



## SIGHTCALL VIDEO SUPPORT AGENT FOR ONLINE SHOPPING ASSISTANCE

### Provide In-Store Care To Online Shoppers

With over a trillion dollars in eCommerce sales, retailers clearly understand the value of the online shopper. Their attention is now focused on how to reduce shopping cart abandon rates, cross-sell, up-sell, and building customer loyalty.

SightCall Video Support Agent™ enables online retailers to add a video call button to any website or mobile app allowing agents to engage shoppers in real time, help them select items, and guide through to a successful purchase. Adding a human touch to online business increases customer satisfaction and creates a whole new customer experience.

Online retail shopping assistants, or concierge services, bring an in-store experience online by using video calls when a customer needs advice or help on making a purchase.



#### PERSONAL SERVICE

People buy from people. Face-to-face interactions bring your customers closer to your business and drive up customer loyalty.

#### INCREASE SALES

Your visitors need guidance on the path to purchase. Address their concerns with video assistance, build rapport and up-sell/cross sell products to maximize revenue.

#### IMPROVE CONVERSION

Reduce shopping cart abandonment and increase conversion rates and average order value by handling objections and offering discounts all in real time.

#### EXPERT CONSULTATION

It is often useful to seek out professional advice when shopping. With SightCall you can give your customers a subject matter expert at their fingertips with one touch of a button.

## ONE TOUCH SUPPORT



Add a button anywhere on your website to connect a shopper with a sales agent.

- Start sessions with the customer seeing the agent and optionally let the customer share their camera.
- See the context of the customer's screen.
- Style buttons to look exactly like your website.

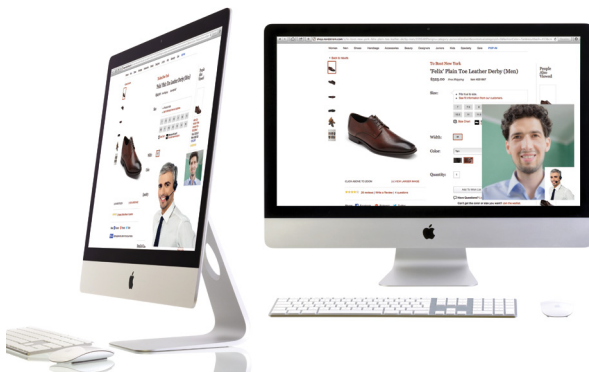
## ESCALATE FROM CHAT TO LIVE



Let agents determine when escalating from chat to video makes most sense.

- Easily integrate SightCall with existing chat solutions.
- Use existing skills based routing to ensure the right agent handles a video session.

## CO-BROWSING



Agents and customers share screens and jointly navigate to the same web pages at the same time.

- Agents can see the context of customer questions improving their comprehension.
- The screen share acts as a canvas on which the customer and agent can interact.

## AGENT/CUSTOMER INTERACTION



Annotation features provide the agent tools to communicate more effectively with customers.

- Use the SightCall pointer to direct the users attention to specific items on the screen.
- Draw on the screen to illustrate a point or identify a button that needs to be selected.

## ABOUT SIGHTCALL

SightCall enables rich/immersive conversations that drive greater engagement, improve understanding, and enable enterprise agility. SightCall's Platform as a Service (PaaS) offers developers the APIs and SDKs they need to integrate rich contextual conversations into any mobile or web application.