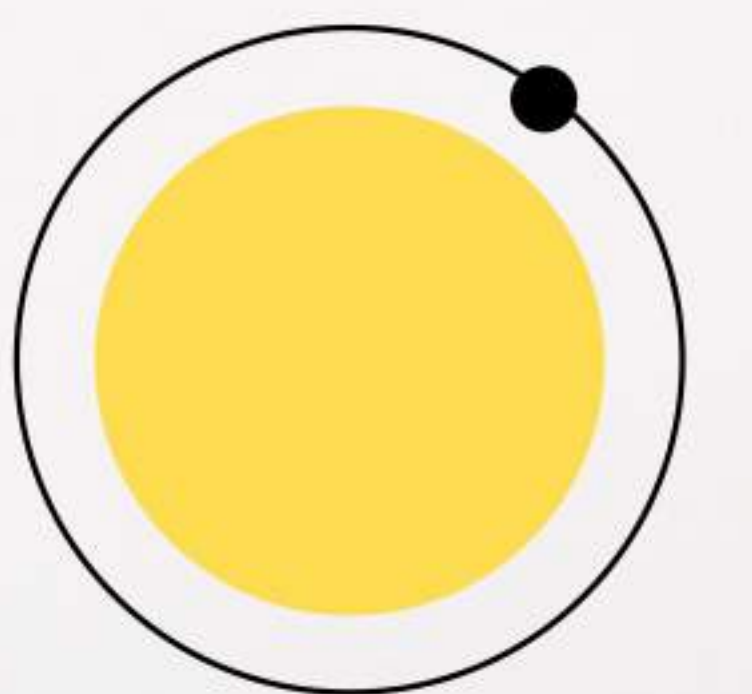




CREATE STORIES WITH LIVE COMMERCE

HOW LIVE COMMERCE DELIVERS
