

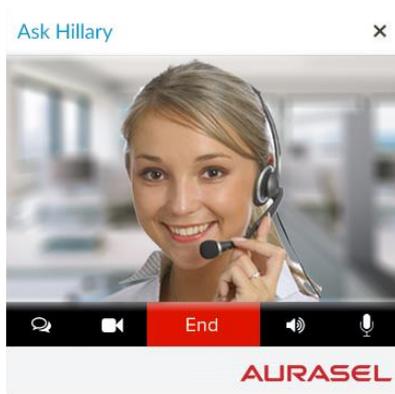
DEFINING THE MODERN COMMUNICATION FROM REAL TO IDEAL

How Interpersonal Video Communication is fuelling the Online Industry

For all that's being said about e-commerce being the reason that local stores have a decrease in sales, many e-commerce businesses know the opposite is also true. Online conversion rates and average order values are rarely as high as they are in-stores because the personalized customer service received in a local store usually seals the deal.

If online retailers could bring that face to face, interpersonal service to their websites and apps, they would be able to get more clients and close more deals. Good news is, now they can with AuraSel technology.

AuraSel makes Interpersonal communication possible online through a platform that provides Interpersonal Video, voice and text as well as co-browsing. Through Interpersonal Video, e-commerce retailers can engage with a client, recommend products, answer questions about the return policy and walk the client through the checkout process. This allows e-commerce retailers to raise the bar when it comes to sales efficiency and customer experience by delivering the same best practices as in-store sales reps do.



“This is a great benefit for our clients. Over many generations, they have developed best practices for in-stores. In many cases, this level of expertise and client loyalty is the foundation of their brand, but they were not able to incorporate these capabilities online until now.” says Daniel Hristov, CEO of AuraSel. Client satisfaction normally increases with the advanced interaction AuraSel provides and on average vendors see a 25-35% increase on average order value. Conversions for Interpersonal Video assisted sessions often jump to 10%, well over than the norm of 2-3%, says Daniel Hristov.

WHAT IS INTERPERSONAL VIDEO?

Aurasel solution includes the most important sales supportive tools. One of them is Sales Intelligence data, which allows agents to take data driven decisions on how to lead the conversation in order to assist the client. This is key in building real B2B/B2C online relationships and helping clients to optimize and reach the key performance indicators they are looking for”, says Daniel. A JavaScript tag allows AuraSel to monitor traffic on the website, send invitations and support the Live Communication sessions from the cloud.

Essential to the AuraSel solution is the easy to use Interpersonal Video Chat function. It appeals to millions of consumers that are used to seeing the person they are talking to when using Skype, FaceTime or Google Hangouts for instance.

However, using these apps you have to first register then download the software, which is not an acceptable solution for online vendors or brands. Daniel Hristov says, "With AuraSel there is no need for software downloading and you can talk face to face with an agent with just a click."

A live interaction like that makes it possible to quickly resolve client issues. For instance if a client needs assistance with a new watch he just purchased but it doesn't work, the jewelry store agent can use the camera to quickly demonstrate how the same type of watch functions or even how to change the battery. An Interpersonal Video agent can also close a sale by quickly answering questions regarding the features of a product, return policy or by demonstrating how something works. The online sales assistant can also give clients the reassurance they need to make the purchase. Said in other words, the AuraSel technology allows the Interpersonal Video agent to provide the high quality service that an experienced sales rep would provide in a local store.

Interpersonal Video is enabling retailers to achieve online conversion rates equal to those of the company's local stores.

At the same time, the system is carefully designed to protect the client's privacy. The Video is set to one-way by default, so the agent does not see the client, unless the client chooses to turn on their camera. This type of interaction has proven its value on vendor's websites and brands.

SATISFACTION & PERFORMANCE

Interpersonal Video significantly increases client satisfaction and online performance. There are many innovative ways of using the Interpersonal Video. For example, an online fashion vendor can allow their clients to make video appointments with their personal stylists to give suggestions on what to wear on special occasions. Car dealers can allow their online visitors to choose a car, while speaking to an Interpersonal Video agent, that can explain the different options, answer questions and introduce the visitor to a local dealership.

This type of service makes it four times more likely for the client to make a purchase and return again.

"Our clients don't just convert more sales, they are selling more with each sale," says Daniel Hristov. He says that the average order value with assisted sessions are 35% higher than without. "It serves you as you would imagine. The sales rep can assist consumers in finding accessories that make sense to them, or explain why they would need an extended warranty or fabric protection for their sofa." He adds.

EXAMPLE WITH A CLIENT

A company that shares some of the benefits that it has realized since using the Interpersonal Video technology is a leading European vendor for consumer electronics.

Since they started using the Interpersonal Video, their key e-commerce metrics have reached record level. In fact, the Interpersonal Video is now, the largest client contact channel, by far beating phone, email and social contacts. Recently, the company has announced that they have seen 4 times more customer conversions when using Interpersonal Video compared to website averages. Interpersonal

Video has allowed them to achieve the same online conversion rates as they would in a physical store.

Other clients reported that Interpersonal Video is converting clients so effectively, that their call center (usually a cost center) has become a profit center.

Aurasel's is the best choice for brands where building trust and long lasting relationships with the clients is crucial. It significantly increases the likeliness that a consumer will make a purchase, even though they cannot physically touch the product and test it out as they would in a physical store. "We have had a lot of success in helping vendors in this area", says Daniel Hristov. "We have proven again and again, that we can significantly raise the online conversion rates."

Contact Aurasel

To learn more about Aurasel's next-generation interpersonal video communication suite, please visit <http://www.aurasel.com>