



LIVE SHOPPING

The ultimate personalised experience
for your customers





The Pandemic

Showed us what retail would look like in 10 years time



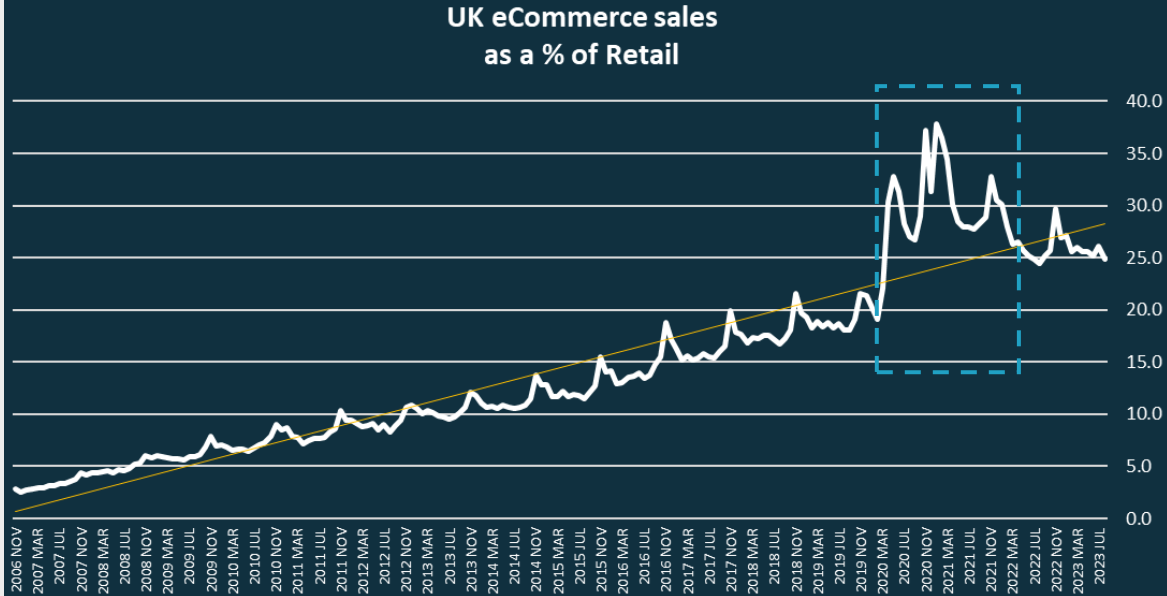
Live shopping

Was the breakout way to shop



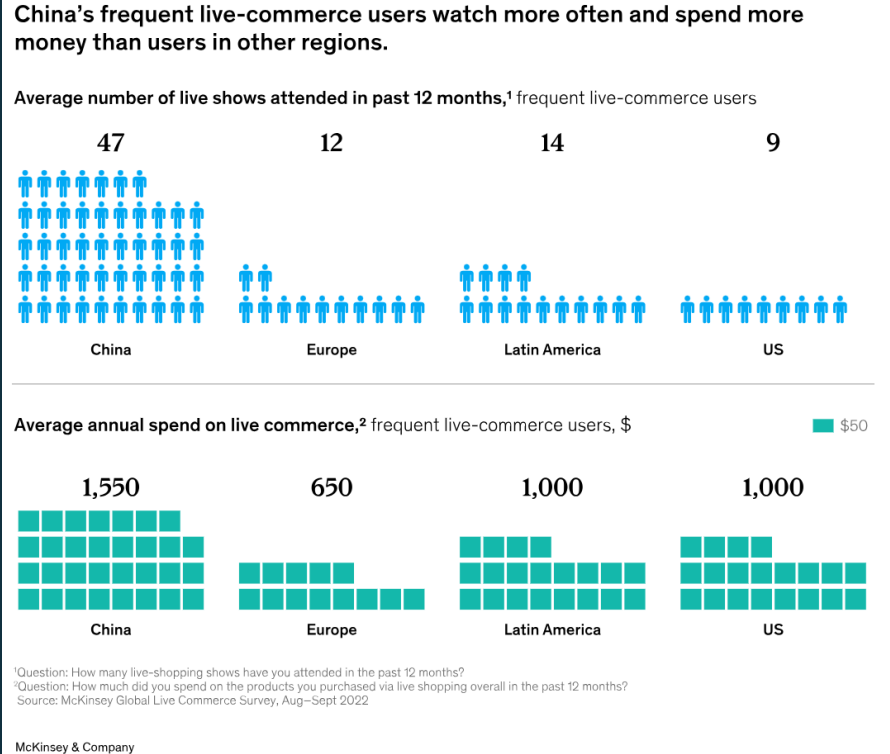
eCommerce has since readjusted

But we know what the future looks like



One to Many Live Shopping

Took off in China, but take-up has been slower in the West post pandemic



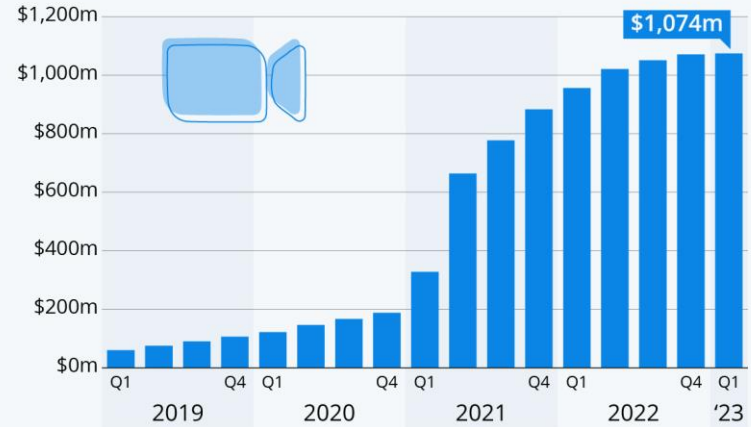
One to One Live Shopping

Did take off in the pandemic, and is now becoming relevant for eCommerce players



Zoom Consolidates Pandemic Gains

Quarterly revenue of Zoom Video Communications*



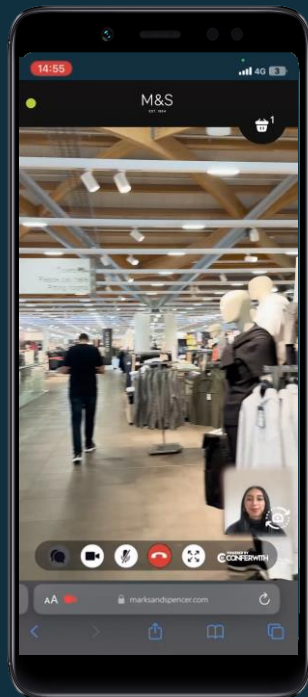
* Zoom's fiscal year 2023 ends January 31, 2023
Source: Zoom





Omnichannel retail

