CHAT BOUTIQUE

Remote Selling Experience

WHAT IS IT?

CHAT BOUTIQUE is a web app created with the aim of bridging the gap in the physical shopping experience, giving life to a new remote sale model in which Client Advisor and Customer can communicate in real time through the use of the most modern video streaming technologies, recreating in-store shopping experience.

WHAT DOES IT DO?

CHAT BOUTIQUE enables:
– One-to-one video chat between Client Advisor and Client
– Booking of video chats and Client Advisor agenda management
– Remote presentation of the collection
– Management of the shopping cart in the web app
– Management of payments in the web app
– Multiple cameras in the store
– Sharing high resolution photos to the Client via chat
– Macro and 360° view of the product in the store

ENGINEERING

HOW DOES IT WORK?

The user registers on the brand's website and requests a video chat session. The Client Advisor receives a notification and confirms the availability of the session by emailing the link.

Both the customer in the comfort of his/her own home and the Client Advisor from the shop connect to the platform to start the remote sales session.
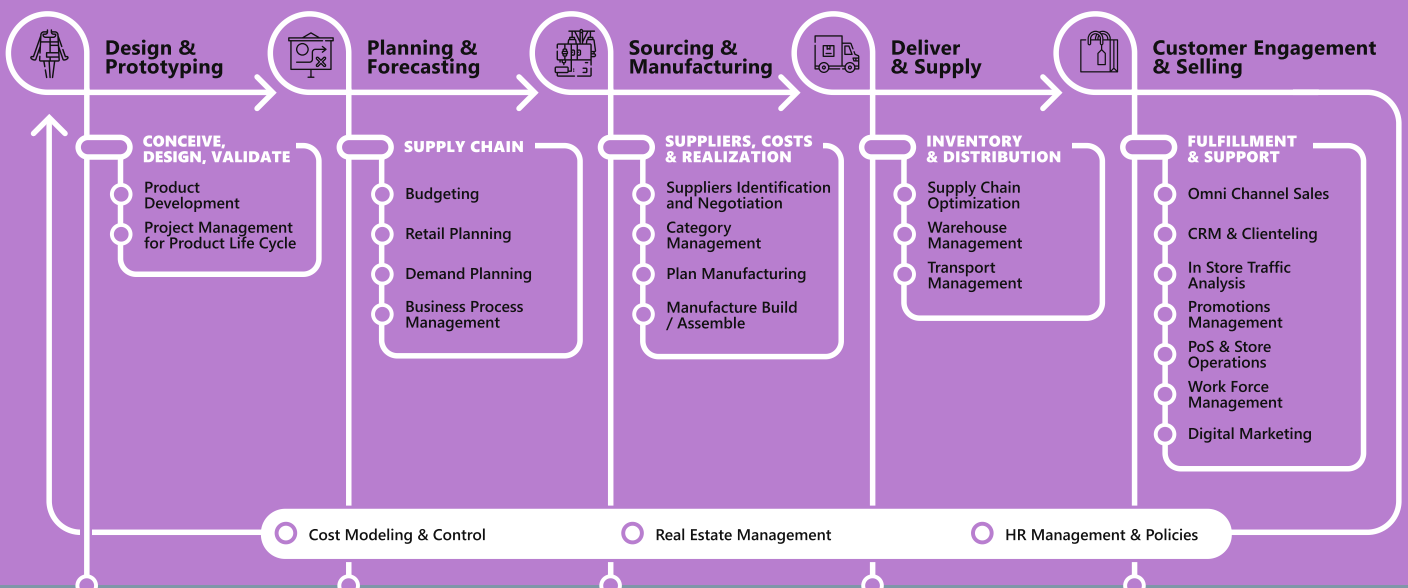
The Client Advisor shows the customer a selection of products, identifies and proposes extra content and sends the data to the customer who opens the product sheet within the app.

The customer browses the content and can add it directly to the shopping cart from the app, or the Client Advisor himself can compose the cart for the customer.

The customer asks to have more details on the chosen product. With the multiple cameras management and a macro of the product, this demand can be met.

The customer has been able to adequately see what he/she would like to buy and can therefore proceed to the payment directly in the app (e-commerce or POS).

DIGITAL RETAIL & FASHION: PORTFOLIO MAP

Design & Prototyping

CONCEIVE, DESIGN, VALIDATE
- Product Development
- Project Management for Product Life Cycle

Planning & Forecasting

SUPPLY CHAIN
- Budgeting
- Retail Planning
- Demand Planning
- Business Process Management

Sourcing & Manufacturing

SUPPLIERS, COSTS & REALIZATION
- Suppliers Identification and Negotiation
- Category Management
- Plan Manufacturing
- Manufacture Build / Assemble

Deliver & Supply

INVENTORY & DISTRIBUTION
- Supply Chain Optimization
- Warehouse Management
- Transport Management

Customer Engagement & Selling

FULFILLMENT & SUPPORT
- Omni Channel Sales
- CRM & Clienteling
- In Store Traffic Analysis
- Promotions Management
- PoS & Store Operations
- Work Force Management
- Digital Marketing

Cost Modeling & Control   Real Estate Management   HR Management & Policies

ENABLING SERVICES
- Technology & Cloud Services
- Business & User Services
- IT Consulting
- Mobile Applications
- UX & Service Design
- Digital Comunication & Strategy

ENABLING TECHNOLOGIES
- AI & Advanced Analytics
- Cloud
- Cybersecurity
- IoT
- Intelligent Automation (RPA)
- AR / MR / VR
- Blockchain
- Digital Twin

WHAT VALUE FOR OUR CUSTOMERS?

CUSTOMER FOCUS
Build a **long-lasting relationship** with the Client, improving the cross-channel experience **also remotely**.

CUSTOMIZATION
Guarantee an ultimate **response to Client's expectations**, looking for new ways of **engagement.**

NEW APPROACH
Rethinking the **role of the physical shop** and to new organisational and sales models.

CONVEYING CONTENT
Showing in-depth Client knowledge, maintaining a connection with them also remotely.

INFORMATION AVAILABILITY
Knowledge is power: the integration of channels allows to transform recommendations directly into **in-store** conversions.

QUANTITATIVE ADVANTAGES

+
% Conversion rate
€ Average receipt
Efficiency
Stock optimisation

−
% Loss of sale

QUALITATIVE ADVANTAGES

+
Customer data collection
Performance analysis
Information flow
Brand image
Guided sale

TECHNOLOGICAL FEATURES

CUSTOM LICENSING CONTROL
Central and modular management per user

PAY BY USE
Pay according to the actual use

CATALOGUE
Link your product catalogue or ecommerce site to share product sheets and images in the chatroom

MULTI USER SESSION
One-to-one and one-to-many management of the shopping experience

HIGH QUALITY VIDEO
Use professional video cameras for the best image quality and to put on full display the details of your product
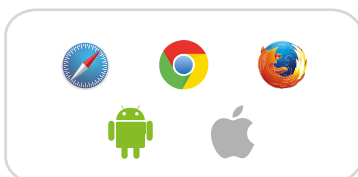
MULTI CAMERA
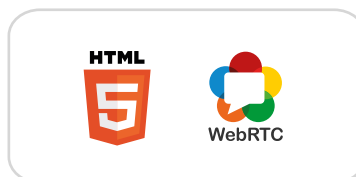Connect up to 4 cameras to manage your camera direction

MEDIA SHARING
Share your multimedia content or your website during the live event

Full responsive browser compatibility

State of art technology

HTML5
WebRTC

Integration with the main payment platforms

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