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## Metro Store Now Online and Receiving Orders for Logo Items

- Access the store from the Metro.net Internet web site
- More! [Metro's Online Store an Immediate Success](#)

By BILL HEARD, Editor

(May 27, 2005) The Metro Store has joined the online shopping world with logo products ranging from lapel pins to coffee mugs to note cards – and it's all available at the click of a mouse.

Members of the public and employees can access the store's web site from Metro's Internet home page at [www.metro.net](http://www.metro.net). The user-friendly site includes photos of the various products, sizes, colors and prices. It takes the customer step-by-step through the order and purchase process.

To reach the web site, a customer can click on the rotating Metro Store banner on the Internet home page, click on the "Shop the Metro Store On Line" link, or can type [www.metro.net/metrostore](http://www.metro.net/metrostore) in the address line at the top of the home page.

The online store has links for security information, customer service, customer's account status and other information. The customer service link provides credit card and tax information, the return and exchange policy, and an explanation of order processing.

## Credit card payment

Customers may pay via a secure online transaction with either a Visa or MasterCard through Bank of America. Another company, Serrahost, will assume that service in July. Customers can set up a secure account for payment of future orders.

"Unfortunately, there's no mechanism at this time for giving employees the 20 percent discount online," says Danielle Boutier, executive manager, Communication Services. The discount is still available to employees in the Metro Store, located on the plaza level of the Gateway Building.

In-stock orders will be shipped within 10 business days or sooner. If an item is not in stock, the customer will receive an e-mail or phone call to confirm the order. Shipping is by UPS ground service and is available only within the United States.

### **Shipping and handling**

A chart of shipping and handling charges shows rates ranging from a minimum of \$4 for an order of \$10 or less to a maximum of \$18 for an order of \$100 or more.

Boutier's research shows a growing trend among transit agencies around the country – New York, Chicago, Washington, D.C., and elsewhere – to sponsor stores, including online operations.

"I think we'll see the online store grow and become a large portion of our total sales, really rivaling our sales in the physical store," she says. "There's definitely a market here among transit enthusiasts, employees, retirees and even tourists who want Los Angeles souvenirs."

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