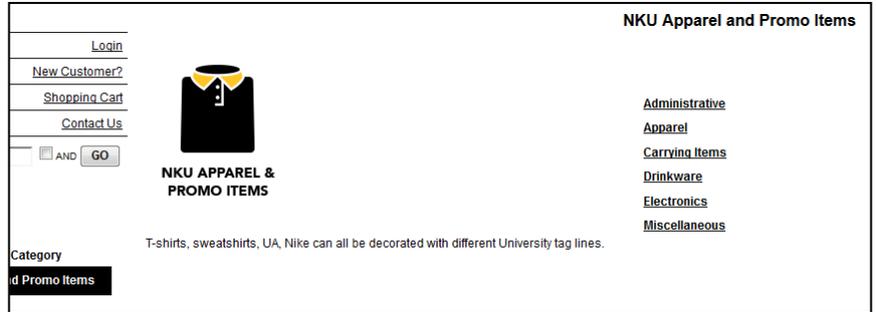
II. ACCESS PROMO, APPAREL & PRINT WEBSITE

1. **Go to www.asbaces.com.** This link will change in the coming weeks to reflect a custom nku.edu link.
2. **To log in,** type your full nku.edu email address in the user name box, using password1. You will be immediately prompted to change your password.
3. **Select your division or college.** For example, a Marketing & Communications staff member would select University Advancement. If you are unsure which division you fall under, visit nku.edu/about/departments.html. This is for order reporting purposes only.
4. After you select your division, you will be directed to the NKU e-commerce homepage.

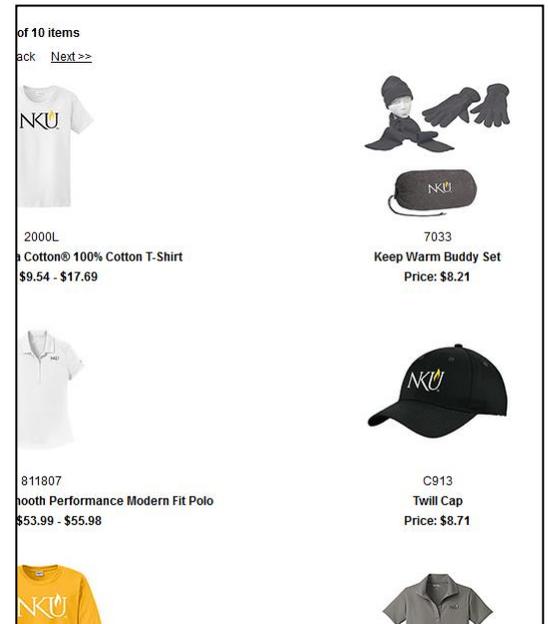
III. NAVIGATING THE WEBSITE

a. APPAREL & PROMO ITEMS

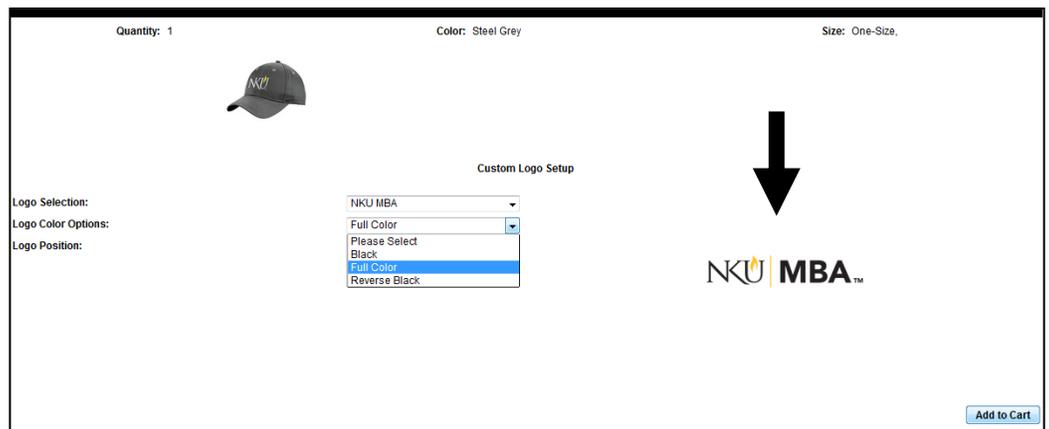
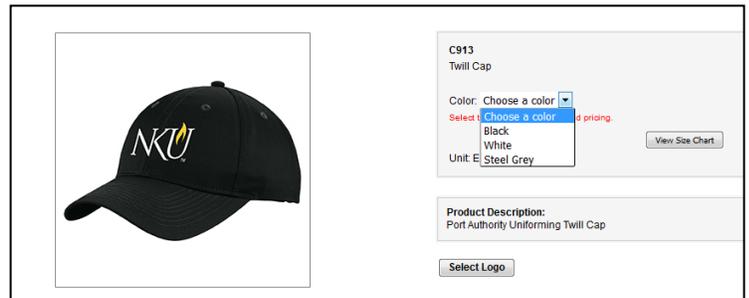
- a. Select the appropriate subcategory and an item of interest. (Ex. NKU Apparel & Promo Items button → Apparel → Twill Cap)