Omnichannel retailers have been leveraging the strength of their retail operation (people) to create a differentiator



Retail stores



Contact centre



Working from home

Example retailers

M&S
EST. 1884



SAMSUNG

halfords

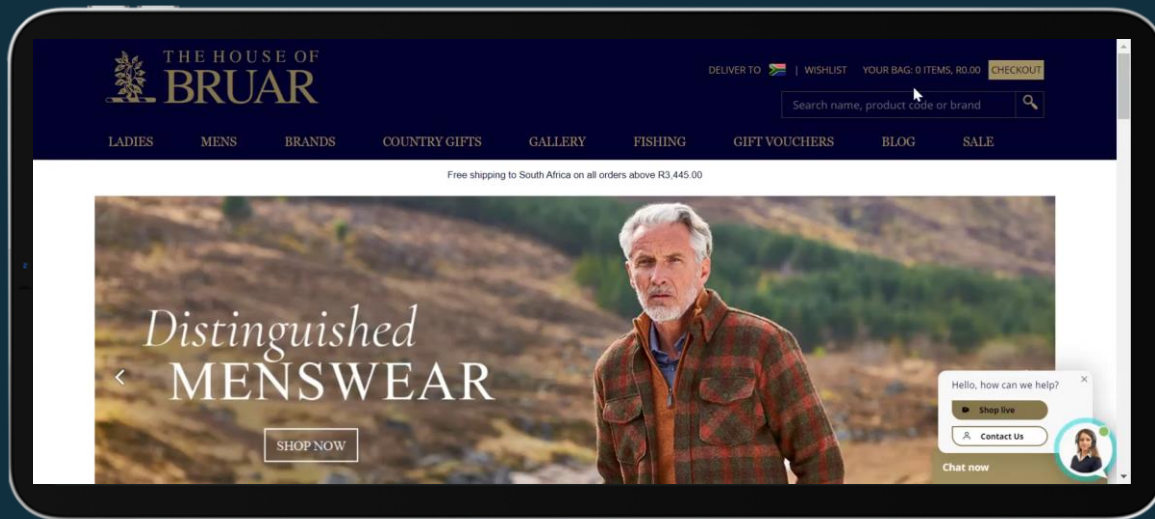


Bridgman
EST. 1977



eCommerce

eCommerce can provide this same customer experience, even with out physical stores



Contact centre



Working from home

Example pure plays

SNUG









Emma®

nordgreen
COPENHAGEN

THE HOUSE OF
BRUAR

Emma Shipley

How video helps shoppers

	Passive (Self-guided)	Active (Supported with expertise)
Selection Find the right product		
Discovery Introduce new products		
Conversion Add products to the basket		
Upselling Suggest complementary products		



...having that opportunity to connect instantly with someone, getting all the advice that you need and making your day much easier. Who wouldn't want that?

