

The Best Blueprint Tactics taken from the Most Successful Businesses!

Not long ago, nothing could compare to the face-to-face client experience that clients find in local stores.

For a while, the modern online shopping economy distanced people but the human brain is wired to the face-to-face communication, because facial expressions and tone of voice provide more info than text only communication. Latest research shows that now humans are starting to look for a more personal altitude than ever. Clients are looking for personal communication and personalized shopping advice and the experts from AuraSel gathered the most successful tips on how to build interpersonal relationships through Video chat.

QUICK TIPS

22 TIPS TO SKYROCKET YOUR BUSINESS USING INTERPERSONAL VIDEO

Get Started!

1. Use images, recorded demos as well as written instructions to show clients how to use the Interpersonal Video.
2. Invite clients on a Video chat while browsing online. Vendors that use the Interpersonal Video double the interactions coming from outreach.
3. Send a link to Interpersonal Video with your emails or post it into blogs and social media networks to create awareness.
4. Create automatic rules for when to invite visitors to an Interpersonal Video chat based on visitor's activity on the website.

Environment

- 5.** Greet visitors when they land on your website and offer Interpersonal Video assistance to let them know you are there to help if they have any questions or need assistance.
- 6.** Once in the Video chat session, create cross-selling opportunities like “these earrings would go well with that necklace.”
- 7.** Use the Interpersonal Video to help clients find the products they are looking for. Mention details like size, material, quality and set realistic expectations, reducing the return rate.
- 8.** Use screen sharing to guide clients through the checkout process. Make filling out forms, purchasing a product and shipping it out a simple and positive experience for the client.

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Conditions

- 9.** Provide your agents with noise-cancelling microphones- this way multiple video call agents can communicate with clients at the same time.
- 10.** Provide your operators with quiet keyboard. A good mechanical keyboard will keep both your fingers and your co-workers happy.
- 11.** For a non-distracting, clean look, make sure the background is clear or consider using a backboard. Design it so that it matches your company’s brand.
- 12.** Place the camera at the eye level of the agent, so the agent can maintain eye contact with the client-maintaining visual contact really helps build interpersonal relationships with visitors.
- 13.** Make sure you have enough indirect light to provide the best video production quality.

Training

- 14.** Make sure your agents are well trained on the products or services you provide so they can explain how a product works or give suggestions.
- 15.** Train your agents to maintain eye contact with the camera lens when speaking to a client to give the client that face-to-face experience like in a local store.

- 16.** Provide your agents with the same hands-on training in-store employees go through. This will provide Video call agents with the same exceptional training on products, brand expertise and give them the selling skills they need to provide clients with the same in-store experience, online.
- 17.** Train your agents to keep a smile on, which can help in building a personal relationship with the client, helping them close more deals.
- 18.** Teach your Video call agents to represent your brand with way of dressing, style, manners and tone of voice.
- 19.** Train your Video call agents, effective communication practices- for example being good listeners is one of the key principles of building interpersonal relationships.

Continue to Test and Optimize

- 20.** Set up clear goals, that way your managers and employees have a complete understanding of what success is made up of in order to improve performance and get better results.
- 21.** Make sure managers and staff have clear reporting about performance.
- 22.** Continue to test and optimize the process. There are thousands of ways to succeed with Live Video. Find your unique way to success that fits with your business needs, guaranteeing the growth of your business.

These helpful quick tips will allow you to use the Interpersonal video to improve your client experience and increase their loyalty to your brand. Delighting your clients with the Interpersonal Video can significantly improve key sales metrics. Vendors, who use AuraSel's next generation Interpersonal Video Communication, usually see a 5x increase in online conversion with Live Video and a 35% increase in average order value.

For more information, visit www.Aurasel.com