- b. If you don't see the item you are looking for, go back to the homepage and select "Promo Search."
- c. Choose your color, quantity, logo, and logo position, if available.
 - i. Some items require a minimum quantity to be ordered. Consider splitting the cost with another department by placing a group order only if you and the partnering department will be using the same logo.
 - ii. The logo you select will show to the right of the item, not on the item itself.



- d. Once your item, color, quantity, logo, and logo position are selected, "Add to Cart."
- e. Select "Continue Shopping," "Delete/Update Item(s)," or "Proceed to Checkout."



- i. At checkout you will be asked for shipping information. Fill in the required billing and shipping fields (*). Once you have verified information and confirmed charges, select “Confirm Shipping” and enter your procurement card (PCard) information.
 - ii. **NOTE: A 3% charge will be applied for a declined credit card, please be sure your dollar limit is adequate before entering.** PCard Maintenance Request and Exception forms can be used to increase your PCard spending limit; these forms are located on the eCommerce homepage.
- f. Once the PCard information is entered, “Continue to Checkout.” When continuing to checkout, you will be given another option to make final changes/cancel order. Once you select Place Order, you will receive an order Acknowledgement (receipt) via email.

Country: United States

Shipping Method: UPS Ground **Shipping Price: \$0.00**

Confirm Shipping and Enter Credit Card
 You must confirm the shipping information above before proceeding.

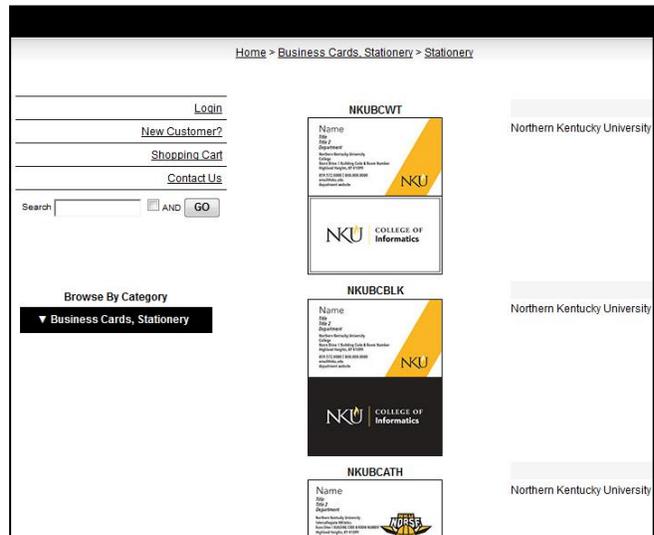
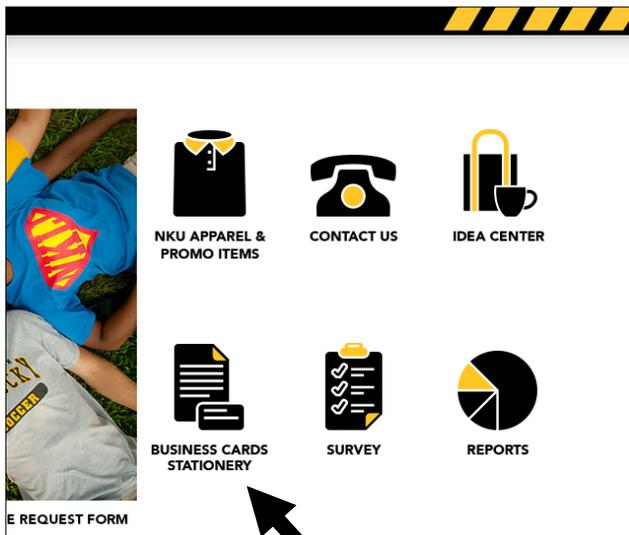
Item #	Description	Unit	Qty	Price	Total Price
C9130zy0ho	Twill Cap - Steel Grey/One-Size	EA	1	8.71	8.71
				SubTotal:	\$8.71
				Shipping:	\$0.00
				Total:	\$8.71

