

How Live Video Delivers In-store Experience and Results to E-commerce Channels.



The advancement of technology has now evolved to enable a new generation of online client engagement tools.

Already we are seeing a wide range of vendors including retailers, automakers, communications and media businesses using web-based Video Chat software to communicate with clients to better meet their needs.

The on-line shopping experience provides immense convenience, but in some cases there is deficiency in the service that we are used to receiving in a regular store. It can be challenging to match in-store loyalty and repeat buying rates.

With next generation solutions for personal communication, e-commerce only vendors, and those with multi-channels, are now surpassing the on-line client experience and boosting key on-line metrics.

Providing an on-line Live Video experience, just like in-store practices, is delivering on-line results for clients and vendors that are more like traditional retail in terms of both client satisfaction and sales rates.

In-store and on-line experience are different. When a client walks into a store, they are greeted by a pleasant sales rep that looks them straight in the eye and offers their services right away. The sales rep may offer suggestions on what other items they could purchase or show the client how to use a specific machine. When the client is ready to make the purchase, the sales rep could escort them to the register to make sure the transaction runs smoothly.

Practices such as these play a role in providing a welcoming, in-store environment for the client and help the vendor decrease client abandonment rate (for example a client who leaves a store because she isn't sure about the size, or one that feels overwhelmed by the large selection of laptops).

With most e-commerce websites, that in-store experience doesn't translate to the on-line world. Not every part of the client experience is under the vendors' control. But removing the obstacles that vendors can control — such as confusion of the policies or trouble finding the right product—helps increase client conversions and builds brand loyalty. Live video is an innovative way of getting in-store help on-line.

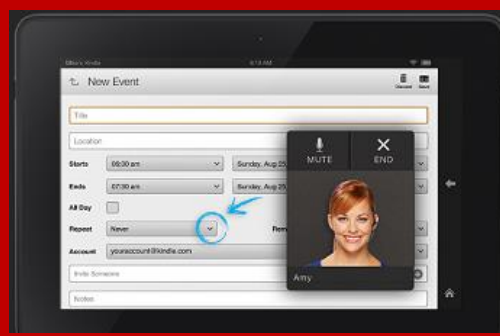
“The data shows that guiding the customer through their shopping experience has a very powerful impact on sales results and customer satisfaction.”

Video is transforming the way we communicate. Vendors are understanding the importance of sustaining a consistent, personalized on-line and off-line experience and that's why the popularity of online video is exploding throughout a variety of platforms.

Here are just a few examples of the power and popularity of first-generation video:

- *Each month, YouTube attracts more than one billion unique users and plays over 6 billion hours of video, everything from makeup or cooking tutorials to funny pet videos to movie trailers and behind-the-scenes*
- *Users of Microsoft's video and audio communication platform, Skype, were logging more than 2 billion minutes a day as of April 2013.*
- *Bank customers can now use an ATM with a teller to chat via video after regular banking hours.*

Introduced in September 2013, live video help is now available to Amazon Kindle Fire users through the Mayday button.



- *Users of Amazon’s Kindle Fire can now access Amazon Assist via live video help, for free, 24/7, by hitting the Mayday button, which the e-commerce giant introduced in September 2013.*

Live Video Delivers the In-Store Experience to E-commerce.

Integrating Interpersonal Live Video into a brand’s online strategy is the next step in client experience expansion and helps provide a more personalized experience that reflects the friendly service clients receive in stores. Thanks to Interpersonal Live Video, agents can build trusted relationships with the clients. They can also offer their recommendations on products in ways they cannot while on a chat or phone call.

Here are a few examples of use cases for Interpersonal Live Video:



Prospective car-buyers who are curious about their options can use online tools to interact with the vendor and explore features. Land Rover lets clients configure a car together with a live agent through a voice and video engagement. This serves clients by allowing

them to meet a Land Rover rep who can answer their questions and help them understand their car-buying options, refine their car search, and get introduced to a local dealer who can meet their requirements. This process produces highly qualified leads for local dealerships.

*“Live Video solution gives us the ability to mirror the personalized experience clients receive in our dealerships, on our website,” said Colin Green, Global Retail Operations Director, Jaguar Land Rover.**



Consumers buying clothes in a local store have the opportunity to see the product up close, try it out, and get help from a live sales assistant, experiences they typically don’t get on the web. A leading UK footwear retailer has created a rich online client experience through

live voice, video, text, and co-browsing assistance that mirrors the in-store experience.

In fact, online Interpersonal Live Video assistance now achieves the same conversion rates they achieve in their physical stores. “Our live chat service lets us deliver the same great service on the website that we provide in our stores,” said Emilie McKee, Head of Ecommerce and Customer Services. “The result is that nearly half of all customer interactions with our call center are now live video help sessions.”

Depending on the vendor and the nature of their business, Interpersonal Live Video can assist clients at all stages of their website journey. Here are some examples:

- Clients who want assistance could simply click on a link to initiate an Interpersonal video session themselves.
- The brand could create rules for identifying and segmenting high-value shoppers (or shoppers who may need the most help) and automatically invite them to engage with an agent.
- Clients could be prompted to engage with an agent before they close a browser window and end their shopping session, or when they are in the checkout process and may need help completing their order.
- The brand can send email campaigns containing a link to engage in a one-on-one live video session that could increase the loyalty of existing clients.

Live Video brings Impressive Results. The impact of Interpersonal Live Video assistance varies depending on the vendor’s goals and the nature of their business.

Here are some results achieved through live video help:

Increased conversion rates:

With live Video chat clients are four times more likely to convert. A better client experience often brings better conversion rates. In Forrester Research's 2013 State of Retailing Online survey and Shop.org, 58% of respondents said they credit conversion rate growth to their investments in client experience improvements.

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Since implementing Live Video Chat, key ecommerce metrics have reached record levels and live video chat is now the largest client contact channel for some of the main players.

Clients spend more:

For multi-channel retailers, closing a sale is 30-40% higher in-stores versus online. Interpersonal Video Chat helps clients find the products they want and move through the checkout. Overall, 75% of clients say they have spent more money because of previous positive experiences with a company. In some stores, Live Video is now a highly valued sales channel, essentially turning the customer services team (historically a cost center) into a profit center.

Reduce the number of returns:

62% of online shoppers have returned a product. In the footwear industry, for example, roughly 20% of online purchases result in a return. It has been reported that about a third of online returns result from the client not liking the item after seeing it in person. Live Video reduces returns because they can set expectations that are more realistic for the client or match them with a more suitable product.

Divert a call to a more effective channel:

Phone or in-person support often is not the most effective way to answer questions or resolve client issues. 12% of customers take their business elsewhere if it takes two or more calls to resolve their issue. Live Video can deliver higher first call resolution by incorporating the visual element of reviewing an order or a technical issue, such as an error message, on the client's device.

The rapid growth of online and mobile shopping highlights the need for vendors to create a high-touch shopping experience that mirrors the excellent level of service shoppers can get in stores. Live Video can create this personalized experience, while

fueling higher order values and overall sales, reducing abandonment rates and improving client loyalty. We believe that incorporating the Interpersonal Live Video creates a win-win for both the vendors and consumers.

SOURCES

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