



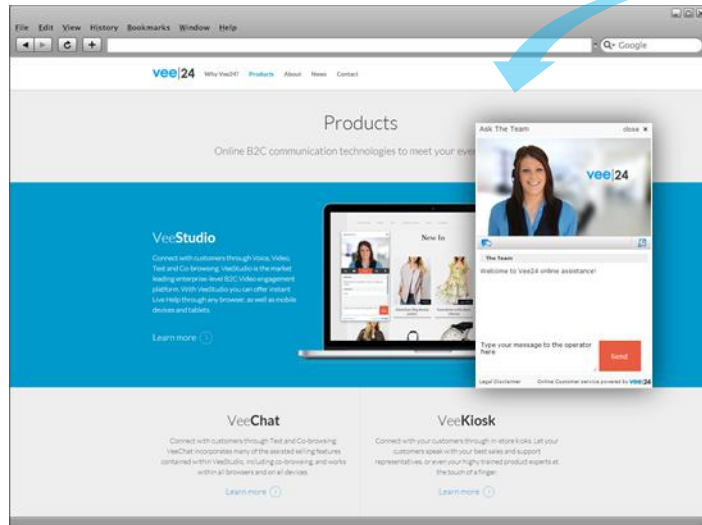
Video Engagement Platform Introduction

Agenda

1. What is Live Video Engagement
2. Companies that are serving their customers with video
3. A demonstration of a customer experience
4. Case Study
5. Operator interface
6. How to introduce Live Video Engagement to customers

Multi-channel platform

Integrated web, software and hardware solution which provides the ability for retailers to engage and fully co-browse with customers **online** and in **real time** over voice, video and text chat.



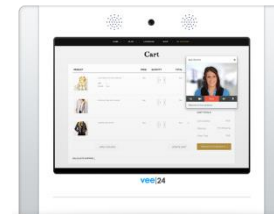
PC and Laptops



Smart Phones
(Video Q1 2014)



Tablets
(Video Q1 2014)



In-store Kiosk



Internet TV

How is Video being deployed - DFS (furniture)



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dfs
making everyday more comfortable

SAVE TIME - ORDER DIRECT
Call free 24 hours a day **0808 159 7482** We can call you back [request a call](#)

STORE LOCATOR
Over 85 stores nationwide

SEARCH

OFFERS leather sofas fabric sofas corner sofas sofa beds recliner sofas chairs express delivery

let's go halves
enjoy half price savings at DFS

Ask Sam close

Sam
Welcome to DFS Live Online Assistance

Online Customer

products and garden & conservatory furniture products in just 2 weeks

DFS – Deliver incremental sales and increased average sales values
DFS are now in the process of tripling the size of their real-time website help department to support growing demand for the service.

Brands that are using live video engagement

Video Engaging Enterprise is now live with some of the world's top brands.



Telecommunications
(UK and HU)



Fashion Retail
(UK)



Furniture Retail
(UK)



Retail -Kindle
USA / Europe



Fashion Retail
(UK)



Power
(UK)



Automotive
(DE/JP)



Automotive
(UK/DE)



Banking
(DE)



Automotive
(DE)



Automotive
(UK)



Automotive
(UK)



Cosmetics Retail
(ES)



Travel
(UK)



Serviced Offices
(F)

