

The Confer With service utilises 5G technology, enhancing online shopping experiences to truly understand customer needs and deliver a hyper-personalised purchase journey. This use case demonstrates the potential Telcos can provide to their B2B customers.

Matching Customers With Experts

Confer With's adaptability in matching customers focuses on two elements.

1) **Fulfilling virtual appointments:** Confer With integrates with appointment booking software to manage all bookings, re-bookings and cancellations. Customers can book appointments with ease whilst picking a date and time that suits them best; giving control which is often absent online. Once the customer makes the appointment, the expert will receive information as to what products they are interested in, meaning they can begin to curate a personable basket before the call starts.

2) Walk-in **appointments:** this feature enables clients to capture live customer intent. If they are interacting with a product or service, the Confer With widget will prompt a live call. If engaged, the call immediately matches the customer with the next available expert to begin the buying journey.



Engaging with an Expert

Once a customer interacts with a product or schedules a [virtual appointment](#), they are connected to a one-to-one video call. Inside the video call, the expert can perform a needs-based analysis to personalise the customer journey. By creating effective digital dialogue, it equips your team with valuable customer knowledge built on trust and transparency.





Immersing a Customer and Understanding Needs

What makes the Confer With platform superior to a traditional video call appointment is the immersion it offers to the customer. By uploading your entire product feed you have access to the entire library of products and services you can offer.

It enables you to:

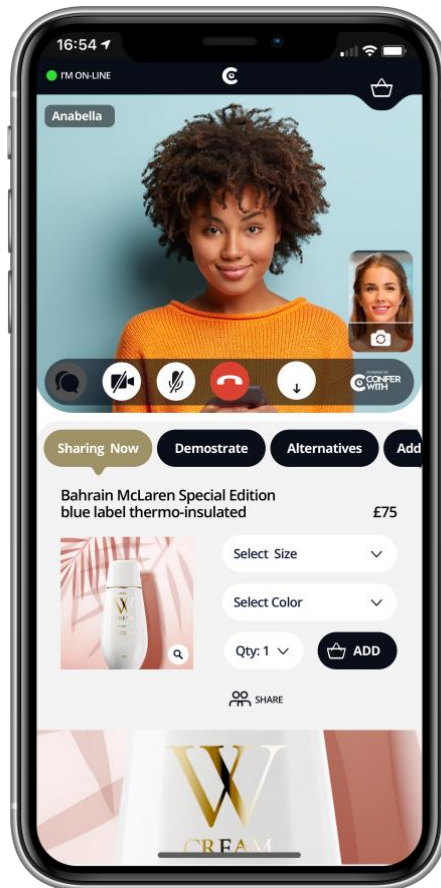
- Monitor stock levels.
- Combine unique customisable packages for the customer.
- Demonstrate imagery, videos and physical products.
- Schedule future appointments online and in-store.

Leveraging Add-ons and Recommendations

Achieving average order value targets comes with its hurdles. To overcome the self-service navigation that is notorious for low conversion, the Confer With service also offers different features to curate a basket based on customer needs.

Confer With is built to integrate with any ecosystem, allowing businesses to leverage technology investments to empower live video shopping. For example, by integrating with a recommendation engine and a product feed, the customer can be fully immersed in the entire inventory catalogue. Features to leverage add-ons include:

- **Alternatives:** the expert can showcase different products and services to improve average order value and fulfil customer preferences.
- **Additions:** the expert can display products straight from their recommendation engine, meaning customers receive relevant products based on purchase behaviour.
- **Product specifications:** the expert can immerse the customer further by showing images, videos and specifications relating to the product.



A full deal flow for each product can be created based on customer interactions and needs identification. This leads to a substantial increase in **average order value** and **helps scale high margin products**.

Closing the call

Confer With have developed virtual shared basket technology that allows both the shopper and expert to add items to the virtual shopping basket.

Once the sale begins to close, the expert and customer can view the shopping basket, ensuring both are on common grounds. Once confirmed and the video call is over, all items transfer to the eCommerce basket on the company's webpage.

Last words on the use case for live video shopping

Post COVID-19 will see retailers blend these two channels to form an entirely new customer experience. It's a technology-led approach focusing on delivering seamless experiences whilst keeping the human element intact. Customers can receive tailored curation from the moment they interact with a business that will not only result in conversions but lead to repeat custom too.