Special Instructions:

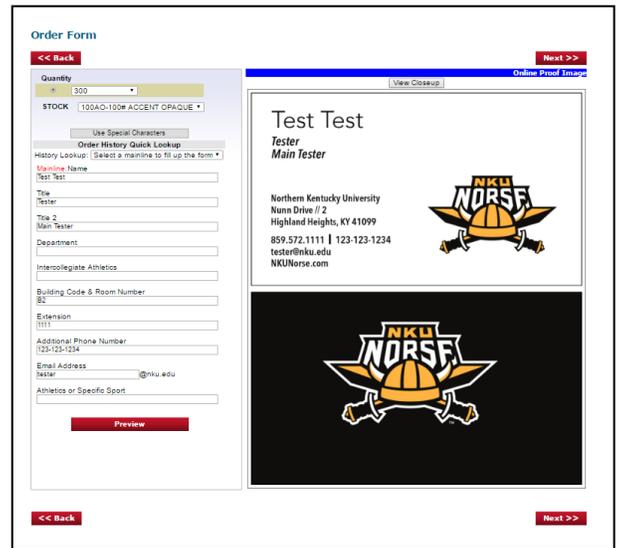
Charges will be processed by and appear on your statement as American Solutions for Business.

b. BUSINESS STATIONERY

Here you will order University branded envelopes, letterhead, and business cards.

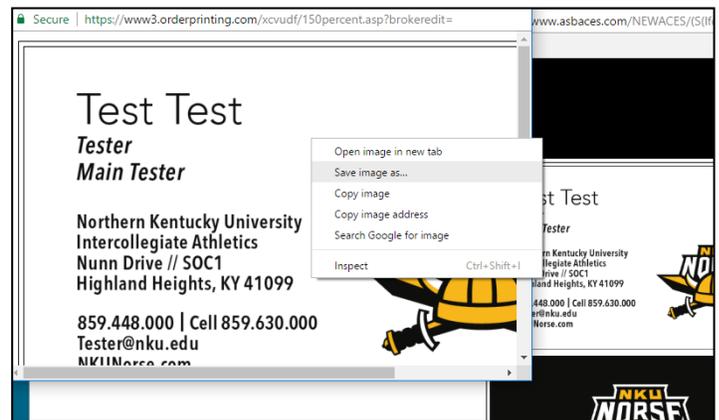


- a. Select your item, quantity, and fill in required information.
- b. Select “Preview” to check layout before proceeding. Select “Next” to view proof details.
 - i. If you need to forward for approval, select “View Closeup” and “Save image as.”

