prime
COMMERCE

Empower SMEs to grow E-commerce Business

Prime Commerce
Enterprise solution for social CRM

USER MANUAL

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Prime One-Stop Solutions

Prime Dashboard is dashboard software for everyone by visualizing analytics data and tracking end-to-end business performance.

Prime Web is online web builder which could help SMEs to build the e-commerce store in minute.

Prime Distribution is online software which could help SMEs manage multiple channels (from E-commerce, social media to offline retails) in one place and sell everywhere effortlessly.

Prime Influencer is online software which could help SMEs to book influencer and manage their influencer campaign in real-time .

Prime CRM is an online software which could help SMEs manage their customer's inquire in multiple channels from online to offline (from social media, website, SMS, email-marketing, call-center etc.) and turn conversations into conversions

Prime POS is an online software(Desktop & Mobile App) which could help to tracking sales and reporting , it also could help SMEs take the payment whereas their customer are and pair to online payment with billing printer to become all-one-one powerful system.

PRIME DASHBOARD

PRIME DISTRIBUTION

PRIME WEB

PRIME CRM

PRIME INFLUENCER

PRIME POS

SELLER'S LOAN
(PARTNERING WITH BANKS)

PRIME SERVICES
(SELLER'S AGENCY)

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GET STARTED

Go to 🔒 auth.primecommerce.asia/auth/login

Login by enter user name and password
(*)Provided by PRIME via email

Explore 5 products to leverage your business
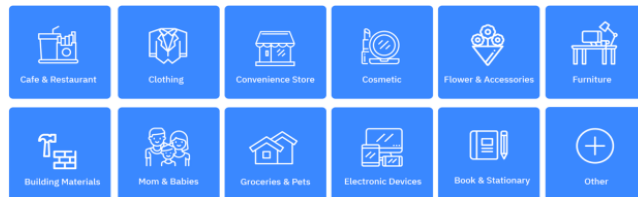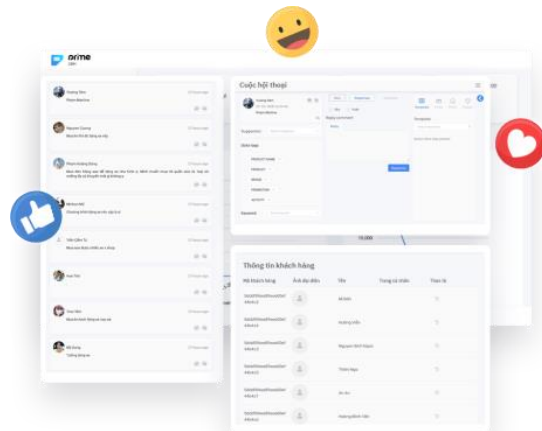**Choose Prime CRM**
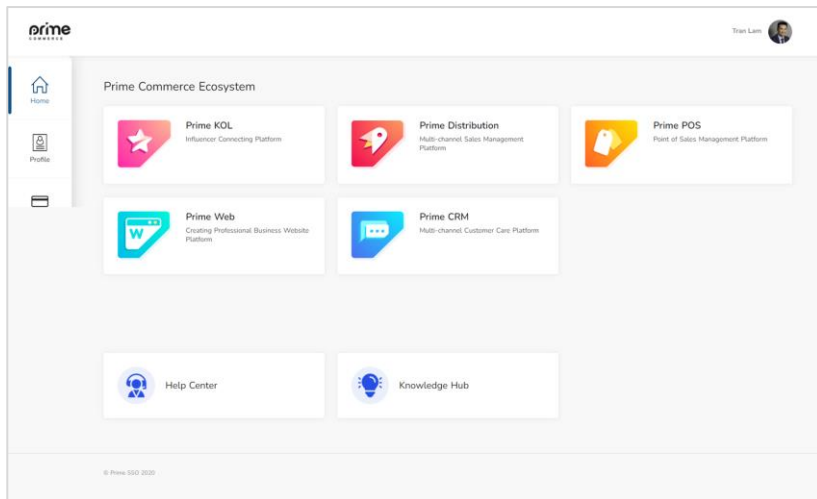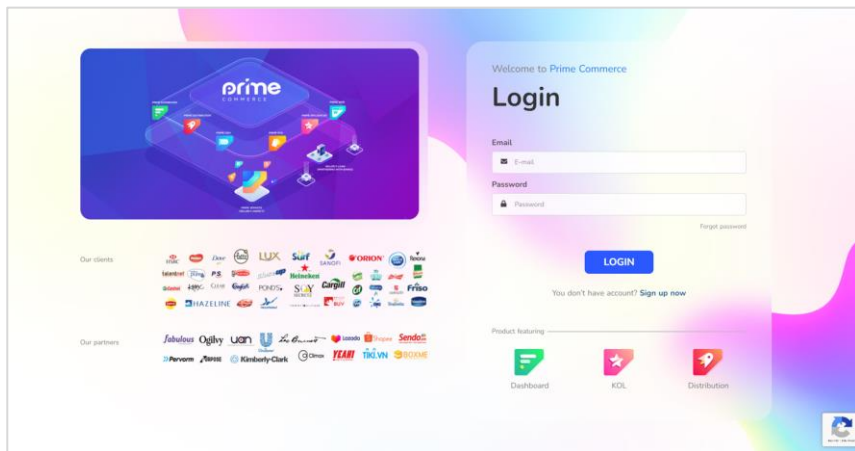
PRIME CRM

Description: Prime CRM is an online software which could help SMEs manage their customer's inquire in multiple channels from online to offline (from social media, website, SMS, email-marketing, call-center etc.) and turn conversations into conversions

1. Suitable for all categories

Cafe & Restaurant	Clothing	Convenience Store	Cosmetic	Flower & Accessories	Furniture
Building Materials	Mom & Babies	Groceries & Pets	Electronic Devices	Book & Stationary	Other

2. Features

➢ Huge amount of messages is dealt thoroughly

➢ Managing conversations and customer resources

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PRIME CRM
USER MANUAL

Agenda

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I. Dashboard

Dashboard: Gives users reports of conversations statistics and interactions in charts.

Fans: Lists out user accounts that have interacted with the business's social channels.

Posts: Gathers all posts information from social channels to keep track more easily.

Response: Contains conversations that need processing from all channels.

Response history: Where users can find processed and unprocessed conversations from all social channels.

Response suggestion: Gives users suggested responses to each conversation from pages.

Response template: Where users can create response protocol and make customer service process faster.

Data tag: Helps users to create and edit data tag for better management *(Data tag definition: Keywords represent for content of conversation)*

Keywords: Allows users to add and edit keywords in order to track conversations more effectively.

Keywords filter: Helps users to filter response with banned keyword in conversations.

Data source: Allows users to manage pages that they are working on with detailed centralised information.

Social channel: Where users can connect the system with their business social accounts.

Users: Allows users to add more users to operate and manage their information.

Conversation stats: Provides all essential statistics for management including Total conversation, Total responded, total Escalate and Total skip.

Average waiting time: Provides users the average processing time for conversations from being received to being processed.

Average processing time: Gives users the average time needed to process a conversation.