A PERSONALIZED ECOMMERCE
SHOPPING EXPERIENCE



TOC

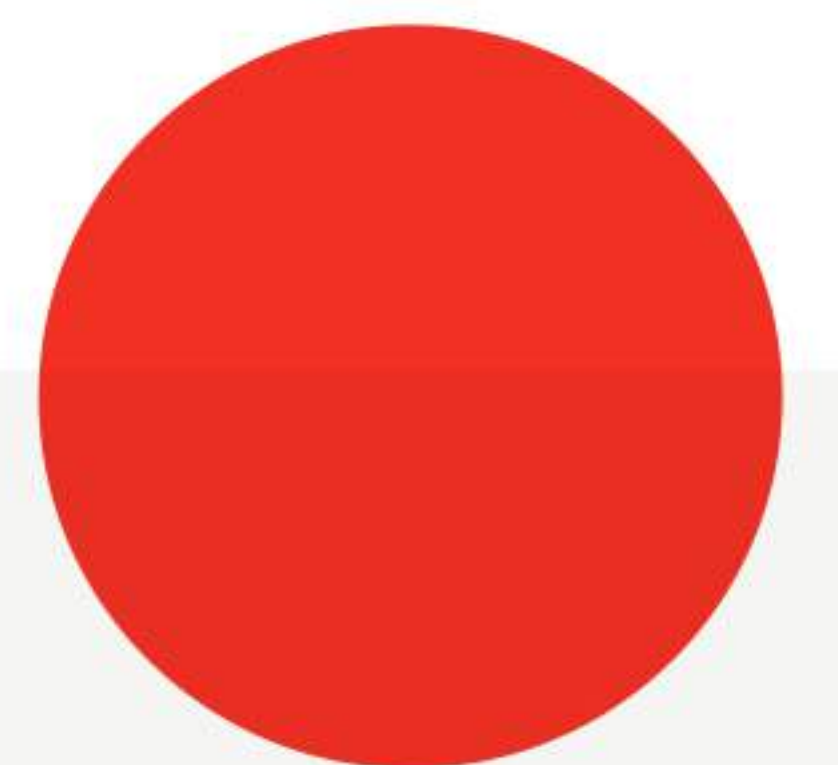
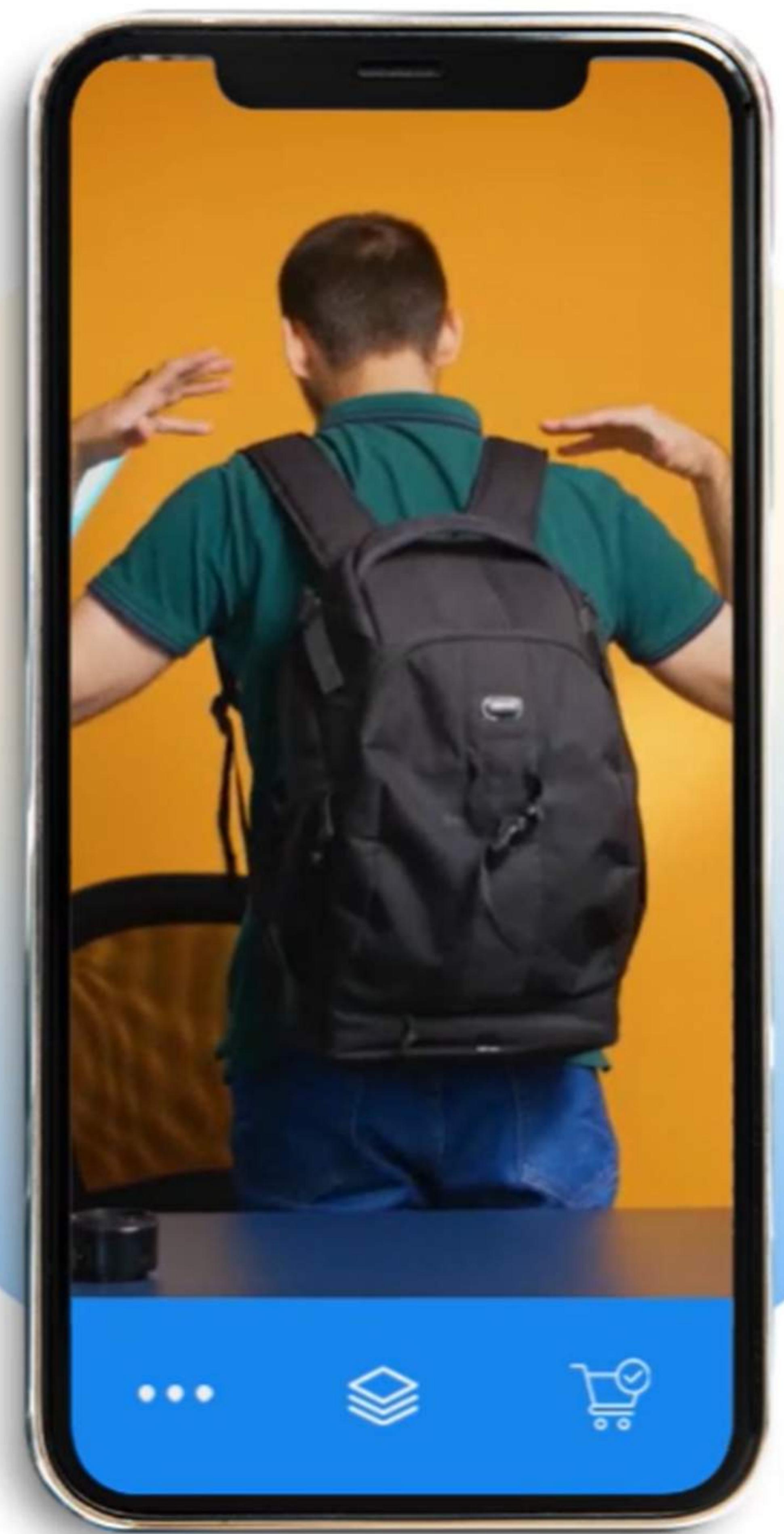