*Nivine Rammal,
L'Occitane Head of
Training and Customer
Experience*



Outcomes



Customer satisfaction

Net Promoter Scores above 70



Conversion rates

Averaging 23%



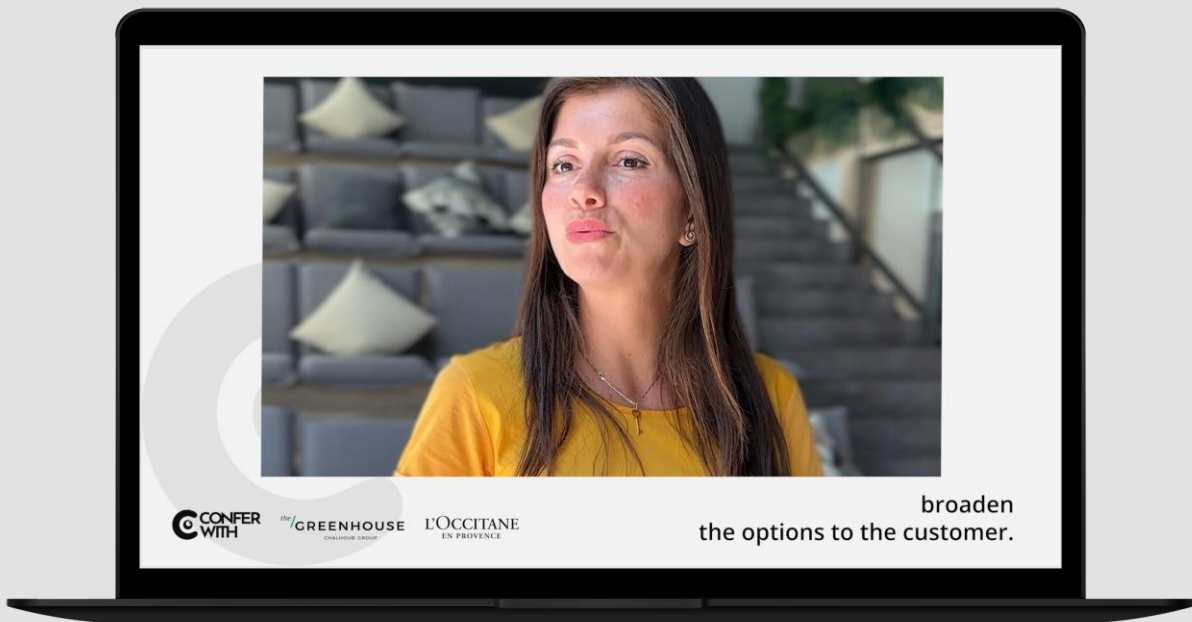
Average order values

50% higher than eCommerce



Case Study

Case study: retail



Additional channel

Using retail teams to engage with customers online



High performance

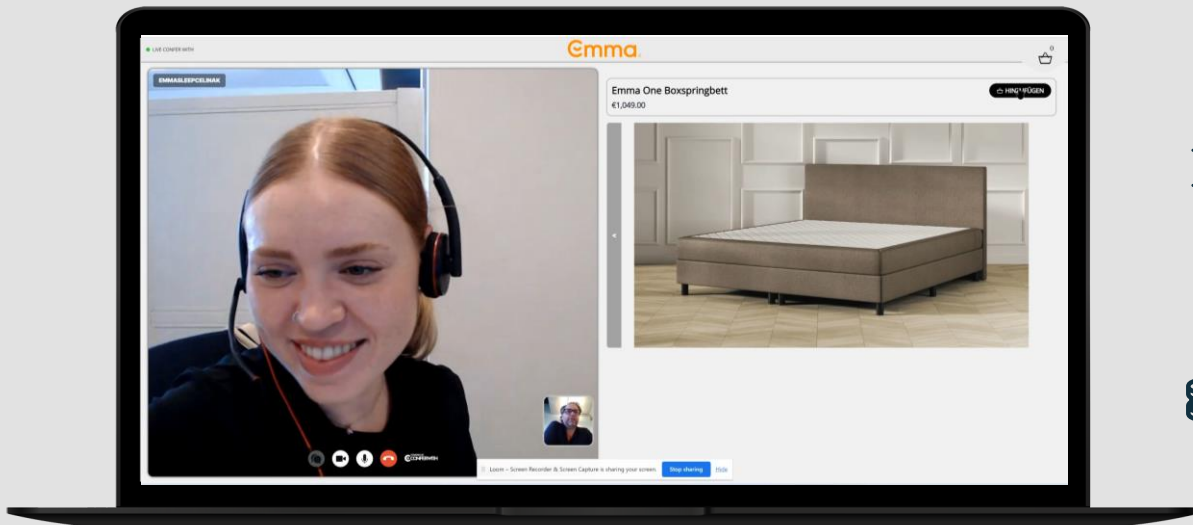
NPS, Conversion and AOV equivalent to Retail