Notification: page name and user name
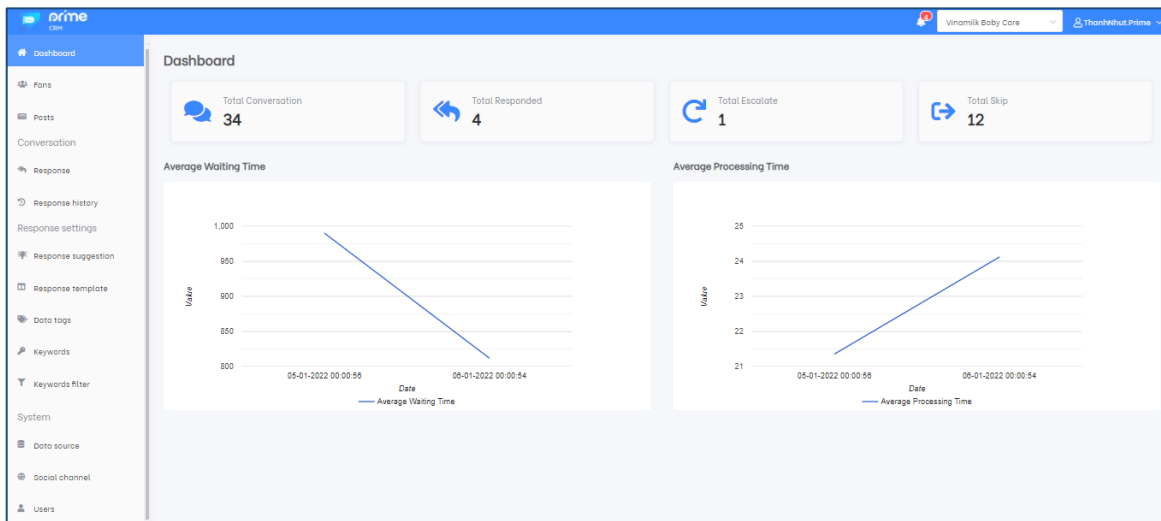
II. Fans – Edit fans information

Fan ID	Avatar	Name	Profile Link	Action
5dddf04ea89eae00ef44b4c2		Mì Bánh	https://facebook.com/100013615348563 6	
5dddf04ea89eae00ef44b4c4		Hướng Viễn	https://facebook.com/100 208660146160	

Step 1: Click to go to Fan conversation history screen

Fan conversation history ⚠

Full name
Mì Bánh

Email

Phone

Address

Profile link
https://facebook.com/100013615348563

Avatar
https://i.pinimg.com/originals/a8/45/76,

Update

Name	Comment	Response	Date	Type
		No Data		

< **1** >

Step 2: Edit full name
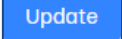
Step 3: Edit email

Step 4: Edit phone number

Step 5: Edit Address

Step 6: Edit Profile link

Step 7: Avatar (auto update due to Facebook link address)

Step 8: Click **Update** to complete
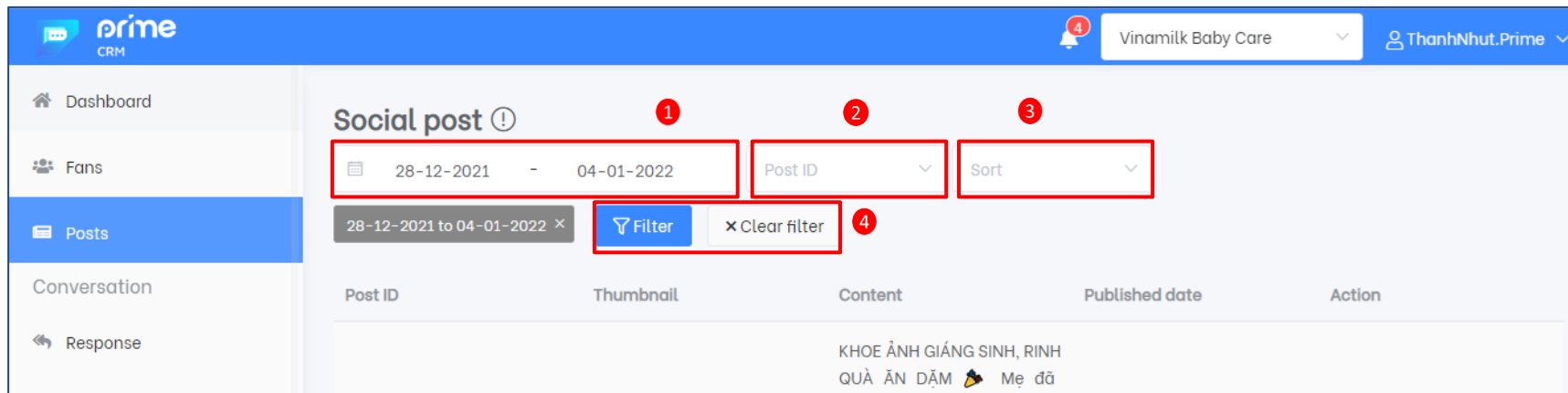
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III. Posts - Filter your posts