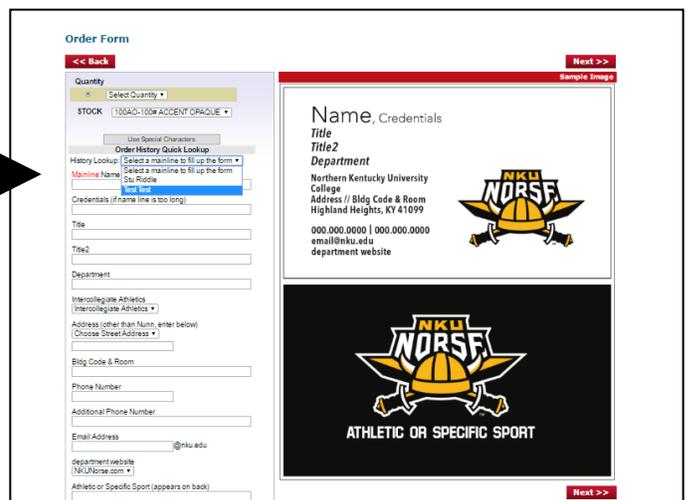


1. Email your saved proof to the appropriate individual.
2. After you save the proof, continue the process by adding the card to the shopping cart; doing so will save your information in the history for future use.

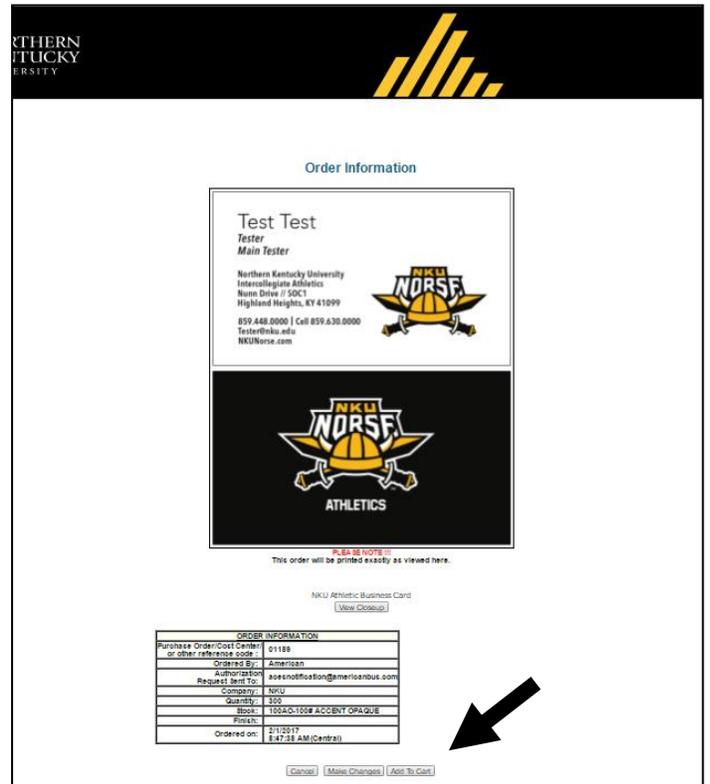
3. You can then log out until the business card proof is approved.
4. Once approved, log back into the site, and select the same business card template you used before approval.



5. Click into “History Lookup” dropdown and find the name you entered.
6. Select “Preview;” this will populate all fields with the information you previously entered. (You may make any required changes at this point.)



