



# An Online Community That Drives Revenue

## WHO THEY ARE

Hotcakes Commerce is fully-featured e-commerce platform that scales to your business' needs. Hotcakes is built on a world class ASP.NET CMS so that users won't be limited with the kind of sites they can create. The Hotcakes platform has over 10,000 plugins and the support of a worldwide community.

## WHAT THEY WANTED

Hotcakes Commerce wanted a social website that allowed users to engage with the organization (and with each other). In addition, they wanted to reduce pre-sales and support costs, provide "crowdsourced" customer service and drive revenue growth, all from the same site.

## HOW THEY DID IT

Hotcakes Commerce used DNN's online community solution (Evoq Engage) to power their new site. Using "out of the box" features available in Evoq Engage, Hotcakes Commerce drove interest from sales prospects, which directly led to license sales of their software.

### PRODUCTS IMPLEMENTED




## From lead generation to closed sale

Typically, software companies drive license sales by running marketing campaigns to generate leads, which are qualified and closed by sales representatives. For Hotcakes, the lead sourcing, qualifying and closing happen right within their community. As a result, they've reduced marketing, pre-sales and sales costs, all while increasing revenue.

## Cost reduction via crowdsourced customer support

Hotcakes Commerce didn't just reduce costs, they eliminated them. Hotcakes does not employ a first level customer support team, as that function is served by their online community. Customers provide assistance to other customers, leaving Hotcakes to address second and third level support issues, exclusively.


**QUESTION:**




**Kurt Amstutz**  
2 months ago

I just added an image to a product and the original ratio was about 5 times as wide as it was tall. (imagine a detailed photo of a chain or rope) The image importer resized it to roughly 4 wide X 3 tall, thus distorting the rendition. What is the optimal image ratio so I can prepare all my images prior to importing them into HotCakes to avoid any distortions? Can the HotCakes image processor maintain the original image ratio when importing?

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**David Poindexter** and **Will Strohl** like this

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**TOP ANSWER:**



**David Poindexter**  
2 months ago

Kurt,


We discovered an issue with the default viewset that was causing aspect ratios to be skewed. We have been patiently waiting on a fix, but have yet to see one yet. We were able to get around this by utilizing a custom viewset.

So all that to say, I am not sure if the issue lies within the image "importer" or not. I will say that the default viewset for Hotcakes does well with a square images. ;-)

David

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**David Poindexter** and **Kurt Amstutz** like this

**QUESTION:**




**George Marchewa**  
3 weeks ago


Is it possible to develop a points based store (no \$\$\$ purchases) where:

1. An admin would add points to an account for an activity (recycling club)
2. The person could convert their points to gift certificates for redemption at local retailers?

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**David Poindexter** and **Will Strohl** like this

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**TOP ANSWER:**



**Will Strohl**  
3 weeks ago

First, welcome to the community. It is great to have you and to see you participate. We love you and community members.

Second, we do indeed have a way to redeem points for purchase and to accumulate points from making purchases.

Adding the ability to reward points in ways other than through purchases sounds like a great idea. **creating an idea for it?** This is how we help create our road map and it allows other users to help collaborate on how best to implement the idea for everyone.


## Customer ideation drives the product roadmap

Hotcakes Commerce doesn't need to organize a Customer Advisory Board or schedule meetings with customers to discuss product features: it all happens right in their online community. In fact, the online community is the de facto location for providing feature ideas and requests to Hotcakes.

## No-cost partner recruitment

For certain client engagements, Hotcakes partners with "system implementers." As users come to the Hotcakes site to ask questions, the online community enables Hotcakes to cost-effectively source new partners. In turn, the newfound partners drive license revenue growth for Hotcakes.




**IDEA:**



**David Poindexter**  
1 month ago


We have clients that need attribute-based filtering. For an example of what we mean, please see this ASPDotNetStorefront demo using a 3rd party component by Vibe Commerce. See the "Narrow Your box."

[ASPDNSF - Vibe Commerce Attribute-Based Filtering and Sorting DEMO](#)

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**COMPANY RESPONSE**



**Will Strohl**  
1 week ago

Adding this to the immediate road map


**COMMENTS**



**Will Strohl**  
2 weeks ago

Are you referring to adding this to the Category Viewer?