Step 1: Select date range

Step 2: Enter post ID

Step 3: Sort posts as newest/oldest/most relevant

Step 4: Click [🔽 Filter] to filter posts. Click [✕ Clear filter] r   to reset

IV. Response – View unprocessed responses

Step 1: Select date range

Step 2: Input Post ID
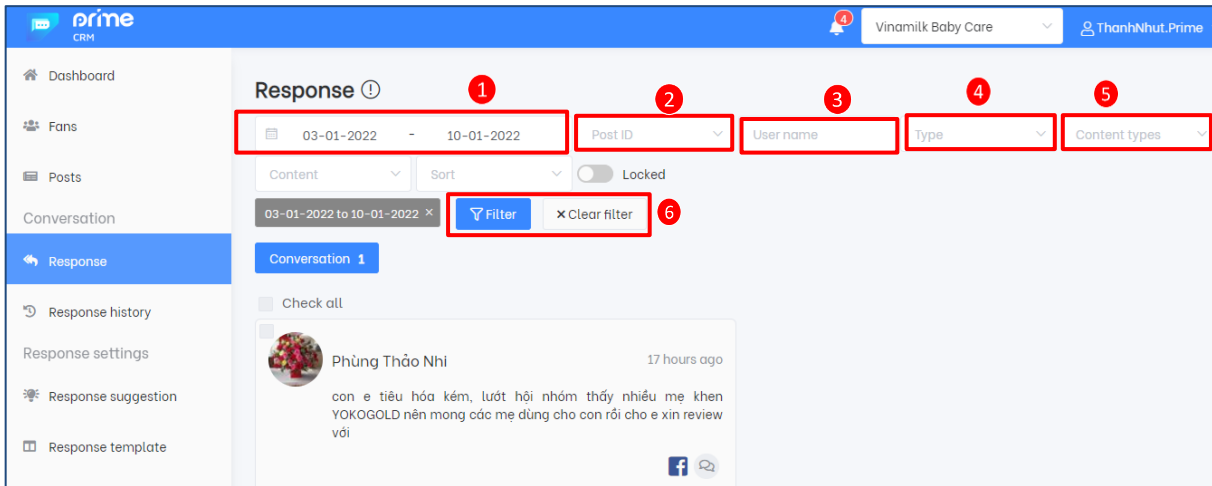
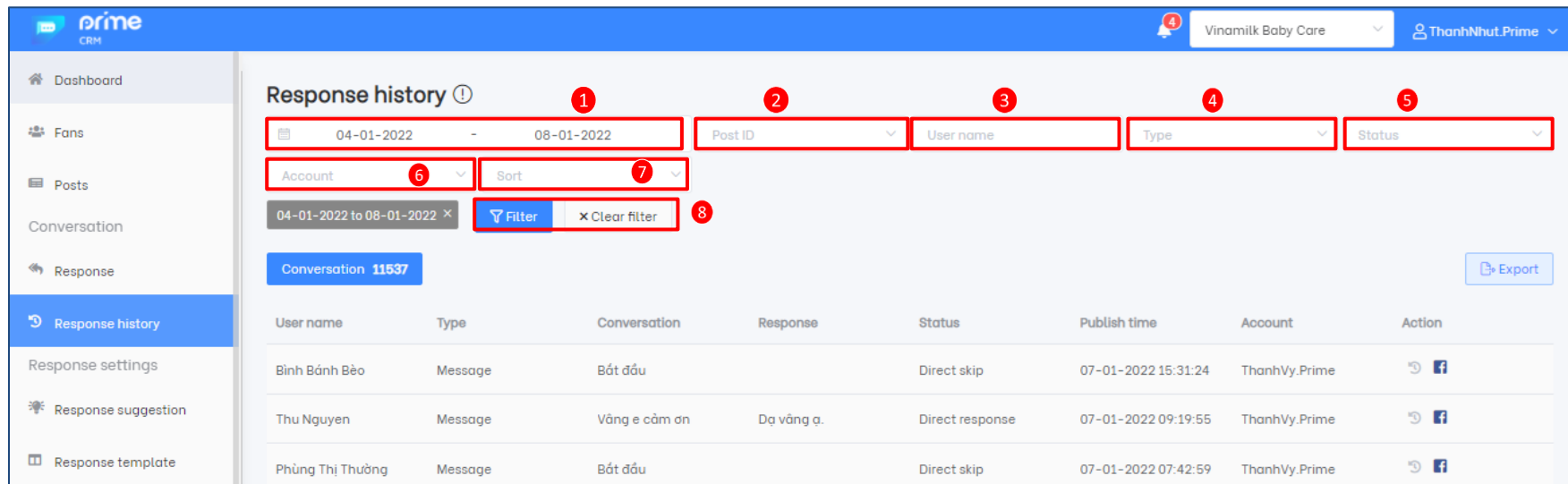**Step 3**: Input user name (Facebook account name)

Step 4: Select type of conversation (Message, Comment, Reply, Review)

Step 5: Sort conversation as newest/oldest/most relevant

**Step 6:** Click [🔽 Filter] to start filter conversation. Click [✕ Clear filter] to clear filter

View number of processing conversation at [Conversation 1380]

IV. Response - Suggestion and Data tags
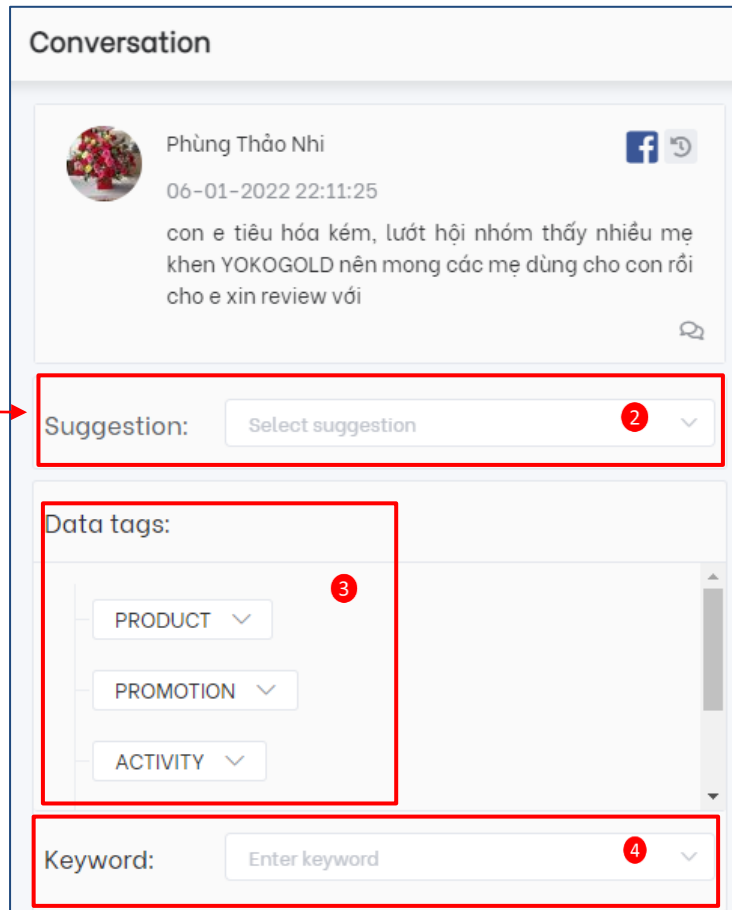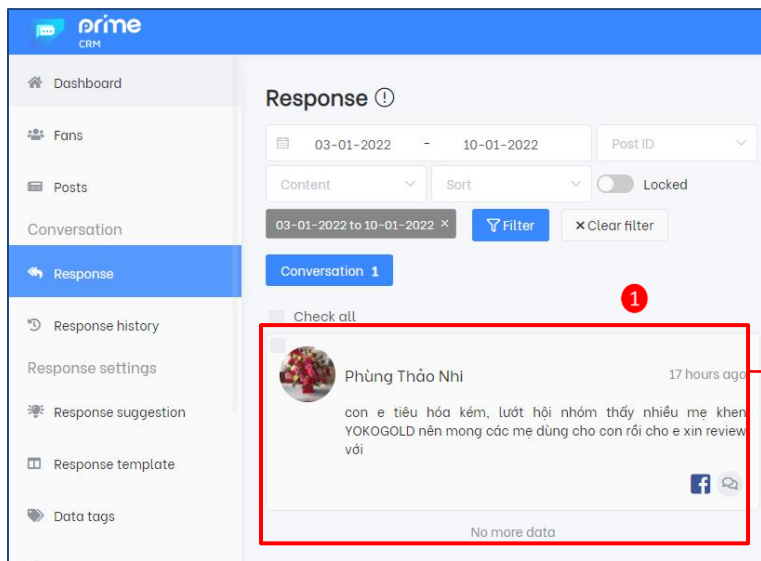
Step 1: After filtering, click any conversation to process.

Step 2: Select suggestion for the conversation.

Step 3: Select data tag for the conversation.

Step 4: Input banned keyword for the conversation.

