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Information hiding

How to hide the number of course update periods?

Log in to the store management backend. In [Settings] → [Store Settings], set to hide the update periods. After selecting to hide, the update periods of products will no longer be displayed on the mobile store.

0.png

1.png

Why can the number of participants still be seen in the live stream even after setting the [Hide Views] option?

□□

To hide the number of visitors to the live streaming room, you also need to set the number of participants to [Visible only to the instructor] in [More] - [Live streaming room information] of the live streaming product.

What data does the information hiding feature support hiding?

□□

Information hiding supports hiding product sales/subscription numbers, the number of updates for columns/membership courses, course views/visits, the number of visitors in the live - streaming room, and reward reminders (reward amount reminders).

Tutorial on Information Hiding

I. Function Introduction

Information hiding, customizable hidingProduct sales volume, number of updates, views/visits.

II. Purpose of Use

For merchants in the initial stage of operation, to avoid affecting the conversion rate of course subscriptions due to insufficient course subscriptions.

III. Usage Scenarios

A merchant is in the initial stage of operation. It is a very successful educational institution offline and wants to develop online education. However, in the initial stage of operation, there are temporarily no students subscribing to the courses. Therefore, it is necessary to hide the number of course subscriptions and views/visits, and then make them visible after students start subscribing one after another.

IV. Operation Path

Merchant side

Path 1: Merchant backend →Settings → Function configuration

V. Usage Tutorial

44713100_1640152460.jpg

Step 1Set hidingProduct sales volume

1. Click [Settings] - [Store settings], and find the setting item for hiding product sales volume in the function configuration module.

1.png

2. Click [Show] or [Hide], and the sales volume information of the corresponding products on the user side will be shown or hidden.The sales volume information will be shown or hidden.
2.png

Step 2Set the number of store updates

1.Click [Settings] - [Store settings], and find the setting item for hiding the number of updates in the function configuration module.
3.png

2. Click [Show] or [Hide]. If hidden, the number of updates will no longer be shown for columns/memberships.
4.png

Step 3Hide views/visits

1.Click [Settings] - [Store settings], and find the setting item for hiding views/visits in the function configuration module.

5.png

2. Click [Show] or [Hide]. If hidden, views/visits will no longer be shown for all products.

6.png

Information hiding

How to set the subscription count of hidden products?

Log in to the Online Store management backend. In [Transactions] → [Store Transaction Settings], find the [Product Settings] module and locate the setting to hide product sales volume. After selecting to hide, the product sales volume will not be displayed on the mobile app.

image.png

image.png

Store settings

Tutorial on Store Account and Operator Settings

elink supports creating multiple stores under one account, unified account settings, and adding operators.

I. Account Settings

Step 1: Enter the store management console, click on the personal account avatar in the top - right corner, and select [Account Settings].

image.png

Step 2: Modify the login password, the bound WeChat account, and the avatar.

image.png

II. Operator Settings

Step 1: Open the store backend. In [AI Assistant - Settings - Account Permissions - Employee Management], click [Add Employee].

image.png

Step 2: Fill in the employee's basic information.

If the added operator is already a registered elink user, the permissions will be automatically bound. If the operator has not registered for elink, you can actively send an invitation SMS to invite the user to become a store operator.

****Note:**If it isbefore December 29, 2019the bound operators can still log in with their original account passwords.

image.png

Step 3: Fill in the role management. You can select the default role or customize a role.

image.png

Step 4: Finally, confirm the employee's permissions and save to complete the settings.

How to get the store name/link?

After registering and opening an elink Online Store, merchants can obtain it through the following two channels:

Option 1: Click [AI Assistant - Settings - Store Settings] and copy the link in [Store Information] to get the store address.

Option 2: After entering the store management console, click the [Visit Store] icon in the upper right corner and obtain it from the pop - up window for visiting the store.

image.png

image.png

How to view store information/store link/modify store name?

Operation path: Log in to the desktop management console, click [AI Assistant - Settings - Store Settings] to enter the store settings details page, and find [Store Name] to make modifications.

In the [Store Information] module, you can view the store name, store address, store administrator,Storeappid, store verification, and main business categories.

