

VeriShow *Best Practices Guide —*

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Show it, Share it, Sell it.

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Introduction

As Forrester Research frequently points out, visitors who engage with a website representative:

- » Are 3x more likely to convert to a sale
- » Consistently place higher order values
- » Consider the experience as highly satisfying

For online retailers the take-aways are clear: The more visitors you engage, the more sales you close and the more loyal customers you'll enjoy.

These Best Practices represent some of the best ideas we've seen for increasing the number of people you engage and therefore convert; ensure a high-quality experience; and upsell orders.

At the same time, VeriShow improves online engagement experience by giving you a host of multimedia apps to use. For instance, if your sales agents are answering questions about a high-end product, video-chat will help them build trust by enabling visitors to see their faces. These best practices also suggest ways in which you can nudge visitors who may be sitting on the fence using a multimedia app.

The icon indicates which App is used.

Questions? Comments? Send them to info@verishow.com.



VeriShow Best Practices

Setting Up Your VeriShow Account

If You...	Then	Why
Plan to take calls frequently from visitors	Install the free VeriShow Dashboard	So you won't leave visitors hanging if you accidentally close your browser.
Will use voice	Use a headset	For better audio quality, to eliminate echo and so you don't disturb co-workers sitting close by.
Will use video when engaging visitors	Ensure you have a high internet bandwidth, and test your camera via VeriShow webcam test page.	To enable good-quality video conversations and ensuring your equipment works before running a real-time session.
Intend to share same content with visitors (e.g. product images, videos)	Use the Account Content section to upload documents, images, and videos.	These will be available to you in the session and will be quick to access compared with uploading each time from your computer.



Ensure Requests for Help are Answered Quickly

Visitors who've requested help are hot leads and shouldn't be kept waiting. Failing to respond quickly can result in a bad experience for the visitors.

Here are some tips you can use to control the number of interactions you solicit:

- » Small sites (less than 10,000 unique visitors per month): Try to interact with as many visitors as possible. Include VeriShow buttons on all pages on your site.
- » Medium-sized sites: Be selective on pages to install the VeriShow call button. Limit them to high-value or strategic product pages in order to reserve e-sales resources for your most valuable customers.
- » Already use a live chat service? Set business rules that escalate high-priority visitors from your live chat provider to a VeriShow session based on criteria that's important to you.
- » If customer service is your main goal include VeriShow call buttons on the pages on which visitors most frequently seek help: **Search Results, Contact Us, Cancel Service, Where's My Order?** ... to name a few.

Don't let the lead go cold – Close the deal on the spot



Make sure your e-sales agents have the tools they need to promote AND close sales.

Here are some tips:

- » Include VeriShow Call Buttons on banner ads and PPC/SEM campaign landing pages (see below for complete description) and engage prospects in the places of the Web where decisions are made.
- » Demonstrate – rather than describe – the product or service you're selling. For instance, use VeriShow's **Screen Sharing app** to demonstrate software, or the **live video feed app** to give visitors up-close views of unique inventory. Use the **YouTube app** to share and annotate the manufacturers' product videos during sessions. These tools replicate face-to-face sales calls.
- » To close the deals on the spot, use the **joint form-fill and e-signature apps** to process the contract. Or, prompt the visitor to pay via VeriShow's PayPal integration.