IV. Response – Processing
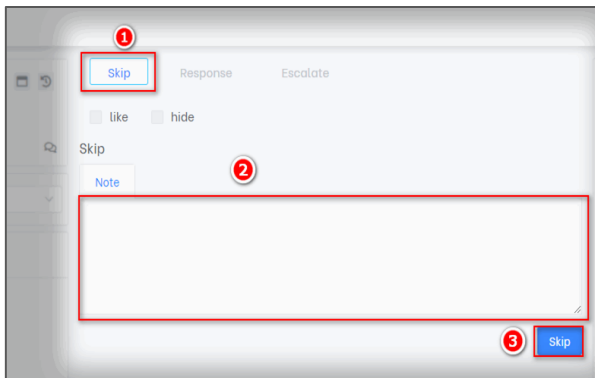
Skip conversation

Step 1: Select [Skip]

Step 2: Add note (to explain reason why you skip it)

Optional: Hit like or hide the conversation
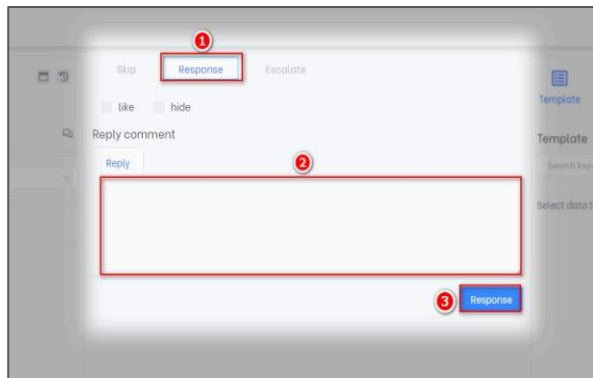
Response to conversation

Step 1: Select [Response]

Step 2: Type response

Step 3: Click response

Optional: Hit like or hide the conversation

Escalate the conversation

Step 1: Select [Escalate]

Step 2: Input context and required information to ask client's opinion.

Optional: Hit like or hide the conversation

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IV. Response - Edit responses

Step 1: Select **Template** to pick available response template from the system, the response is based on the data tag.

Step 2: Add **Image.**

Step 3: Add **Stickers**.

Step 4: Add new **Suggestion** for this kind of conversation.

IV. Response – Manage fans information

Step 1: Click [✏] to edit information

Step 2: Edit name

Step 3: Edit phone number

Step 4: Edit email

Step 5: Edit Address

Step 6: Add profile link

Step 7: Set avatar for fans

Step 8: Click [💾] to save and click [✖] to cancel.

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V. Response history - Filter responses

Step 1: Select date range

Step 2: Input Post ID

Step 3: Edit user name

Step 4: Select type of conversation (Message, Comment, Reply, Review)

Step 5: Select status of conversation

Step 6: Select account (account used to log in Prime CRM)

Step 7: Sort conversation

Step 8: Click [🔽 Filter] to filter conversation. Click [✕ Clear filter] to clear filter.

V. Response history - Export to Excel

Step 1: Click [Export]

Step 2: New window pops up, enter email address to receive file via email

Step 3: Click [Submit] to start exporting

V. Response history – View processing history

User name	Type	Conversation	Response	Status	Publish time	Account	Action
Bùi Hải Hương	Comment	THỦ TỤC HỒ SƠ NHANH GỌN, KHÔNG PHI...		Direct skip	23-12-2021 16:25:24	ThanhVy.Prime	
Chuột Tony	Message	Minh cần mua optimun mama	Cảm ơn Mẹ đã tin dùng sản phẩm c... Ngoài ra nếu cần thêm thông tin về sản phẩ... Nếu có thắc mắc nào về sản phẩm, Mẹ h...	Direct response	23-12-2021 16:12:58	ThanhVy.Prime	

Thanh Hương Trần

Nhiên Thùy c ơi, YOKOGOLD này chất lượng từ Nhật Bản hẳn hoi nè, lại còn là của vinamilk nữa, mua cho Rin uống đi

Type :	Comment
Content Type :	text
Fan :	Thanh Hương Trần
Create Date :	06-01-2022 22:42:06
Data Tag :	PRODUCT ▸ Product Related ▸ Purchase Intention ▸ YOKO
Keyword :	
Response :	Chào Mẹ, cảm ơn Mẹ đã tin dùng và ủng hộ Vinamilk. Nếu có bất kỳ thắc mắc nào Mẹ cứ để lại tin nhắn cho Vinamilk Mẹ nhé. Cám ơn Mẹ ạ ❤
Waiting time (sec) :	52822
Processing time (sec) :	11
History	

- Create
  06-01-2022 22:42:06
- Open response box
  07-01-2022 13:22:16
- Open response box
  07-01-2022 13:22:17
- Direct response

Step 1: Click [icon] to see processing history

Optional: Click [icon] to go to conversation on Facebook

Step 2: In new window, you can view:

Type of conversation, Content type, Fan name, Created date, Data tag, Keyword, Response, Waiting time, Processing time, History (create, open response box,...)

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VI. Response suggestion - Create suggestion

Step 1: Click **+ Create Suggestion**

Step 2: Input suggestion name

Step 3: Select conversation type

Step 4: Select Post ID *(This response suggestion will apply on selected posts)*

Step 5: Select content type

Step 6: Is string *(Need to match all keywords to use the suggestion)*

Step 7: Select string *(Need to match a keyword to use suggestion)*

Step 8: Click **Next >** to go to next setting

Step 9: Select data tag

Step 10: Input banned keywords

Step 11: Select processing methods (skip, response, escalate)

Step 12: Input reply according to selected method

Step 13: Click **Save** to save and use suggest for new conversation.

Click **Back** to return to previous steps

VI. Response suggestion - Edit suggestion

Step 1: Click [edit icon] suggestion

Step 2: Edit suggestion name

Step 3: Select conversation type

Step 4: Select Post ID

Step 5: Select content type

Step 6: Is string (Need to match all keywords to use the suggestion)

Step 7: Select string (Need to match a keyword to use suggestion)

Step 8: Click [Next >]

Step 9: Select data tag

Step 10: Input banned keywords

Step 11: Select processing methods (skip, response, escalate)

Step 12: Input reply according to selected method

Step 13: Click [Save] to save and use suggest for new conversation.