Click [Copy Link] to get the store address, then embed the link in the menu bar of the Official Account, or send it via WeChat in private chats, Communities, or Moments.

image.png

Store settings

Can operation records in the operation log be deleted?

Once the operation is successful, it will be permanently saved in the operation log and cannot be deleted.

Operation Log Usage Tutorial

□□

I. Feature Introduction

To help merchants better manage store staff and determine responsibilities, the [Operation Log] module has been newly launched. Merchants can query sensitive operations performed by store staff on the management console at any time.

Note: Currently, the elink management console only records some important and sensitive operations.It does not provide records of all functional operations. If you have new requirements, you can report the sensitive operations you expect to be recorded through the service steward. We will regularly update and maintain this function.

II. Operation Path

elink Management Console - AI Assistant - Settings - Operation Log

III. Usage Tutorial

1. By default, the operation records recently executed in the current store are provided. If there are too many records, merchants can narrow the query scope and obtain more accurate operation records by filtering by operator, operation module, operation type, and operation time.

2. Courses and physical products can be restored with one click within 30 days after deletion.

3. By default, the [Operation Log] permission is assigned to senior administrators and ordinary administrators. Administrators can independently configure permissions for other roles.

image.png

Can the operation records in the operation log be exported?

Operation records can be viewed on the management console and are not currently supported for export.

When will the operation records in the store backend be synchronized in the operation log?

The operation records on the management console are synchronized in real-time.

Store settings

Tutorial on Changing the Store Administrator

I. Feature Introduction

During the operation of an online store, there may be changes in the administrator (person - in - charge). In the past, it was necessary to contact customer service to go through the process. Now, you can change the store administrator self - service.

II. Purpose of Use

When an online store needs to change its administrator, you can change it self - service, which is safe and efficient.

III. Operation Path

Merchant side: Merchant backend AI Assistant → Settings → Store Settings → Store Administrator

image (4).png

IV. Usage Tutorial

Step 1:Click the 'Change' button on the store settings page *(Management backend)*

On the store settings page, find the store administrator and click the [Change] button.

****Special attention:**

1. The change is only allowed after the verification of the original store administrator.

2. Only one change is allowed within 30 days.

3. For old accounts, there will be a pop - up window prompting that the account needs to be upgraded before the change can be made.

image.png

Step 2: Administrator identity verification *(H5 store)*

1. For the identity verification of the original store administrator, you need to enter the SMS verification code.

image.png

(Identity verification step)

2. For the identity verification of the new store administrator, you need to enter the SMS verification code.

****Special attention:** The mobile phone number of the new store administrator must be registered on elink. If not, please register in advance.

image.png

(Change step)

Step 3: The name should be consistent with that in the flow chart *(H5 store)*

After the change is successful, the system will automatically jump to the login page. At this time, you can log in with the new store administrator account to view the store;

image.png

(Pop - up window for successful change)

Tutorial on the restricted use of login devices

I. Feature Introduction

Restrict students from logging in to the same account simultaneously on different browsers at the same time. The restriction applies to channels opened via browsers on PC and mobile devices.

II. Purpose of Use

Merchants can independently control the number of devices that students can log in to simultaneously, preventing phenomena such as malicious account sharing, selling course accounts, and course viewing fraud by students, thus protecting the interests of merchants.

III. Use Scenarios

This feature is used in scenarios where merchants need to prevent students from sharing accounts or engaging in course viewing fraud.

IV. Operation Path

Merchant side: AI Assistant - Settings - Store Settings - User Account Settings - Login Device Restrictions

image.png

V. Usage Tutorial

Step 1: Store Settings*(Management Backend)*

Enter the merchant management backend, click [Store Settings], find [Login Device Restrictions], and click [Settings].

image.png

Step 2: Set the Restriction Quantity*(Management Backend)*

The default limit for login devices is 10, and the custom range is from 1 to 10.

image.png

View store information/store link/Modify store name

Click 'Settings' and then 'Store Settings' in the left sidebar to enter the store settings details page..The 'Store Information' includes the store name and store address. You can customize the store name to facilitate user identification.