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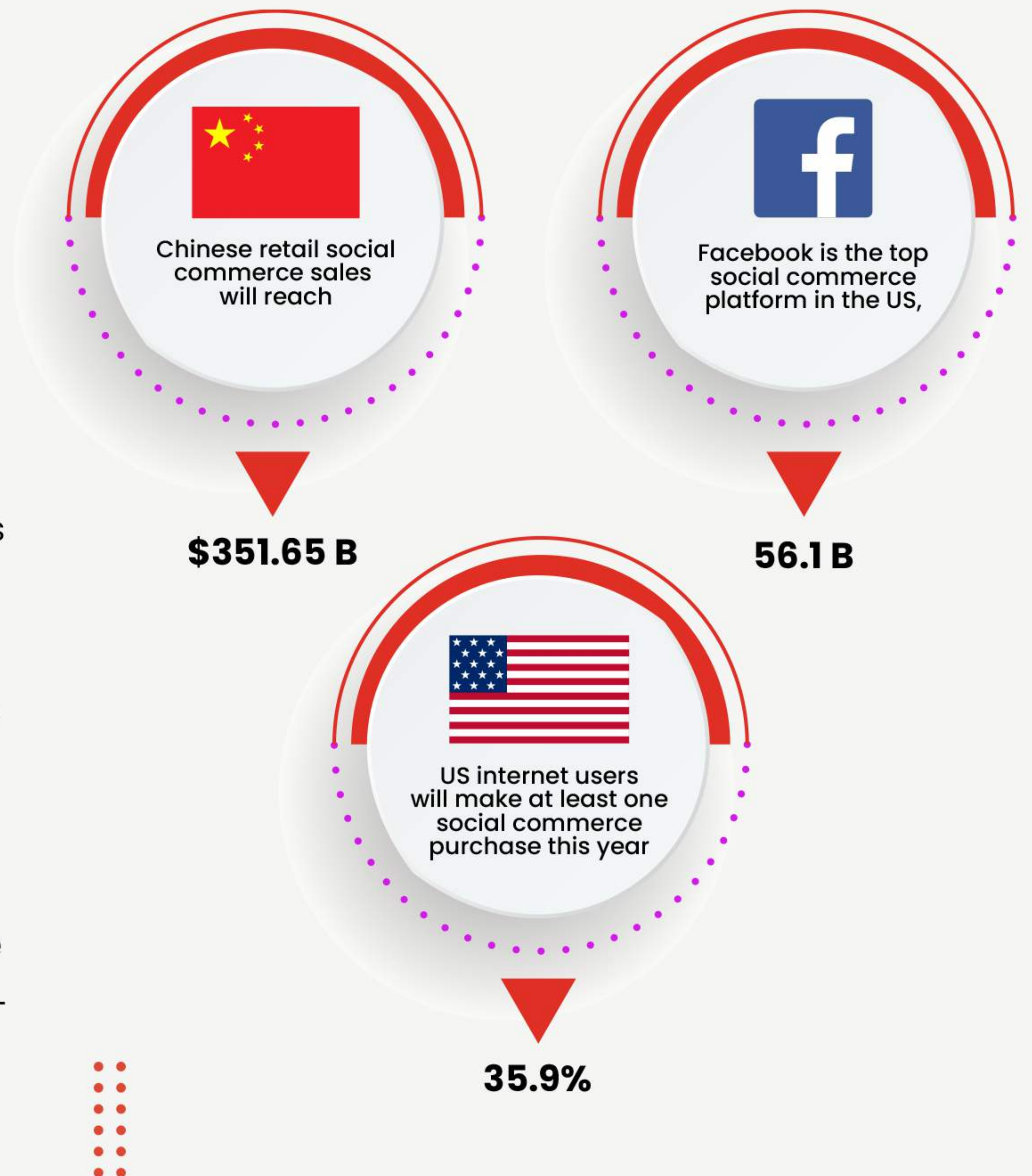