Click [Back] if want to return to previous steps

VII. Response template - View template

Step 1: Select one after another the available data tags (from the system)

Step 2: In each main data tag, there are more sub-tags. Select sub-tag as your reference

Step 3: See on the right screen list of response templates

VII. Response template - Add new template
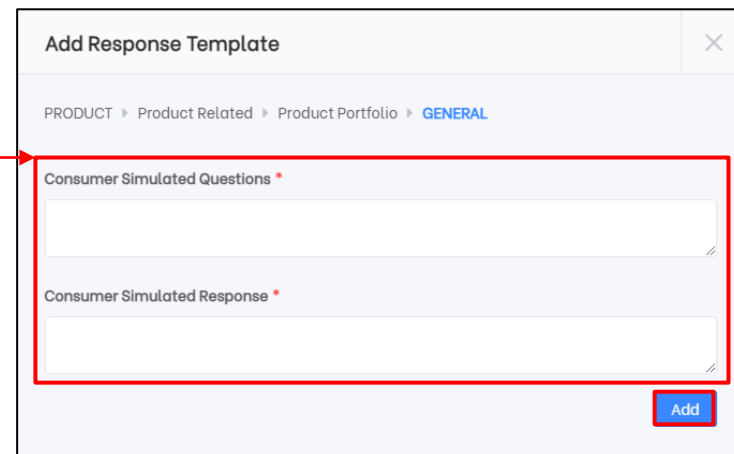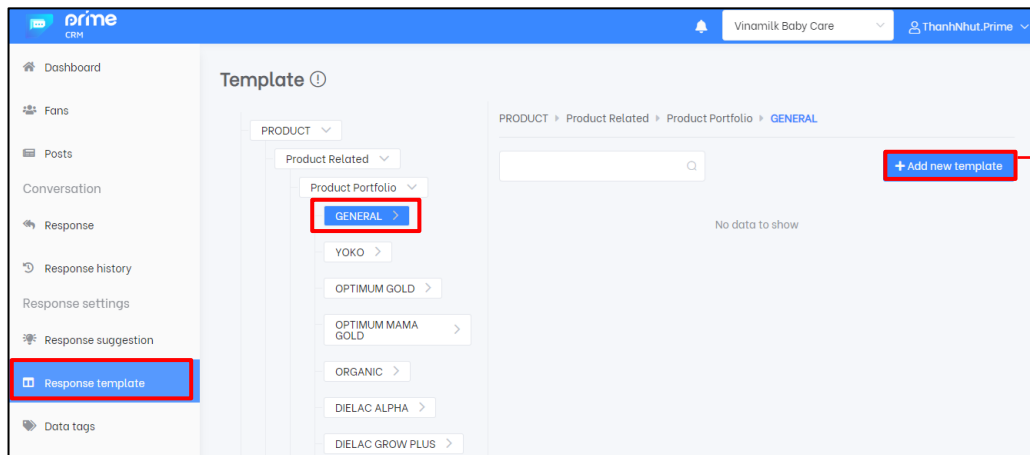
Step 1: Select data tag, sub-tag you want to add the response template

Step 2: Click ➕ Add new template

Step 3: Input stimulate question

Step 4: Input stimulate response

Step 5: Click **Add** to complete

VIII. Data tag - Add new data tag/sub-tag

Step 1: Click Open all
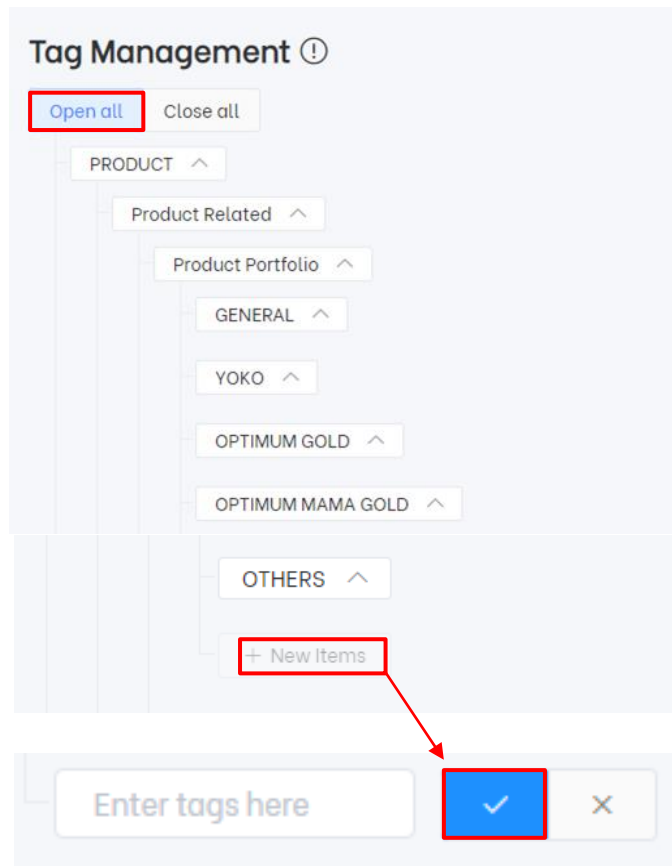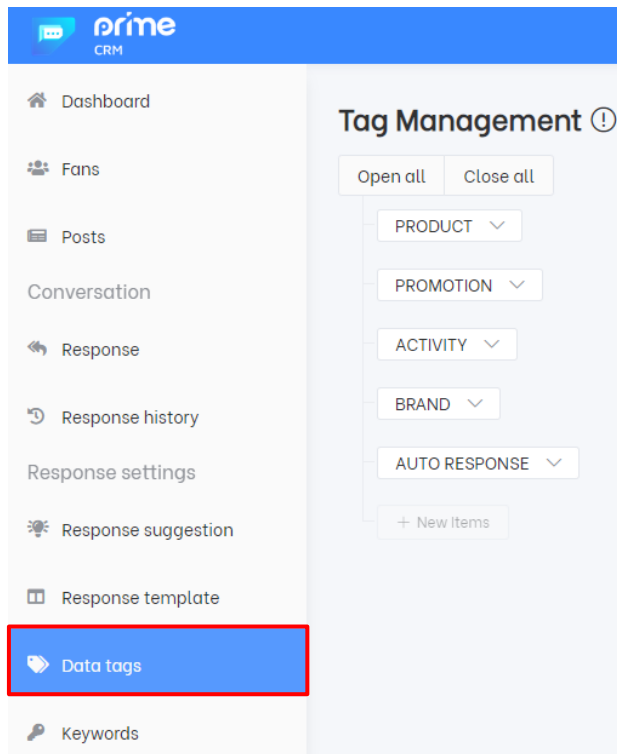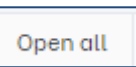
Step 2: Click + New Items to add items
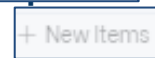
Step 3: Input tag name