Click 'Copy Link' to get the store address. Then, embed the link in the menu bar of the Official Account, or send it via WeChat in private chats, communities, or on Moments.

image.png

Employee management

How to add new roles/employees for management?

I. Function Introduction

Merchants' employee accounts are divided into two types: free accounts and paid accounts. Each time a paid account is added, it will occupy a paid quota. When the quotas are insufficient, you need to purchase more paid account quotas. You can purchase them in the form of a feature package, namely the 'Store Employees' feature package. You can choose the number of quotas, and each quota costs 1 yuan per day.

II. The number of paid account quotas given away for different store versions is as follows:

Basic Edition: 1 quota

Professional Edition: 3 quotas

Flagship Edition: 10 quotas

Note: The above quotas do not include the creator's account.

III. Free/Paid Roles

Free Role: Teaching Assistant

Paid Roles: Senior Administrator, General Administrator, Finance Staff, Teacher, Course Consultant, Academic Affairs Specialist, Salesperson, Marketing Supervisor

IV. Concept Explanation

image.png

1. Additional Purchase:

① It is divided into the first - batch additional purchase and non - first - batch additional purchase. The quota period for the first - batch additional purchase is 365 days and cannot be changed. The expiration time of the non - first - batch additional purchase must be aligned with that of the first - batch additional purchase, and the fees are calculated on a daily basis. Example: On March 1, 2019, 3 paid employee quotas were additionally purchased in the first batch (for 365 days), and the settlement amount is 3 * 365 = 1095 yuan. On June 1, 2019, another 3 paid employee quotas were additionally purchased, and the settlement amount is 3 * (365 - 92) = 819 yuan.

② The number of additionally purchased quotas is limited to within 1000.

2. Renewal:

① When renewing employee quotas, you can choose the number of quotas to renew. The renewal period is 365 days and cannot be changed.

② The start time of the renewal validity period is the expiration time of the first - batch additionally purchased quotas.

③ When the number of renewed employees is less than the number of previously additionally purchased employees, some employees may be disabled after expiration, except for the store creator. Therefore, please disable or delete the accounts of these employees in advance. In the employee list, the employees at the bottom are more likely to be disabled.

④ If the previously additionally purchased quotas are not renewed before they expire uniformly, after expiration, the paid employee quotas will return to the initial state, and you need to make an additional purchase before you can renew.

3. Handling of Old Accounts:

For those employee accounts added before the launch of the 'Store Employees' feature package, if they are paid accounts, their expiration time is consistent with the store's expiration time. However, if you need to add new paid employee accounts, you still need to additionally purchase paid employee quotas, and the expiration time will still be consistent with the store's expiration time.

4. Others:

① Disabling or deleting a paid employee account will release the paid employee quota.

② Changing the paid role selected for an employee account to a free role will release the paid employee quota.

V. Operation Process

[Additional Purchase/Renewal]

Operation path: Log in to the elink backend - [Settings - Employee Management - Additional Purchase];

□□.png

In the Employee Management_Employee Account List, you can directly make an additional purchase or renewal.

□□.png

Store staff instructions

I. Feature Introduction

Employee Management: Merchants can add accounts for their team members and assign corresponding roles for logging in and managing the store.

Role Management: Merchants can customize different roles according to the actual division of labor in work, assign different management permissions, and manage them centrally.

II. Scenario Examples

Currently, there is a team of about a dozen people jointly operating an elink store, with each person having their own responsibilities, including the merchant owner, operator, accountant, designer, course administrator, etc. By setting up role/employee management (for example, the merchant owner can perform all operations and view all core data, and the accountant can perform all operations related to the financial module), the team can better divide labor and collaborate while ensuring the security of core data.

III. Feature Operations

1. Role Management

Operation Path: Log in to the merchant management background - [Homepage - Account Permissions - Role Management]. You can view all roles and their corresponding permissions and modify role permissions. In addition to the system default roles, you can also create and customize roles according to actual scenarios (currently, each store can create a maximum of 20 custom roles).

□□.png

2. Create a New Role

When creating a new custom role, you can select the permissions for this role according to the actual scenario. For unselected permissions, if they are navigation - related, the navigation items seen by this role will be grayed out, and the corresponding pages cannot be accessed; if they are function - related, this role will not be able to operate the corresponding functions.