**QUESTION:**






**Accuraty / Jeremy**  
1 month ago


1


Today we got a clean install of DNN 7.02.01 running, then installed Hotcakes 1.02.07. After getting through the wizard setup we have a critical error on every page that we add a Hotcakes mod

How/where would we get support and or help getting this fixed so we can continue with our eval/trial? Th Jeremy

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**David Poindexter** and **Will Strohl** like this


 [ADD AN ANSWER](#)



**Will Strohl**  
1 month ago




For others that might be reading this question... I spoke to Jeremy personally and there are add details about the bug he ran into. In the specific combination of DNN 7.2.1 and Hotcakes 1.2.7, t an issue where the module settings will not load for any module that is on the same page as a H module. See the workaround below and a permanent fix in an upcoming release.

 Reply |
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**Will Strohl**  
6 days ago

FYI - This was fixed in version 1.3.0 of Hotcakes, released a little over a week ago. <http://bit.ly/hotcakes130>

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Add a comment...


3

## Selected Features:

### Answers

Hotcakes Commerce labeled this feature “Ask a Question.” It’s the primary means by which they provide customer support. With the community serving the first level support role, Hotcakes can focus on more complex second and third level support issues.

**QUESTION:**




**Tony Carter**  
2 months ago

▲  
**2**  
▼


How can I get add to cart buttons to show in the product grid view. I want the functionality to bypass the details view page and add the item to their cart from the product grid

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**David Poindexter** and **Will Strohl** like this



**ADD AN ANSWER**

**TOP ANSWER:**




**David Poindexter**  
1 month ago

▲  
**1**  
▼

The Shared partial view `_RenderSingleProductDetailed.cshtml` has the `AddToCart` button code that you'll need.

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**David Poindexter** and **Will Strohl** like this



**David Poindexter**  
2 months ago

▲  
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Tony,

We accomplished this by creating a custom viewset. You can see a working example at:

<http://www.rhinoassembly.com/PRODUCTS/tabid/174/sl...>

Let me know if you need more specifics.

Thanks,

## Ideas

Labeled as the “Suggest a Feature” area of their community, Ideas are the de facto means for customers to provide feature ideas to Hotcakes.

### Suggest A Feature

12  
Votes

**(DELIVERED) IMPORT FEATURE**  
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**Locked** | 5/2/2013 | 315 Views | 1 Like

0 Comments | Last Activity: 3 months ago

Tags: [import](#)

#### IDEA:

**David Poindexter**  
5/2/2013

Currently it appears products, categories, etc. can only be imported via the REST API. Please consider creating a way to import from Excel or CSV. Thanks!

[Reply](#) | 1 Like | Report

**David Poindexter** likes this

#### COMPANY RESPONSE

**Ryan Morgan**  
5 months ago

This feature was released as part of 1.0.8! Enjoy!

#### COMMENTS

**Ryan Morgan**  
5/22/2013

Would you be open to an Excel plugin that synced directly to your site through the API from your Excel file, or would you prefer to upload a file and have the website do it?

Thanks

## Blogs

Hotcakes uses Evoq Engage's Blogs feature to provide thought leadership and product content to customers.

### HOW TO INCREASE THE USABILITY OF YOUR E-COMMERCE SITE

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1/30/2014 | 224 Views | 3 Likes | 1 Comments | Author: [Stephanie](#)  
Tags: [Designer](#), [Usability](#)



A successful brick and mortar store puts a lot of thought into the design and feel of their store long before they open doors. There is thought put into the flooring, the paint on the walls, and the music that will play while customers shop. The location of the cash registers, how the aisles will flow, and where management will stand are all considered during the construction process of a store. A good shopping experience can make you feel better about the money you just spent and one of the best ways a business can create that for a customer is good design. For e-commerce businesses the same rules apply. In order to succeed you must create a beautiful space for your customers that is easy to navigate and creates a comfortable experience. If you feel like you are losing sales because of poor design or usability, here are some tips that will help improve your sites usability:

**Minimize the number of clicks:** Effective E-Commerce navigation should make it easy for your customers to find what they are looking for as quickly as possible. This is becoming increasingly important as more users are visiting websites from mobile

“Evoq Engage has enabled our online community to lower support costs, find new partners, solicit product ideas from our customers and drive substantial revenue gains.”



Will Strohl  
Director of Product Development  
Hotcakes Commerce