Step 4: Click ✓ to complete

Tag Management ⚠

Open all   Close all

PRODUCT ⌃

Product Related ⌃

Product Portfolio ⌃   ✎   👁

GENERAL ⌃

Product Portfolio   ✓   ✕
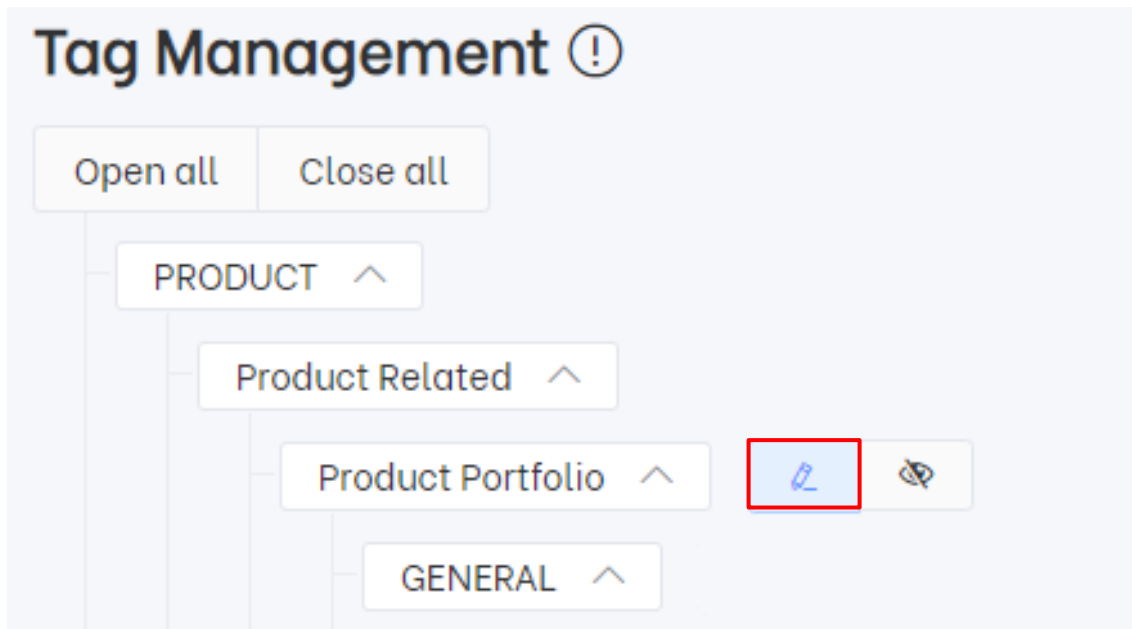
Step 1: Point to the data tag, click ✎ to Edit

Step 2: Edit tag name

Step 3: Click ✓ to complete

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IX. Keyword – Keyword management

To set and manage keywords:

Step 1: Search keywords to manage.

Step 2: View list of keyword from system, you can see ID, Keyword, Created date.

Step 3: Change status of keyword as needed (active or inactive).

Step 4: Click ![edit icon] to edit keyword.

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IX. Keyword - Add new keyword
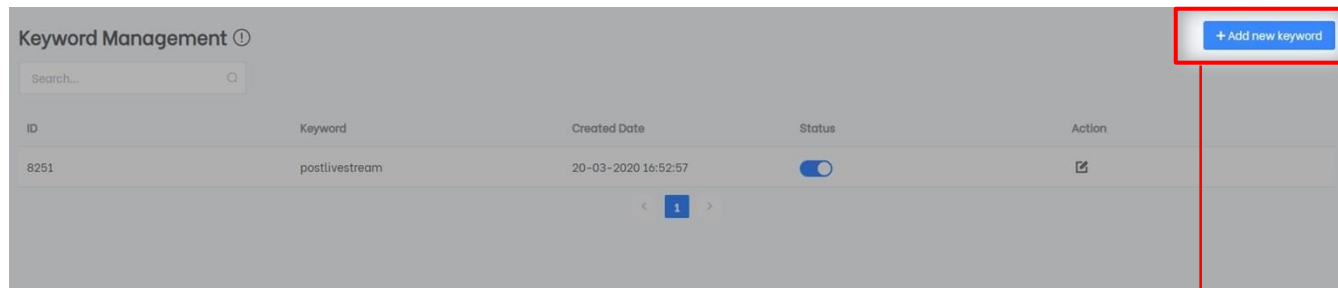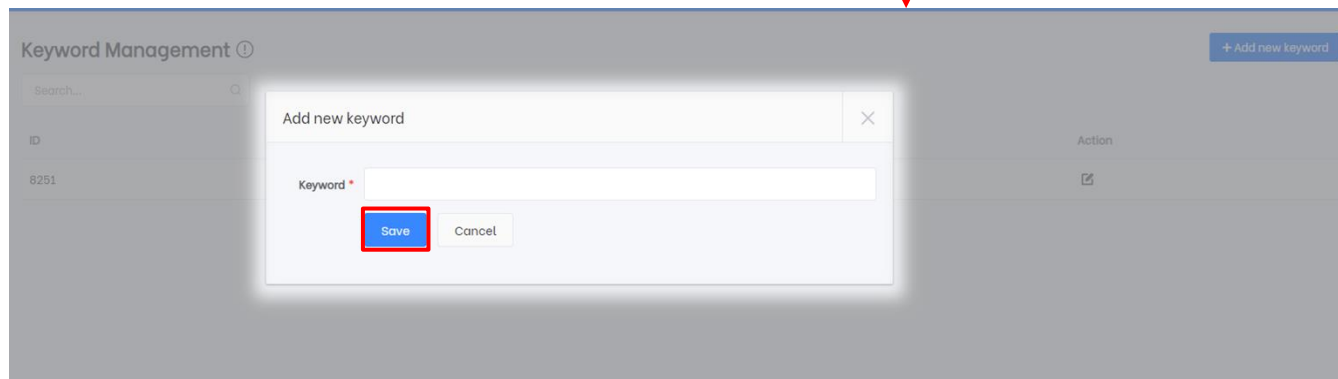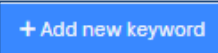
Keyword Management ⓘ

ID	Keyword	Created Date	Status	Action
8251	postlivestream	20-03-2020 16:52:57		

Step 1: Click + Add new keyword

Keyword Management ⓘ

Add new keyword   ✕

Keyword * [   ]

Save   Cancel

Step 2: New window pops up, enter keyword you want to add

Step 3: Click Save to complete

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X. Keyword filter – Keyword filter management

To set and manage banned keywords:

Step 1: Search keywords to manage

Step 2: View list of keyword from system, you can see ID, Keyword, Created date

Step 3: Click [icon] to edit keyword

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X. Keyword filter - Add new banned keyword

Keyword Filter Management ⓘ

ID	Keyword	Created Date	Action
35	xxx	14-11-2019 10:39:33	✎ 🗑
54	budweiser	14-11-2019 16:05:05	✎ 🗑
59	tui test ne	15-11-2019 15:08:30	✎ 🗑

< **1** >

Step 1: Click **+ Add new keyword filter**

Keyword Filter Management ⓘ

Add New Keyword Filter   ✕

Keyword filter * [   ]