□□.png

3. Employee Management

After creating roles, you can add and manage employees in the employee management module.

□□.png

4. Add Employees

By adding employees, other team members can log in to the store background and manage the modules they are responsible for.

[illegible].png

spacer.gif

Relationship between Role Management and Employee Management

Relationship between Role Management and Employee Management

Role Management defines the scope of permissions and seat requirements. Employee Management authorizes employee accounts to use corresponding functions by assigning roles.

Brand image

Where can I set the store logo?

After clicking on [AI Assistant] at the top of the management console, click [Settings] - [Store Settings] - [Brand Image] - [Store Logo] on the left to make the settings.

image.png

Role management

Tutorial on Role Management Usage

I. Function Introduction

The role management function allows merchants to manage the roles of store employees and customize function permission sets. For example, the permissions of modules such as 'Course Mall, Purchased Courses, and Service Orders' can be combined and named 'Purchaser'. Once the merchant assigns the 'Purchaser' role to an employee, this employee can operate the functions of the above - mentioned modules in the backend.

II. Purpose of Use

To conveniently manage employee roles, assign specific tasks to specific people, and improve the operational efficiency and security of the store.

III. Usage Scenarios

A merchant wants Employee A of the company to operate marketing functions in their elink store but does not want Employee A to interfere with the store's financial matters. In this case, the merchant can create a 'Marketing Specialist' role with only marketing - related function permissions and assign Employee A to this role.

IV. Operation Path

Merchant side: Merchant backend → Settings → Role Management

image.png

V. Usage Tutorial

Step 1: Log in to the management backend and find [Settings] - [Role Management];

□□.png

Step 2: Management backend - Role management permission configuration

□□.png

Step 3: Management backend - Add a role

1. Click 'Add Role' on the role management list page to enter the add - role page;

□□.png

2. After setting is completed, click 'Save' to successfully create the role. Subsequently, you can bind the employee accounts you want to associate with this role;

□□.png

□□.png

VI. Notes

1. The employee account must be filled with a mobile phone number, and this mobile phone number must be registered with elink;

2. If you encounter sensitive permissions when adding an account role & account, the mobile phone number verification of the store administrator will be triggered. After successful verification, you can use it normally.

Role management

Can you add employees without selecting role permissions?

No, you must select a [Role]. It is recommended that you create a role first and then add it.

What is the relationship between role management and employee management?

You can create relevant job roles and set permissions in the role settings. When adding employees, you can directly select the relevant role names for authorization.

Can the permissions of default roles be modified?

The purpose of setting default roles is to help merchants quickly get started. After merchants become familiar with the functions of the elink management backend, they can configure custom roles to set more flexible permission controls. Therefore, the permissions of default roles cannot be modified or deleted.

Note: The 'Senior Administrator' is the store manager with the highest level of permissions, having all permissions except for 'Store Verification'. It is recommended that the top - level operations personnel use this role.

Message Push

Tutorial on Using Message Push

I. Feature Introduction

Merchants can set the messages sent from the store to users on the "Message Push" page. They can set the push methods (WeChat template messages, SMS) for different scenarios according to usage.

II. Purpose of Use

Merchants can use different push methods to re - engage users based on scenario characteristics, thereby increasing user activity.

III. Usage Scenarios

For example: After a user successfully participates in a group - buying activity, the store can send a WeChat template message to notify the user. The user can directly enter the group - buying course by clicking on the message.

For users who have not followed the merchant's service official account, the merchant can enable SMS notifications, and users will receive an SMS reminder of successful group - buying.

IV. Operation Path

Merchant side: Settings -- Message Push -- Edit settings page (for some scenarios, e.g., live - class start reminder)

Student side: Actively click to subscribe (for some scenarios) -- Receive messages via WeChat service official account/SMS

image.png

V. Usage Tutorial

Step 1: Configure the "Message Push" module

Enter the "Settings - Message Push" module and set the push methods for different scenarios according to usage requirements.