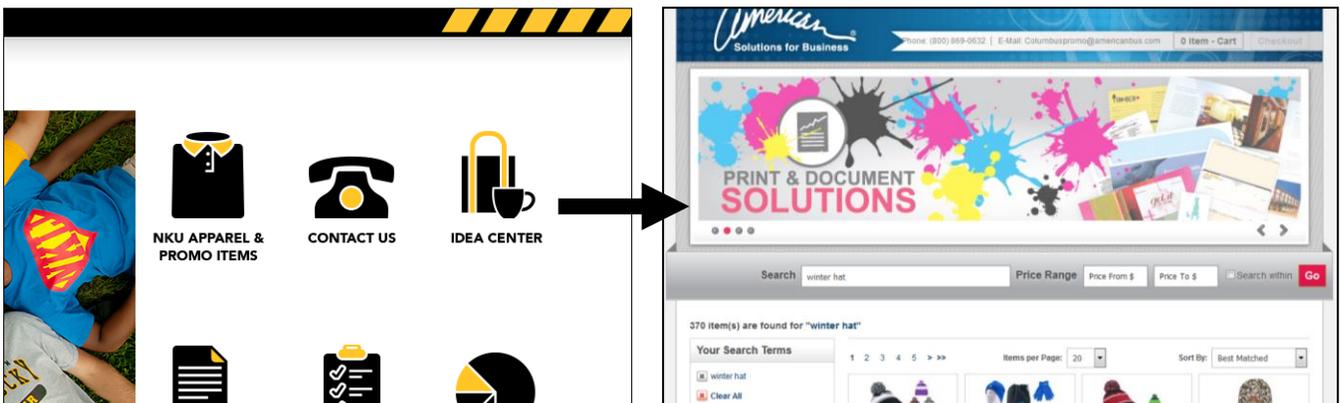
- c. Ensure all of your information is correct, and select “Add to Cart” to complete the checkout process.
- d. For all print-related questions, please contact Jo Ann Fincken, Director of Printing, at fincken@nku.edu or extension x5103.



IV. PROMO ITEM & APPAREL ITEM SEARCH

- a. The items listed on this website are commonly ordered products across the University; **the item and apparel selection will change/grow based on the types of orders that are made.**
- b. **If you wish to order an item not listed on the site, select the “Idea Center” button on the eCommerce homepage. Find examples of the product(s) you need, and contact Lori Edgington, American Solutions for Business - Account Representative, to place your custom order.**

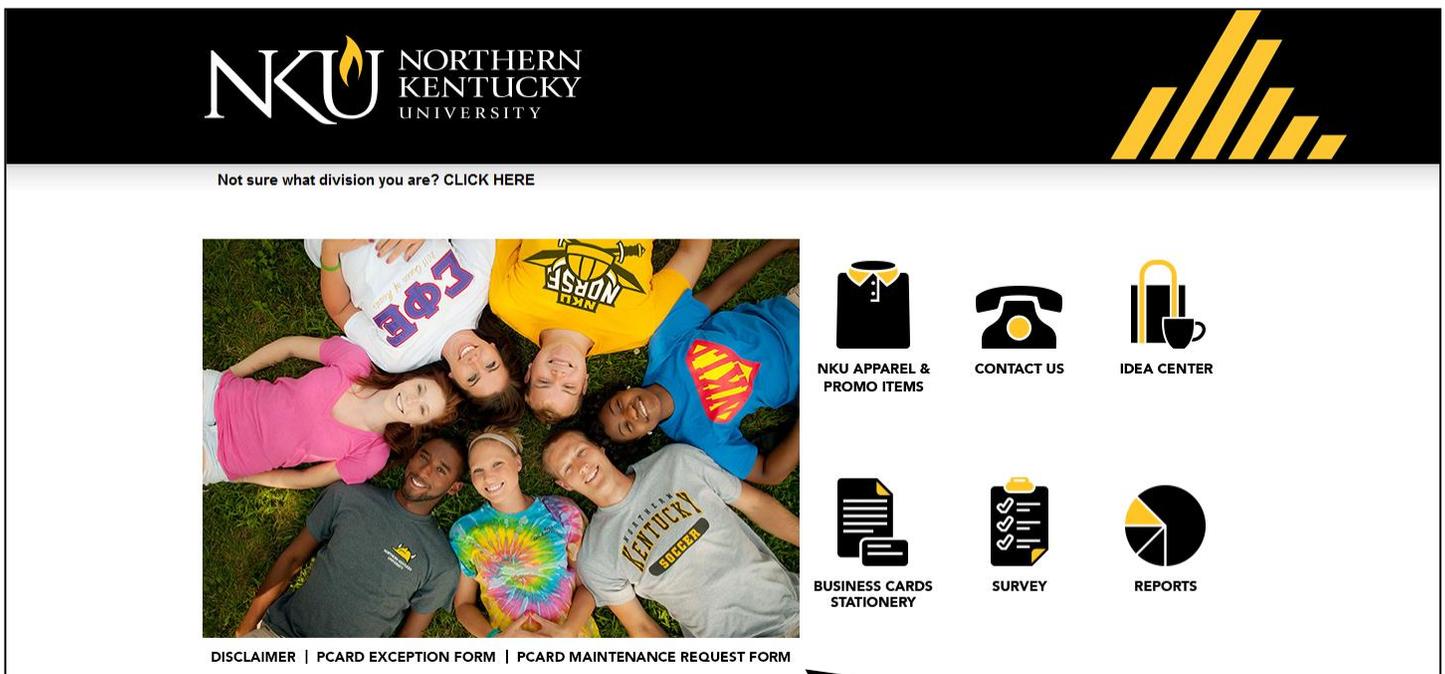
Lori Edgington // (859) 638-8881 // ledgington@americanbus.com