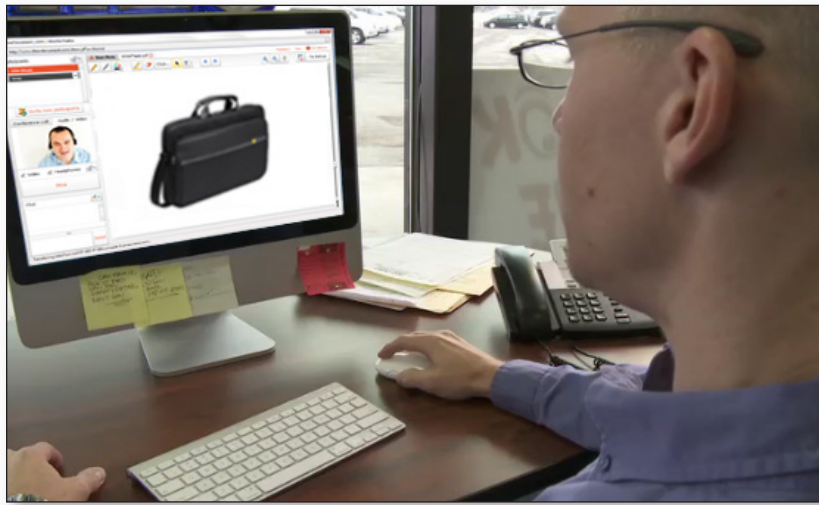


Increase AOV – Suggest Product Add-Ons



Upselling does more than boost your average order value – it improves customer satisfaction too. Nothing is more frustrating than opening a product bought online, only to discover that critical accessories are required.

Your e-sales agents can help prevent that frustration by suggesting product accessories during the sales process.



When e-sales agents suggest additional products, your average order value will increase, as well as customer satisfaction rates



Stem Customer Attrition



Customer attrition hurts the bottom line, but an online engagement strategy that's targeted at addressing the concerns of unhappy customers can help you stem cancellations.

Here are some tips:

- » If you haven't done so already, survey your customer service center to find out the biggest source of complaints. In most cases, 80% of complaints concern a handful of issues. Next, deploy e-sales agents (via VeriShow Call Buttons) on the Web pages where those issues arise. For instance, if you receive frequent shipping complaints, add a VeriShow Call Button on your **Shipping** page in the check-out process.
- » If visitors cancel service via your website, insert an extra step in the **Cancellation** process – one that invites visitors to interact with a sales agent who is skilled in rescuing customers. In a surprising number of cases, customers cancel a service because they don't know how to use it, or are aware that it offers the features that they want. In other cases, the customer needs to be down-sold. Be sure to have forms and e-signature capabilities at-the-ready to process the down-selling requests.
- » Have images, product videos, the remote access app or a live video feed available so that your e-sales agents can show customers how to use the product or service they would like to cancel or return. Too many customers give-in to frustration and opt to return a product, when all they really need is for someone to show them how things work.

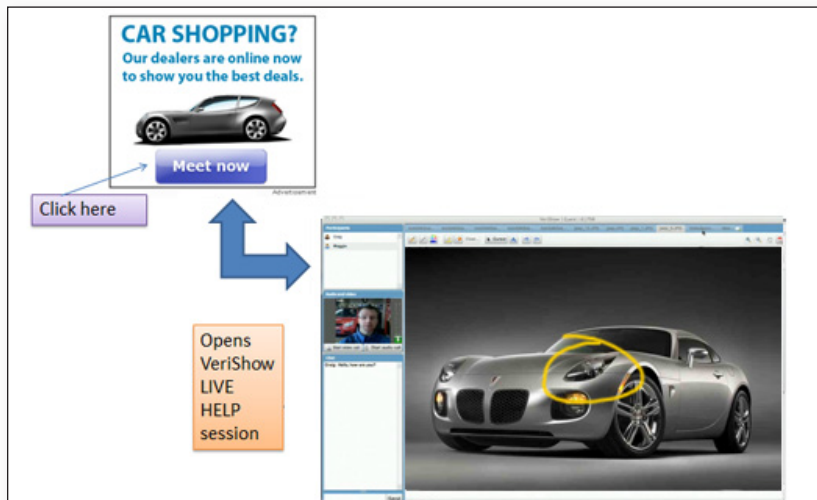


Increase the ROI of your SEM and PPC Campaigns



Do you invest in SEM, PPC and online ad campaigns? VeriShow can help you improve their ROI by letting you engage these visitors even before they reach your site.

Simply include a VeriShow Call Button on your landing pages and banner ads and let your e-sales agents engage shoppers in the places on the Web where consumers begin their decision-making process.



Adding a VeriShow Call Button to online banner ads allows shoppers to engage with your e-sales agents from the articles or comparison sites where they're actively making decisions.