Adoption challenge

Strong training required & must monitor missed calls

Case study: contact centres



Outsourced people solution

“Sleep Experts” assessed for suitability trained in the Emma brand



Performance analytics

Call behaviour is tracked and coached to optimize returns

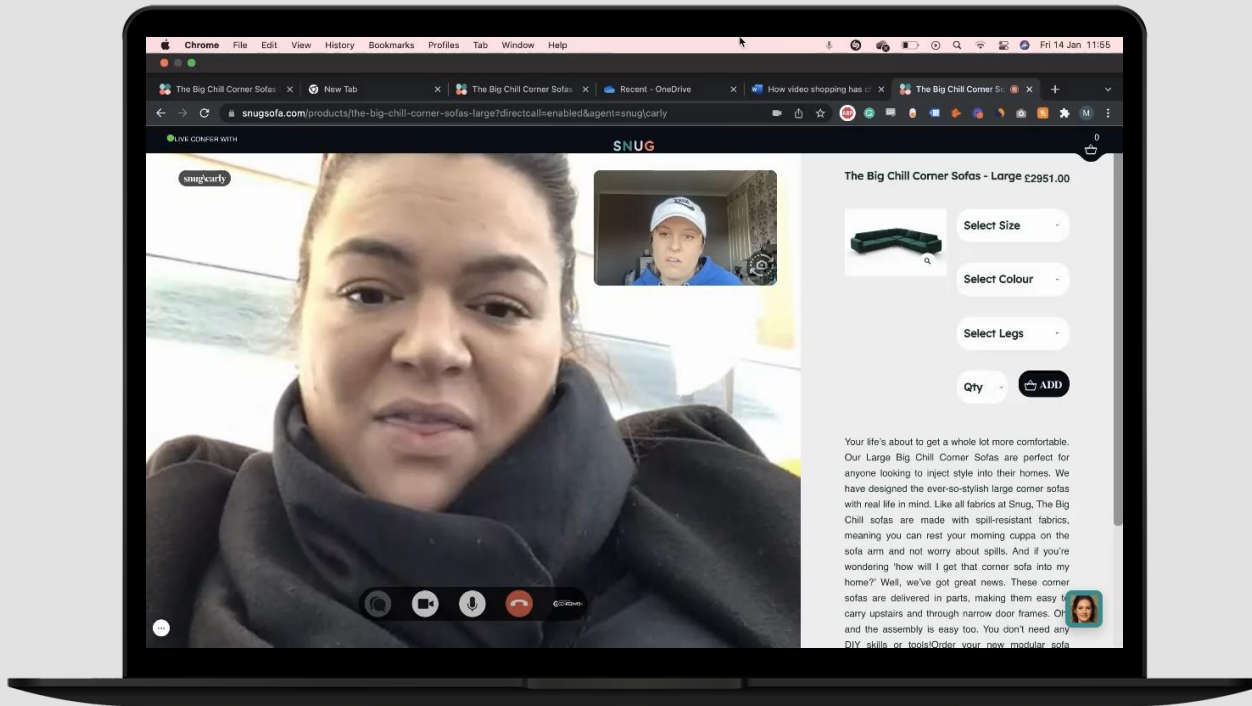


Unit Economics

Calculated on a revenue per minute basis



Case study: working from home



Ease of use

Easier than the showroom, when aided by sales tools



High staff satisfaction

Enjoyable experience and good feedback



High value purchases

Showrooms not always necessary

Personalized live shopping best practice

Experience:
Visual studios

Why:

- Immersive retail experience rent free

Planning for peak trading

Live Shopping presents the opportunity to add an incremental sales channel. Its not too late to get live and trading for peak trading.

Fast POC

Standard tech platforms like Magento, Big Commerce, Shopify are fast integrations

Outsource people

Utilise an outsourced team for live shopping to test

Expect volume before peak

People plan their purchases before peak.

 **CONFERWITH**
Thank you



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