Save   **Cancel**

Step 2: New window pops up, enter keyword you want to add

Step 3: Click **Save** to complete

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XI. Data source - View data source
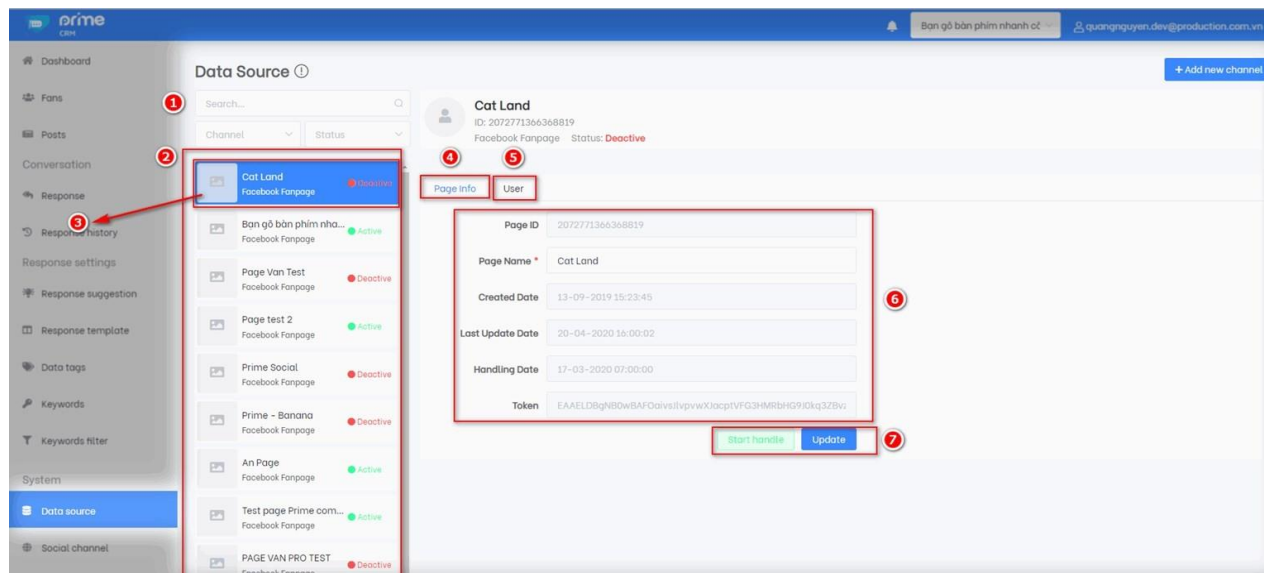
To view available connect data sources in the system:

Step 1: Search data source by filter some criteria (Name, Channel, Status)

Step 2: The below show list of data source including Name, Channel and Status

Step 3: Click one data source to view details: Name, Page ID, Channel and Status

Step 4: View page info detail: Page ID, Page name, Channel Date, Last update date, Handling date and Token

Step 5: View user detail: name and email of page admin

Step 6: Make change as needed and click Update

Step 7: Click Start handle to activate an Stop handle to deactivate

XI. Data source – Add new channel
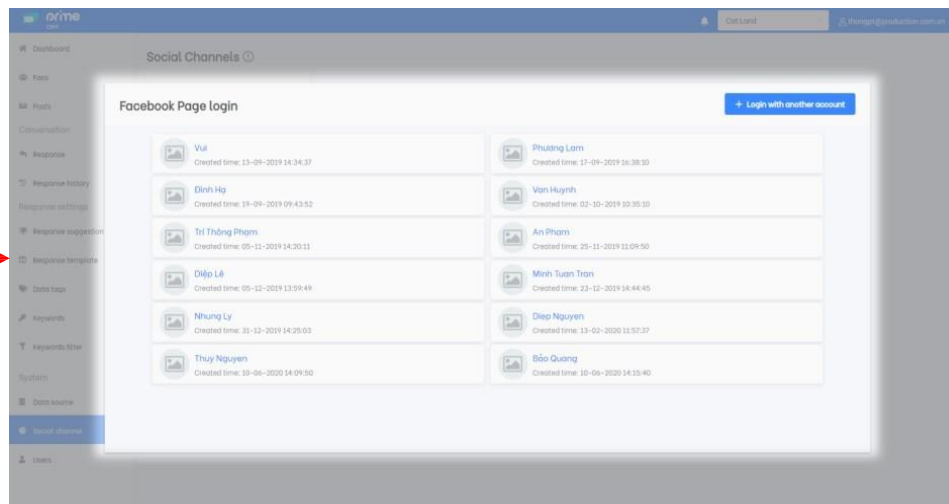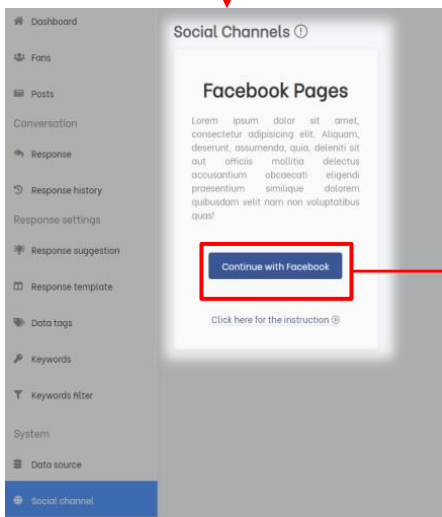
Step 1: Click [+ Add new channel]

Step 2: Social channels screen appears, click [Continue with Facebook] to connect.

Step 3: Facebook page login appears, select available accounts or [+ Login with Facebook account]

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Step 4: Facebook window pops up, follow the instructed steps to connect the add the channel to the system:
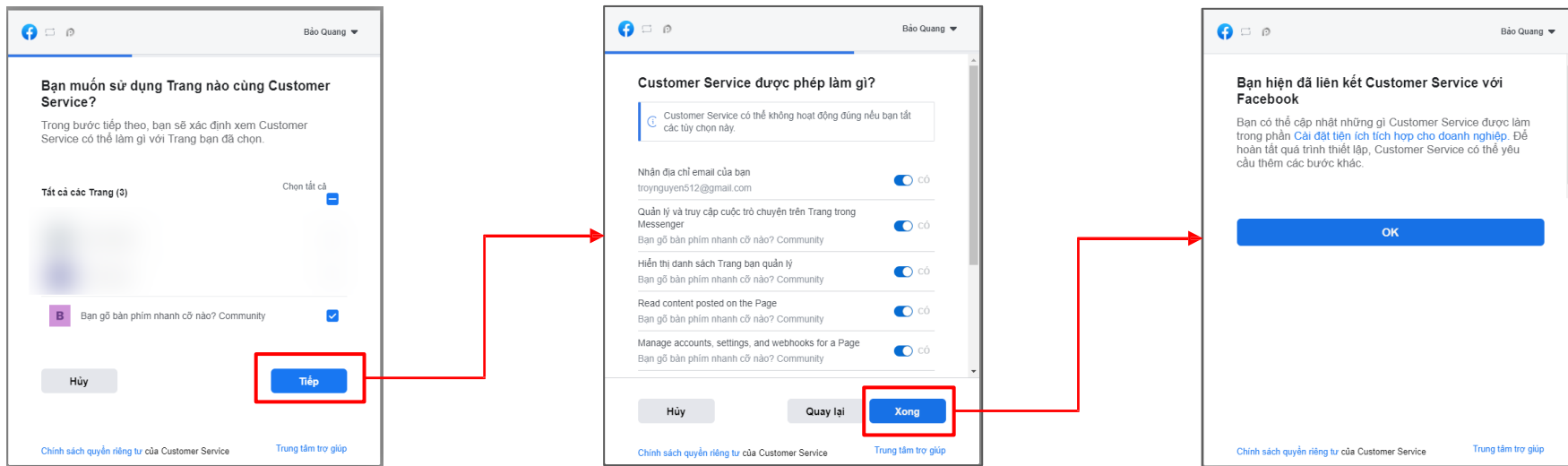
Select page you want to add, then click **Next >**

Select yes/no for each access terms, then click **Accomplis...**

Click **OK** to complete

XI. Data source - Add new channel

Facebook Page Channel ⓘ

⑤ Search...