□□.png

(Settings - Message Push)

Step 2: Enter the editing page for settings

Enter the editing page and set the push method

□□.png

(Live - room details - Operation settings)

Step 3: Students receive notifications

Students receive notifications via service official account template messages and SMS

image (3).png

(Service official account template messages)

image (4).png

(SMS)

VI. Summary of Message Push Scenarios

The configurable message pushes are as shown in the following figure:

image (5).png

Overview

Tutorial on Using the Overview

The AI Assistant - Overview page is the first page you see after entering the management console. It provides an overview of the overall store's business operations. Next, we'll introduce the main modules of the overview page:

I. AI Assistant

The AI assistant displays the latest AI notification content. Click on this section to start a conversation with the AI assistant and inquire about solutions to various problems.

image.png

II. Business Data

The core of the business data section shows 8 data points, which are real - time data. Click on a data indicator to quickly jump to the corresponding page; click on the eye icon to hide the data display.
image.png

III. Quick Access to Commonly/Recently Used Functions

Displays quick access to custom commonly used functions and recently used functions.Click to quickly jump to the corresponding module for processing; click on the settings button next to the commonly used functions to open the custom settings pop - up window for commonly used functions.
image.png

IV. To - Do Items

Displays the store's current to - do items related to business operations. Click to quickly jump to the corresponding module for processing.
image.png

V. Recent Management

By default, it shows the recently created/edited management courses/live streams, etc. You can quickly view the views, sales volume, and the number of learners. It supports pinning for quick access to the courses/live streams you're interested in./Live Streamsaccess status;
image.png

VI. Top Bar

Store Information: Displays the current store's logo and name; hover to show more store information, including the version, expiration time, material space, traffic account, etc. Click to jump to the overview page.

Search: Search for functions, help content, and merchant cases.

elink Academy: Learn about function details, operation cases, etc., to help merchants grow quickly.

Notification Center: View in - store notification content.

Access Store: Click to quickly view the QR code and link for accessing the store.

Personal Account: Click to view information about the currently logged - in B - end personal account and access functions such as switching stores, help center, and logging out.

Switch Version: Switch to the old - version management console.
image.png

VII. elink Latest News

Product Updates: elink's latest platform announcements or feature updates. Click to view details.

Official Camps:Brings you the latest information about elink's official camps;

Today's Live Streams:Brings you the latest information about elink's official live streams;

elink Coaching Alliance: Access to the elink coach training alliance community;

Pre - sales/After - sales Service: Contact information for elink service staff.
image.png

Usage tutorial for [Common Features] on the Overview Page

I. Function Introduction

1. Freely pin the recently used functions as quick access entries. You can directly access the functions with a single click, which helps merchants improve the efficiency of using the management console. This function is supported on both the new and old versions of the management console, but the customized data is not interoperable.

II. Purpose of Use

Pin the quick access entries that merchants use frequently to help them access quickly.

III. Usage Scenarios

Merchants often need to access the [Order Management] function to ship products to users who have purchased goods. Merchants can pin the [Order Management] function to the frequently used functions and open it with a single click, which improves the efficiency of merchants using the management console.

IV. Operation Path

[New Version of Management Console]:

1. Left navigation bar - Frequently Used Functions

2. AI Assistant - Overview Page - Frequently Used Functions

[Old Version of Management Console]:

Navigation bar - Frequently Used

image (3).png

V. Usage Tutorial

[New Version of Management Console]:

(1) Step 1: Open Frequently Used

image.png

(2) Step 2: Add/Delete Frequently Used Functions

Click the settings button. In the settings pop - up window, Add/delete frequently used functions. You can quickly locate the frequently used functions of a certain section or search for the specific name of the frequently used function in the pop - up window.

image.png

[Old Version of Management Console]:

(1) Step 1: Open Frequently Used

65062700_1638843604.png

(2) Step 2: Add/Delete Frequently Used Functions

① Add: In the recently used section, the six functions that have been recently clicked are displayed. Move the mouse over the function entry and click [+] to add the function to the frequently used functions. You can add up to 10 functions. Click the function to jump to the function page.

image (5).png

② Delete: Move the mouse over the function entry and click [-] to delete the added function.

image (8).png