Live-stream shopping allows sellers and buyers to interact with each other in real-time and enables fast purchases by leveraging live video streaming. Its advantages over conventional eCommerce platforms channels are immense. Just take the example of Ali Baba's Taobao, which raked in a whopping \$280 million during the first hour and a half of the mid-year shopping festival. These promising numbers are a reason why many businesses are opting for this next-gen eCommerce experience. Visionet realizes the importance of Live Commerce and promises to change the dynamics of live video streaming with its state-of-the-art live video selling platform, called Live Commerce. The platform utilizes advanced technology to present a solution for the Host to showcase their product to customers by creating immersive experiences. Its solution architecture is defined in a way where all parties involved in completing the transaction are unified while maintaining an exceptional customer experience.



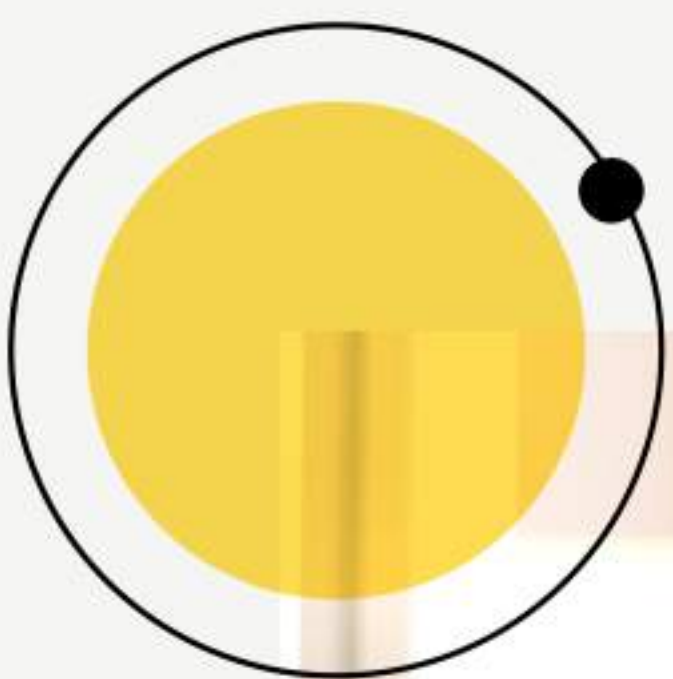
Evolving trends in consumer behavior

China has been one of the most prominent markets for it and the COVID-19 outbreak certainly was a catalyst. The live video stream and online shopping marriage resulted in double the GMV of live-stream eCommerce, in just one year (more than 1 trillion Yuan). Moreover, it is estimated that the sales from this medium will continue to grow. So much so that it will amount to 20% of the total gross merchandise value of eCommerce by 2022. In the US, social commerce is rapidly increasing while Facebook is also at the forefront when it comes to social commerce platforms.



This trend, however, is not limited to China only. According to Statista, live-streaming eCommerce in the US is expected to rake in a notable \$11 billion by 2021 and in the next three years, this amount will go up to approximately \$33 billion.

The innovation is gaining momentum in South America as well. Research suggests that one in ten online shoppers in Brazil have attended a live video shopping session and 90% of respondents nodded in favor of using this service in the future. These promising statistics suggest that the sky is the limit for this technology in the near future.



The future is Live Commerce

Live-streaming allows sellers to boost sales quickly, enhance brand persona, and increase their customer base. It is highly engaging and gets buyers acquainted with your products on a deeper level.



Let's take a look at some other advantages of Live Commerce:

1. A brick-and-mortar-like shopping experience

One thing that online shoppers miss is the human element- that feeling of visiting a physical store, learning about the products from the store manager, feeling them, and then making a purchase.