Bảo Quang
Created at: 10-06-2020 14:15:40

Refresh All Token

Page ID ①	Page ②	Handle ③	Action ④
334569739955104	Bạn gõ bàn phím nhanh cỡ nào? Community	🔵	View Token Detail

Access Token Info ✕

App ID ①	293621547730764
App Name ②	Customer Service
Type ③	PAGE
Page ID ④	...
App-Scoped User ID ⑤	...
App-Scoped User Name ⑥	...
Issued ⑦	...
Expires ⑧	...
Data ⑨	2020-09-03 09:19:51
Valid ⑩	true
Scopes ⑪	email, read_insights, pages_manage_cta, pages_show_list, ads_management, ads_read, business_management, pages_messaging, publish_to_groups, groups_access_member_info, leads_retrieval, pages_read_engagement, pages_manage_metadata, pages_read_user_content, pages_manage_ads, pages_manage_posts, pages_manage_engagement, public_profile

Clear Token   Update Token

Step 5: When complete set up, you can go back to Prime system, and view the following detail:

1. Page ID
2. Page name
3. Handle: Manage the page
4. Action: view token detail
5. Search bar

Step 6: Click Refresh All Token to refresh all token information

Step 7: Click View Token Detail to view token detail, including: App ID, App name, Type, Page ID, App-Scoped User ID, App- Scoped User name, Issued, Expires, Data, Valid and Scope

Step 8: Click Clear Token to reset or Update Token to Update token detail

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Social Channels ⓘ

Facebook Pages

Don't miss opportunities to turn your social followers into your customers. Install now your Facebook fanpage to never ever miss any coming conversations from your potential customers.

Continue with Facebook

Click here for the instruction ⊗

Instagram Pages

Being tired of switching devices to reply all your customer inquiries! Why not bring Instagram chat boxes to desktop interface with real-time conversation management, plus tools to instantly generate order request. Sync now to grow your business!

Continue with Instagram

Click here for the instruction ⊗

Whatsapp

Approach your potential customers from anywhere on social, and Whatsapp is definitely good idea! Quick support make your customers happy and easy to convert into orders.

Coming Soon

Click here for the instruction ⊗

Zalo

60 millions of Vietnamese users are having Zalo accounts, bring on your brand visibility means you may have significant attention of your potential users. We provide tools to send out ZNS and Zalo Broadcast, as well as tools to generate orders request

Coming Soon

Click here for the instruction ⊗

View social channel that the system is supported.
Facebook and Instagram is available.
To connect, refer to the Data source section.

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XIII. Users - Add new user

Step 1: Click [+ Add new user]

Step 2: Enter user name

Step 3: Enter email

Step 4: Enter user account
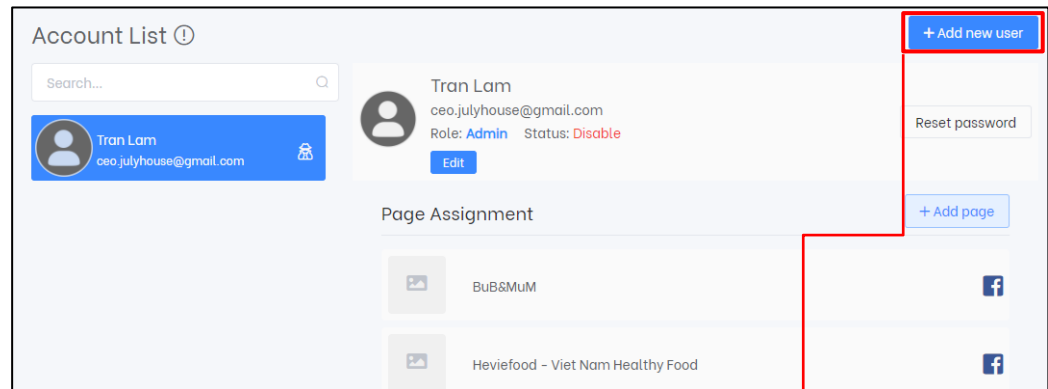
Step 5: Add password

Step 6: Add role for user

Step 7: Input name page to handle

Step 8: Click [+ Add new user] to complete

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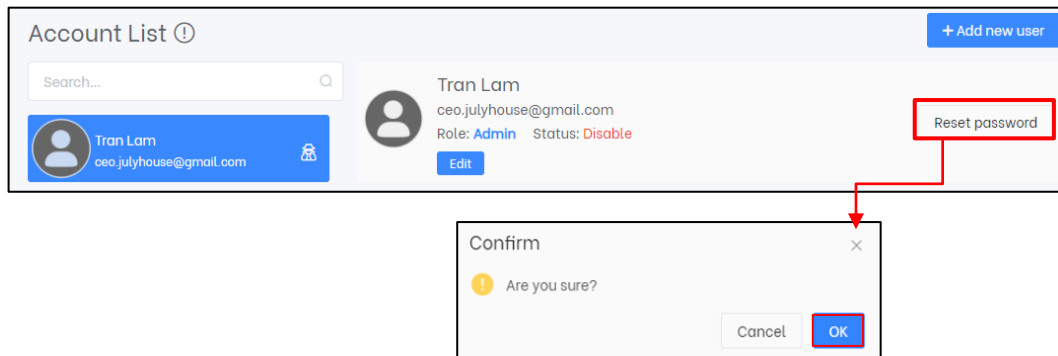
To change password

Click Reset password , new window pops up and ask you to confirm.

Click OK and the system will create new password and send to user email
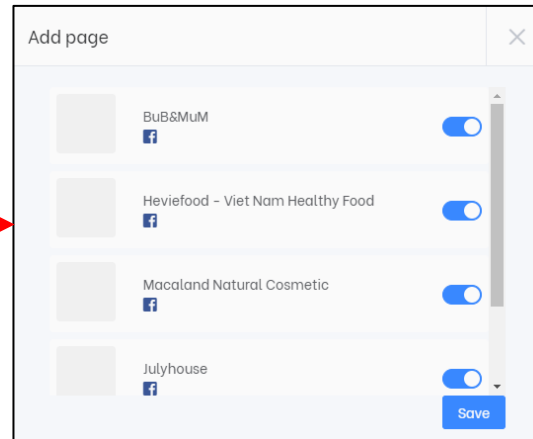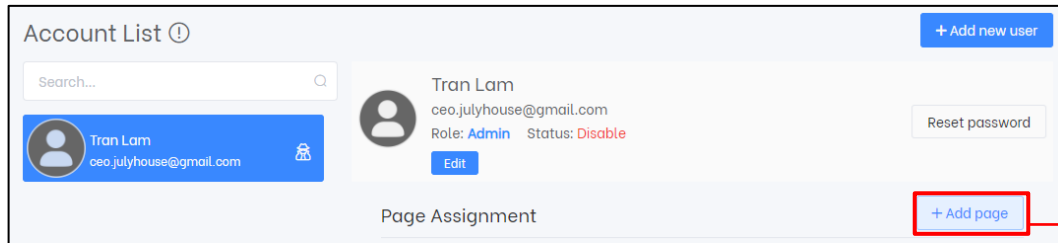
To add page

Step 1: Click + Add page

Step 2: Turn the button into blue to activate

Step 3: Click Save to complete

"At Prime Commerce, we believe that we can create positive impacts on people's lives through empowering online commerce."

Thank you

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