

BERNINA COMMERCE CONNECTION

The BCC Product Suite

BCC

A look at every module available to BERNINA dealers — what it does, what it costs, and why it matters for your business.

Service & Repair

Marketing Automation

Class Scheduling

Online Chat

Point of Sale

Inventory Management

Gift Cards

Service & Repair

A complete repair platform built into BCC — work orders, technician dashboards, loaner machines, warranty terms, and finance-grade reporting. No separate app, no clipboard.

One Ticket, Intake to Invoice

Every repair stays one record through diagnosis, quoting, approval, repair, pickup, and billing — no re-keying, no copy-pasting between tools.

Workflow You Control

Define your own statuses, priorities, and transitions. Mandate technician notes. Surcharge rush work automatically. Your shop, your rules.

Tech Dashboard

A streamlined portal for the bench — techs start timers, update status, and clear tickets without wading through admin views.

Finance-Grade Reports

Open Work Order Aging, Technician Productivity, Revenue by Repair Type, and Warranty Cost — with CSV export.

Marketing Automation

Hands-free campaigns that drive sales at every stage of the customer journey — smart segmentation, behavior triggers, and BERNINA monthly promos pre-loaded. No third-party apps.

01

Attract

Auto-adjusting ads on Meta & Google



02

Engage

Triggers on product views & wishlists



03

Convert

Abandoned-cart reminders & exclusive offers



04

Retain

Reviews, cross-sell & event invites

Smart Segmentation

Auto-segment by interest, history & engagement — personalized messaging, no manual tagging required.

Full-Funnel Automation

Top, mid, and bottom-of-funnel campaigns — from awareness ads to post-purchase follow-ups.

A/B Testing & Templates

Drag-and-drop email design, A/B testing, behavior triggers, email + SMS delivery built in.

Real ROI Dashboard

Customer, order & campaign data in one place: open rates, click-through, and retention metrics.

Class Scheduling

The Education Module brings class scheduling, registrations, automated reminders, document delivery, and storefront widgets into one system — included with your BCC account.

- **Storefront Class Listing, Detail & Calendar widgets** — browsable catalog with live seat availability, natural urgency when seats are low.
- **Automated SMS & email reminders** — scheduled at your offset (48h, 24h, morning-of); set once, runs forever.
- **Document attachments in notifications** — supply lists, waivers, prep guides attached to reminder emails automatically.
- **Full admin workspace** — view all class orders, reserved seats, participant records, and one-click roster exports.
- **Class checkout in the BCC cart** — same checkout flow as machines and accessories; seat counts update in real time.

BCC vs LikeSew

Storefront calendar search	Yes	No
Live seat availability on storefront	Yes	Limits only
Document attachments in emails	Yes	Not available
Scheduled SMS reminders	Yes	Yes
Class reg in same cart as products	Yes	Separate checkout
One platform login	Yes	Separate module

Included with BCC · Standalone: \$250 setup + \$50/mo · No additional login · No new system to learn

Online Chat

A live chat experience built for BERNINA dealers — brand-matched widget, mobile apps with push notifications, visitor tracking, and the option to hand conversations to trained Indition agents.

Dealer Managed Chat

\$50 / month

- Unlimited chats on your storefront
- Dashboard for front desk + floor staff
- iOS & Android apps with push notifications
- Brand-matched chat widget
- Visitor tracking + full chat history
- Canned responses & saved replies
- Offline lead capture when team is away

Live Agent Chat Support

\$150 / month

- Everything in Dealer Managed +
- Indition's trained live agents respond
- Agents know BERNINA products & features
- Coverage when your team can't pick up
- Pre-purchase questions handled for you
- Escalation rules you control
- No headcount required on your side

Point of Sale (POS)

A browser-based register that runs straight off your BCC catalog and inventory — same products, same customers, same on-hand numbers. No double-entry, no nightly sync.

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Source of truth

- **Fabric by the yard** — fractional cuts ($\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$...), tax prorates correctly per cut.

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Nightly syncs needed

- **Serialized machines** — scan validates serial in real time, flips to sold on commit.

- **Card on file** — regulars tap once; Stripe handles everything securely.

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Registers per location

- **Hold & recall** — F7 to hold, ring the next customer, F8 to recall.

- **Returns & exchanges** — plain refund, even trade, net-positive, or net-negative in one flow.

Inventory Management

Warehouses, locations, purchase orders, receiving, transfers, serialized inventory, cycle counts, and reporting — all connected to the same BCC catalog. Staged rollout, no forced migration.

Warehouse & Location Structure

Warehouses with delivery metadata, per-location operational contacts, default-receive flags, and multi-location inventory support.

Purchase Orders & Receiving

Build POs from vendor SKU lists, CSV import, or copy previous orders. Partial receiving, approval workflows, cost tracking.

Transfers & Cycle Counts

Move stock between warehouses with carrier tracking, serialized-unit control, partial receives, reversals, and variance capture.

Serialized Inventory

Serial workflows across receipts, transfers, adjustments, cycle counts, lookup, aging, and full movement history per unit.

Planning & Replenishment

Reorder points, min/max quantities, safety stock, lead times — planning report suggests purchasing quantities automatically.

Reporting

Inventory Valuation, Transaction Ledger, Planning Report, Serial Lookup — all with CSV/Excel export.

Gift Cards

Branded gift cards treated as real store credit — not a coupon hack. Seasonal templates, Apple & Google Wallet passes, partial redemption, and liability reporting your bookkeeper can sign off on.

- **Managed seasonal templates** — USA 250th, Christmas, Mothers Day, Thanksgiving, Birthday. Edit, deactivate, or replace artwork — no code.
- **Apple Wallet & Google Wallet** — active cards land in customers' phone wallets, signed by Apple and Google.
- **Finance-grade ledger** — issued, redeemed, expired, refunded — every dollar tracked. One liability report for your bookkeeper.
- **Partial redemption** — card balance applies as tender; the rest is charged to another payment method.
- **Customer self-service** — customers see balances and add cards to Wallet from their own account page.

How it works

- 01 Pick a template or design your own
- 02 Create a Gift Card product in the catalog
- 03 Set denominations (\$25, \$50, \$100...)
- 04 Customer buys — for self or recipient delivery
- 05 Card redeems at checkout; refunds restore balance

BERNINA COMMERCE CONNECTION

Ready to add these products to your store?

Every module is built into the same platform — one login, one admin, one source of truth. No extra vendors, no stitching apps together.

Visit commerce-connection.indition.com or contact your BERNINA sales representative to get started.

BCC