While live-stream cannot make the physical touch possible at the moment, it can certainly deliver the closest possible brick-and-mortar-like shopping experience.

The shoppers can tune in to their favorite live-stream shop and ask sellers about the product in real-time. On the other hand, shop owners can educate the customers about the article, tell the story behind them, provide product close-ups, and make sales on the spot.



2. Make Sales. Make new inroads

One of the biggest benefits of live video shopping is its ability to quickly generate sales. With a well-orchestrated marketing campaign, you can build hype for a live event and attract relevant people. Once there, sellers can hold engaging Q&A sessions, review the products, and share experiences of previous customers. The more entertaining and engaging the live video session is, the easier it is to connect with the customers and close sales on the spot.

Since it is a live event, existing attendees can invite their friends and relatives too. Increasing seller's chances of making more sales.



3. Brand for the future

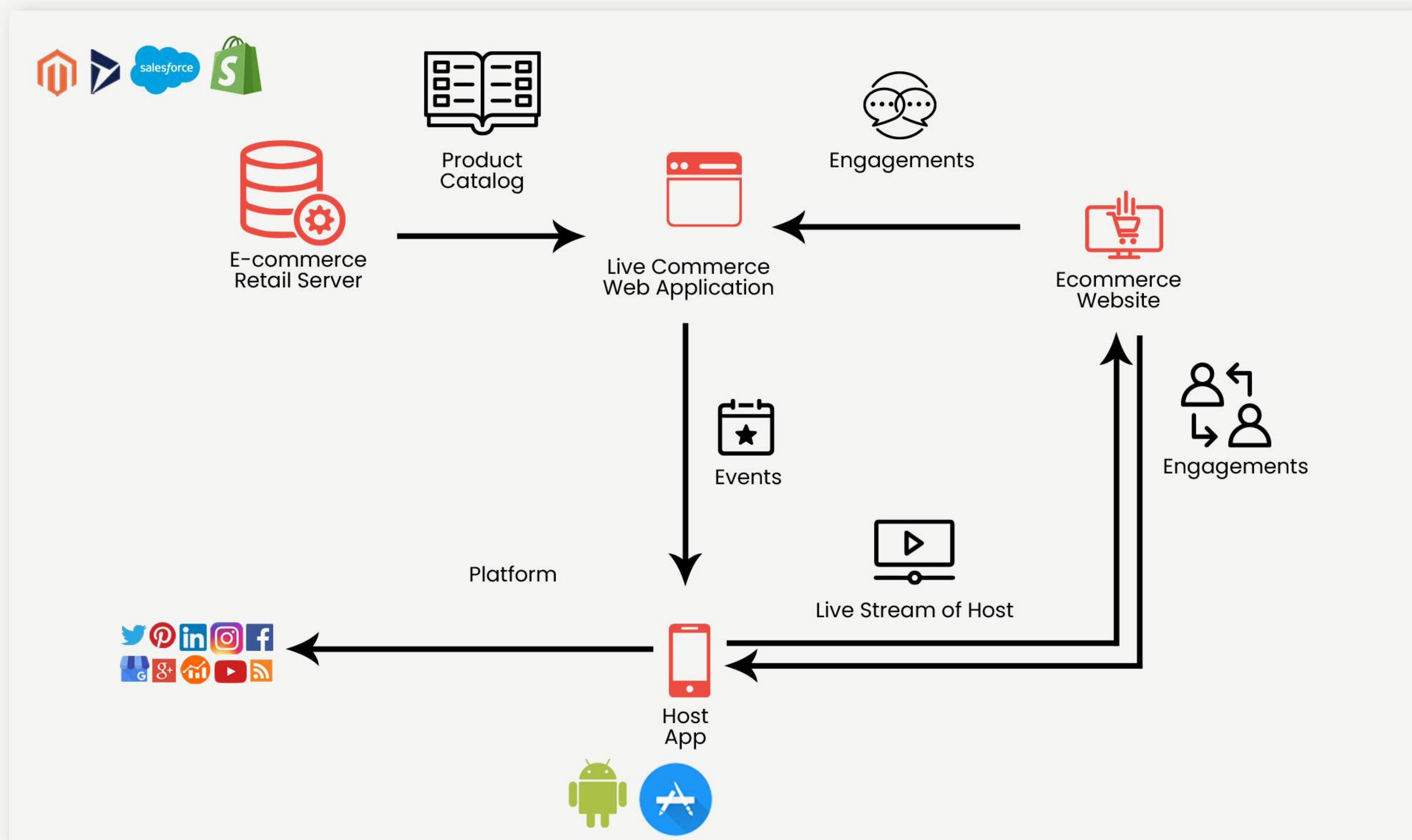
Another way to leverage this technology is by creating events that are hosted by famous social media influencers. These online celebrities have a loyal customer base and their followers are always looking forward to what they'll do next. The fans will also listen to and take the social media celebrities' word about a particular product and follow their call to action.