V. PROCUREMENT CARD (PROCARD) RECONCILIATION

All orders **MUST** be made by payment of the ProCard. If you need to adjust your ProCard transaction limit, a ProCard Maintenance form can be filled out and submitted to the NKU Procurement office for temporary (or permanent) adjustment.

- a. Once you successfully check out and place your order, you will receive an email confirmation of your order from "nku@americanbus.com," subject "Online eStore Order Confirmation." This will serve as your itemized receipt.
- b. Simply copy and paste all of the email contents into a Word document and save as a "PDF" file type. This file can be uploaded within the US Bank reconciliation system.



The screenshot shows the NKU Northern Kentucky University logo at the top left. Below the logo is a navigation bar with the text "Not sure what division you are? CLICK HERE". The main content area features a central image of a group of students in various NKU-themed shirts. To the right of the image is a grid of six icons with corresponding labels: "NKU APPAREL & PROMO ITEMS" (shirt icon), "CONTACT US" (phone icon), "IDEA CENTER" (lock and cup icon), "BUSINESS CARDS STATIONERY" (document icon), "SURVEY" (clipboard icon), and "REPORTS" (pie chart icon). At the bottom of the page, there are three links: "DISCLAIMER | PCARD EXCEPTION FORM | PCARD MAINTENANCE REQUEST FORM". A black arrow points to the "PCARD MAINTENANCE REQUEST FORM" link.

VI. COMMONLY ASKED QUESTIONS

The minimum quantity of the product I want is too high, what can I do?

Consider group ordering. If you and another department want to order the same item with the same logo you can group order. One department will pay in full, and then an interdepartmental bill must be submitted. The order can be split-shipped; just make note in the "Special Instructions" section of your order.

I can't see how the logo will look on the item. Is there a way to get a virtual proof?

The website will not produce a virtual proof of the item with the desired logo and logo positioning. However, you can find sample products with varied logos and logo positions in the Marketing and Communications department, located in the Lucas Admin Center (AC), floor 7, room 701, to get a better idea of how the products look.

My office doesn't have a logo. How can we get one?

Official University departments and offices can request a logo "lockup" but not a custom logo. Meaning, the office name will be paired with the institutional (University) logo. See example below.



Are there logo sizing options available?

Right now, sizing options are not available. The website is constantly evolving, so this is a feature we hope to add in the near future. In the meantime, if there is a specific logo size and placement you want, not offered on the website, please contact Lori Edgington to place a custom order: (859) 638-8881 // ledgington@americanbus.com

How are my items being shipped?

All promo and apparel items are shipped via UPS ground, directly to your office. All stationery (business cards, letterhead, envelopes, etc.) are shipped directly to Central Receiving and will be distributed via University mail.

STILL HAVE QUESTIONS?

General website and ordering questions:

Brooke Roemer, Marketing and Communications (859) 572-6948 // roemberb2@nku.edu

Stationery (print) questions:

Jo Ann Fincken, Marketing and Communications (859) 572-5103 // fincken@nku.edu

Custom orders:

Lori Edgington, American Solutions for Business (859) 638-8881 // ledgingotn@americanbus.com