Platform demonstration



Digital Customer
Engagement On
PC



Digital Customer
Engagement On
Pad

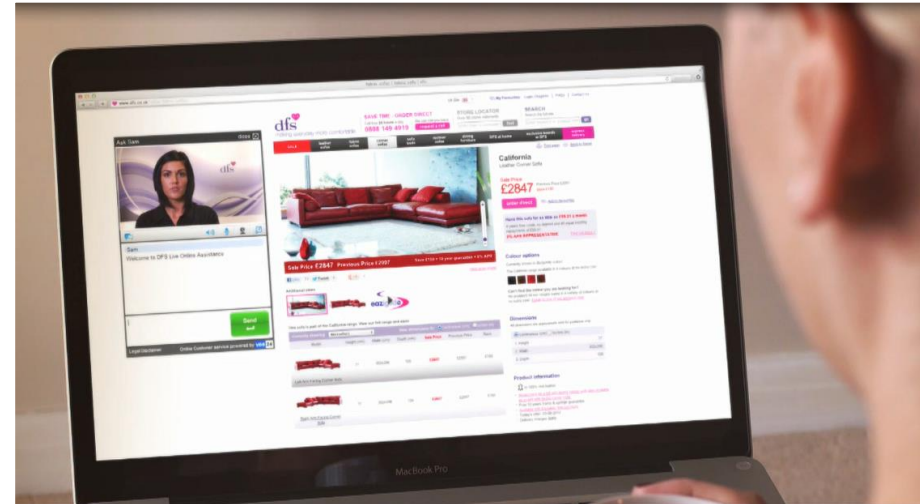


Digital Customer
Engagement On
Smart Phone

Case study – DFS (furniture)



Client	DFS Furniture Co. Ltd
Website	www.DFS.co.uk
Solution	Live Video Chat
Period	2 Years
Objectives	<ul style="list-style-type: none">• Deliver incremental sales• Increase average order value• Deliver outstanding customer experience measured by NPS• Provide point of difference vs. competitors
Achievements	<ul style="list-style-type: none">• Expanded to team of 40 Agents• 29% of sales incremental – customers who bought just wanted to ask a question and ended up buying• 15% lift in average order value• 87% average NPS - Highest NPS scores of any customer channel





PSA Finance – Direct call centre based experts, selling insurance and finance products to customers who are visiting car dealerships in the Netherlands



Vodafone – Delivering outstanding customer experience - Live Assistance by its Tech Team.

Performance metrics – Live Video Chat



Video Chat users are over **6 times more likely to convert** compared to unassisted website visitors



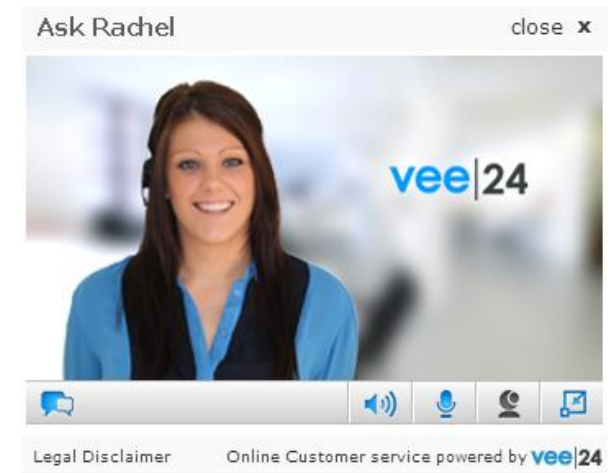
Average Order Values **increase by up to 35%**



Average **NPS scores 76%+**



Average Customer Experience Rating **96%**



What our customers are saying

“ *Live Help has significantly lifted our online sales conversion rate on Schuh.co.uk and customers love the service. It is our fastest growing sales channel and a fundamental part of our future growth strategy* ”

Sean McKee – Head of eCommerce and Customer Services, Schuh Ltd.



“ *Live Video Technology has allowed us to reach out to our customers in a whole new way, really enhancing our customer experience. The technology means we as online players can in some sense offer an offline experience through our trained eStylists. This emphasises our brand ethos and ensures we provide customers with the best online shopping experience* ”

Geoff Van Sonsbeeck – Co-Founder and CEO, Isabella Oliver

“ *Live Video Chat has proven to deliver incremental online sales for DFS and has helped us reach out to customers earlier in the buying process. NPS ratings from our customers using this service have been outstanding and it is a key channel to market for us moving forward* ”

Graham Mould – Web Sales Director, DFS Furniture Company Ltd.