Choosing a host who complements the online store and products will create the necessary brand awareness. It will also introduce sellers to new customers and add to its popularity. Ultimately, increasing the chances of making more sales and repeat customers.



Live Commerce's design & architecture

The Live Commerce platform offers an all-round integrated architecture that allows the user to fully leverage all parties involved. The Live Commerce Web Application is at the center of the entire architecture which includes three basic integrations. These include eCommerce Retail Server, eCommerce Website and the Host App. We can see from the diagram below how major eCommerce platforms like Shopify, Salesforce and Magento are integrated while it also leverages major social media platforms where you can easily execute live video streaming.



Live Commerce empowers everyone



Live Commerce platform comes with the following features that cover an all-round implementation securing a seamless live video selling experience for you and your customers.



Event Planner Portal:

Event planner is used to setup upcoming events where planners would be able to associate products for reviews. In addition, assign host to respective events.



Product Catalog:

Used for easy Integration with your retail commerce product catalog to pull products that are to be published on Live Commerce.



Feasibility:

Live Commerce comes with direct order synchronization between Live Commerce and Retail server. It also comes with Live Chat and streaming to multiple social channels including Facebook, Tik Tok, Instagram and YouTube.



Built-in Integration with top eCommerce Platforms:

Live Commerce is easily integrated with the top eCommerce platforms including Microsoft Dynamics365 Commerce, Salesforce Commerce Cloud, Adobe Commerce, Shopify and many other prominent eCommerce platforms.



Customer experience:

Live Commerce platform ensures a sublime customer experience through customer experience Audits and best practices review. The platform also contains Audience Engagement Analytics which tells you how well your customers are responding to the stream.



Multiple Live Video Events:

With this functionality you have the option of conducting multiple Live Video Shopping events.

Visionet's Live Commerce – An all-round solution for Brands & Consumers



Live Commerce promises an engaging customer experience to boost sales

Seller Scalability



- Conduct live video streams
- Real-time engagement
- On the spot sales
- Exposure to a bigger audience

Host



- Host live video shopping events
- Collaborate with influencers
- Product reviews and close-ups
- Live interactions with customers
- Real-time analytics.

Buyer



- Brick-and-mortar-like shopping experience from their couch
- Discounts and other rewards upon live interaction
- Easily go through products
- Seamless closure of on-the-spot purchases

About Live Commerce

Live Commerce is the manifestation of Visionet's promise to revolutionize customer experience through product innovation and experience design. It is a live streaming marketplace where sellers can create their shopping channels and host live streaming shows to sell directly to a global audience. Contact our experts to request a Live DEMO.

About Visionet

Visionet believes that a well-planned digitization approach is vital to creating meaningful customer experiences. During our 25+ years of experience in the industry, we've successfully delivered value to over 350 enterprises around the globe and provided top-notch digital solutions that pave way for frictionless eCommerce.

Unlock real-time, interactive ecommerce experience

Get in touch now!

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