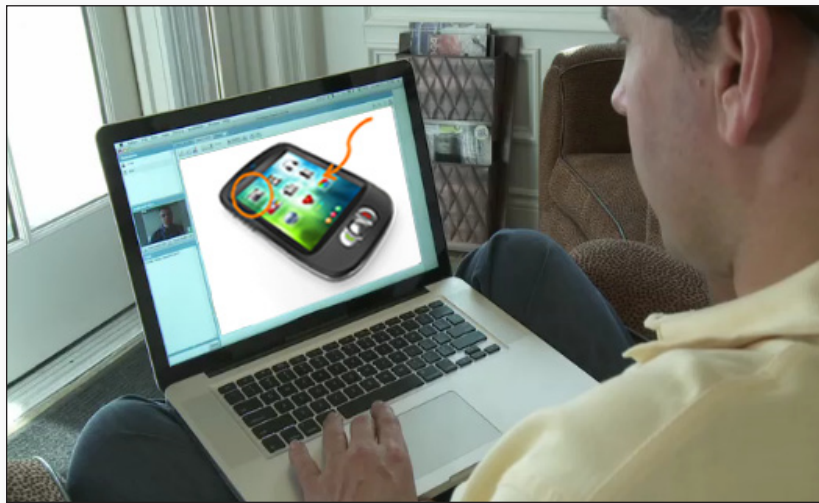


Leverage Product Videos in your Engagements



The video commerce industry touts the value of video in getting visitors to click on the **Buy** button (they boast a 46% increase in sales).

VeriShow lets your sales teams share product videos during the critical points in the buyer's decision-making process. Agents can even pause a video to discuss or further explain a feature in which a visitor has expressed an interest, and mark up the video using a host of annotation tools.



Watch product or YouTube™ videos together with visitors; pause the video and annotate the still video image.



Offer special incentive to visitors if they click on a VeriShow Call button

Visitors who engage with site reps convert at significantly higher rates. So why not offer a special incentive that entices a visitor to click on the VeriShow call button, such as “Ask me how to get \$5.00 off your next order” or even free shipping on this item? Once you’re engaging with the visitor, you can upsell the visitor with popular accessories or warranty bundles.

To encourage a purchase now, offer discount on next purchase

Here’s a strategy for your e-sales agents to use when engaging with visitors who are sitting on the fence:

Let’s say the visitor can’t decide whether or not to buy a new tablet. The agent can help sway the visitor with a special offer, for instance, if the visitor places the order now, you’ll send him a coupon for \$10 off of is next purchase on your site.



E-sales agents can offer incentives to encourage sales and repeat business.

About VeriShow

Visitors have come to expect real-time, personalized help on websites. Now you can exceed their expectations with VeriShow's new multimedia platform.

VeriShow is an easy-to-use collaborative platform that lets you deliver a high-touch e-service or e-sales experience to your website visitors. VeriShow is applications based, meaning you can select from a wide variety of multimedia communications and collaborative apps with which engage with visitors, including integrated text, voice and video, file sharing and co-editing, interactive whiteboards and more.

State-of-the-Art Platform

- » Fully-hosted Software as a Service (SaaS) solution
- » 5-minute process to implement button code on your site
- » No need for visitors to download any software in order to collaborate with you
- » Hosted on secure Internet servers for visitor peace-of-mind
- » Available 24/7
- » Minimal bandwidth
- » Functions across most firewalls and proxy servers
- » Automatic upgrades & enhancements
- » Optional dashboard capabilities allow you to be available without the need to be login in your browser

Unmatched Selection of Collaborative Apps

- » Document-sharing, with extensive file format support, including Microsoft® Word, Microsoft PowerPoint®, Adobe® PDF and text files, image files , and video clip files.
- » Interactive whiteboard and extensive drawing tools
- » Screen sharing and screen captures
- » Co-Edit Microsoft® Word and text documents
- » Web-page sharing
- » Form completion and electronic signatures
- » Share, annotate and save as PDF Google Maps, YouTube Videos
- » Live video feed (attach a second camera source demonstrate products, highlight features, and display 3-D objects in real-time)