Opportunity for contact centres

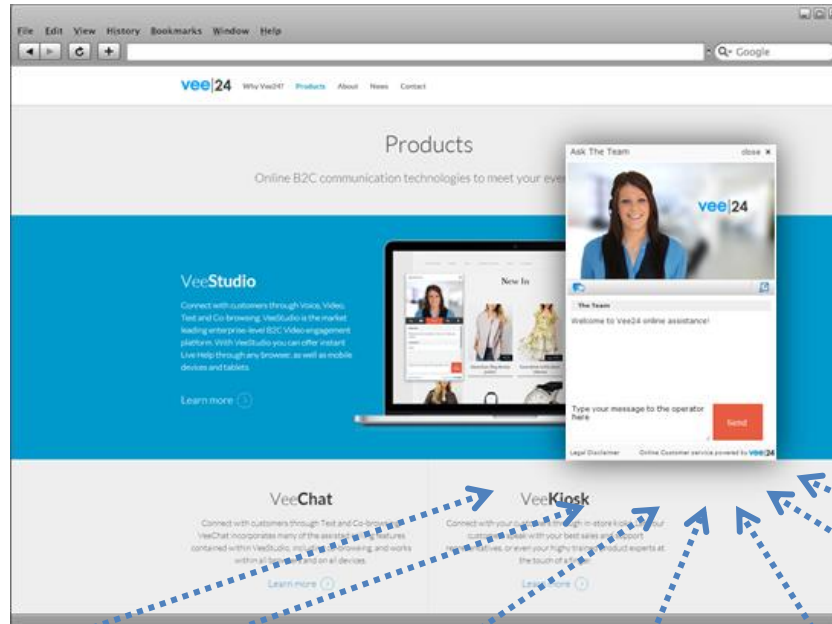
- The general public are now getting used to being assisted though video, 70% + of customers are selecting video over text chat.
- Video delivers a high quality and a leading edge channel for call centres to offer as an additional solution to their customers.
- Reduced average call handling times with co-browse functionality over traditional telephone.
- Typically 1st time resolution.
- Higher order value than telephone, text or any other call centre channel with the same headcount , increasing revenue for call centres and a higher ROI for their clients.

Behind the scenes : Workspace

The Solution in Action



Marketing integration



- Promote 'Live Engagement' service as primary call to action route on all marketing
- Why?
- Easy for customer to engage
- Delivers highest levels of customer experience
- Improves conversion rates
- Key point of difference

Internet TV

SMS/ Mobile Campaign

Press

QR Codes

Email

Social media

Web-banners / Google Ads

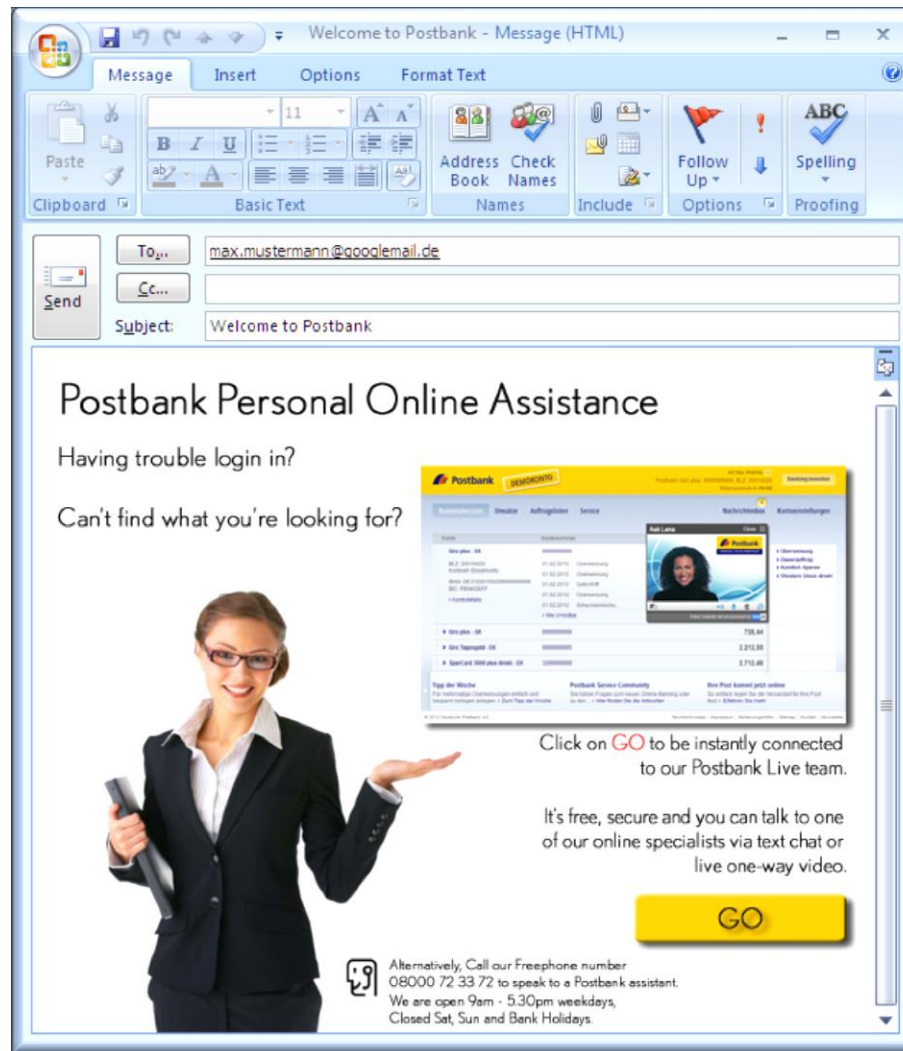


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Google

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Enter location

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Personal shoppers available to find the right sofa together with you.

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www.johnlewis.com/sofas - ★★★★★ 376 seller reviews

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Ads

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sofa.com is rated ★★★★★

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Huge Range of Quality Sofas Online

Sofas Delivered Next Day Save 70%


Leather & Fabric Sofas

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Up to 50% OFF Furniture + an Extra 10% OFF Online with Free Delivery

Landing pages – for telesales support by co-browsing

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Your Operator
Charlotte Henshaw
Personal Online Assistant
Vee24 UK
Contact Details
Tel: +44 (0) 1625 668500
Mob: +44 (0) 7584 701152
[E-mail me](#) [Go to website](#)

"Welcome and thank you for visiting my Personal Online Assistant page."
Please click 'connect with me' for a live one-way video connection or send my details to a friend

Connect with me

With our Live Help service you can see and talk to me live through one-way video.

I can help you find what you are looking for, answer questions and take you to information around our website.

[Connect Now](#)

Send to a friend

Like the service you received? Please pass my details onto your friends and family.

[Send Link](#)

Comments

"Every website should have this service! 5 stars Char thank you for your help and advice"

"Very good. Thanks for your help. I like how she was able to take me to other web pages and information, very clever stuff!"

"Brilliant service, quick and easy to use and Char really helped me find the information I needed"

About me

I joined Vee24 last Summer as Personal Online Assistant where I can meet and engage with customers online and provide information about our products and services.

Prior to joining Vee24 I gained a degree in Marketing, Advertising and Communications at The University of Gloucestershire and outside of work I enjoy Snowboarding and Wakeboarding and going to the Gym.

I really enjoy meeting new customers, understanding their online business and explaining to them how our products can support their goals in either growing online sales whilst delivering an outstanding customer experience.

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LIVE HELP



Pinewood Court Tytherington Business Park Macclesfield Cheshire SK10 2XR UK

T: +44 (0)1625 668 500 W: vee24.com E: sales@vee24.com