



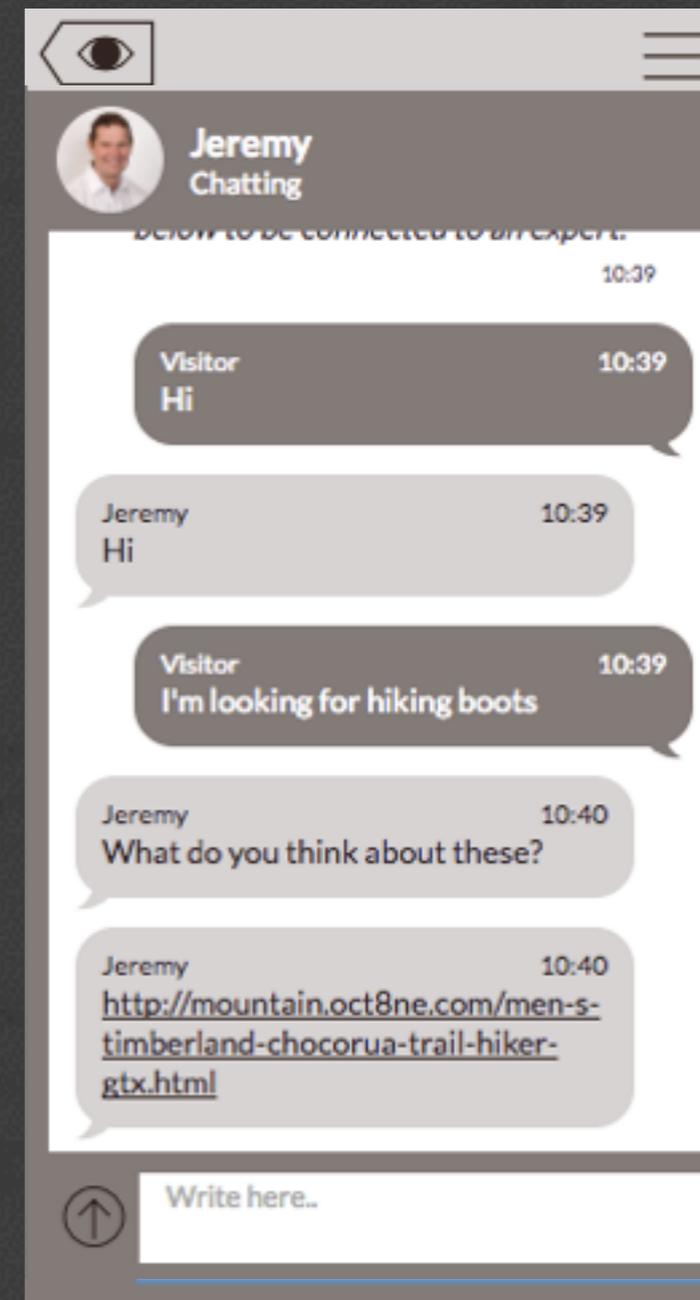
SALES GENERATOR



- 🔥 1. Oct8ne at a glance
- 🔥 2. Challenges / Goals for most e-commerce stores
- 🔥 3. The visitor experience
- 🔥 4. Oct8ne. The lead sales generator
- 🔥 5. Benefits you can count on

This is a LiveChat

Excellent for customer service but not a great sales tool.



This is Oct8ne

The most powerful e-commerce sales tool that allows agents and customers to see products simultaneously like in a physical store.



The screenshot displays the Oct8ne e-commerce interface. At the top, there's a navigation bar with icons for 'Viewed 1', 'MyList 0', and 'MyCart 0'. The main content area is split into two columns. The left column features the 'OAK MOUNTAIN' logo, a search bar, and a 'Sorted by' dropdown menu showing '0 results sorted by relevance (desc)'. The right column displays a product card for 'Men's Earthkeepers® Rolston Mid Waterproof Boots' with a large image of the boot, a heart icon, and a price tag showing a sale from \$130.00 to \$99.00. Below the product card are 'Add to Cart' and 'Checkout' buttons. On the right side, a chat window is open with an agent named 'Jeremy Chatting'. The chat history shows a visitor asking for hiking boots, and Jeremy responding with a product recommendation and a small image of the boot. The chat input field at the bottom says 'Write here...'.

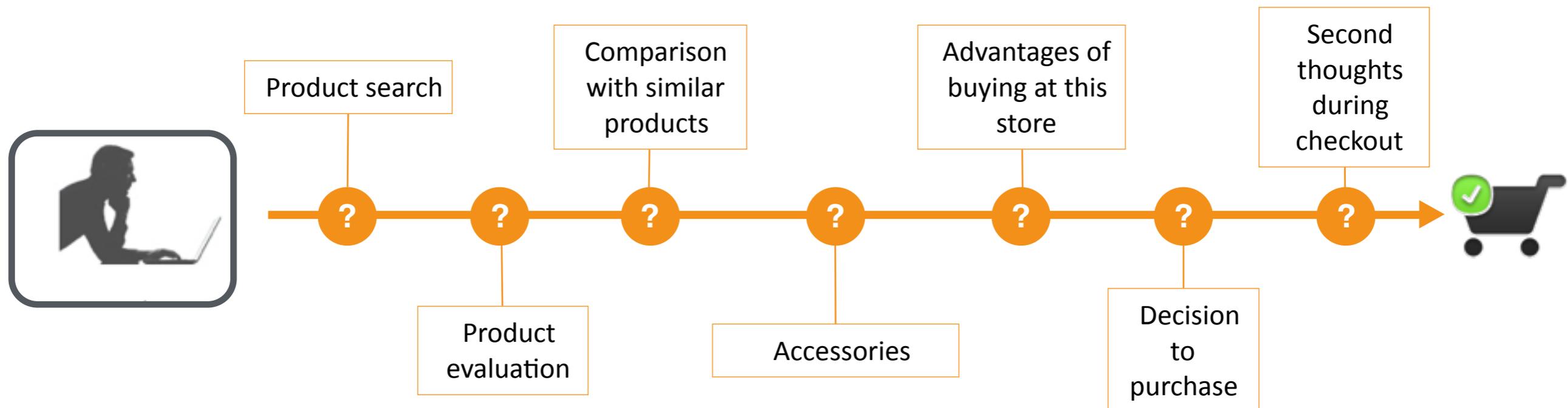
- You might think of Oct8ne as an advanced LiveChat.
- That's true, you could use it exclusively as a LiveChat. It would give your clients great customer service, but you'd only be using 10% of Oct8ne's potential.
- Oct8ne is the first Sales Suite designed specifically to increase e-commerce sales immediately, progressively, and sustainably over time.
- In the following slides we'll explain how Oct8ne works, how to increase sales, and attain customer loyalty.

- **How to increase sales and attain customer loyalty for recurring sales without increasing the Customer Acquisition Cost (CAC)**
- **In the OFFLINE world: (1) Some stores use the self-service model where the customer BUYS products without assistance. (2) Other stores offer help by means of sales clerks who sell products to their customers.**
- **Sales in the ONLINE world are organized exclusively following the self-service model. If there are sales clerks, they're limited to Customer Service where they can't make sales because they lack the online tools to do it.**

The visitor experience

Questions and steps

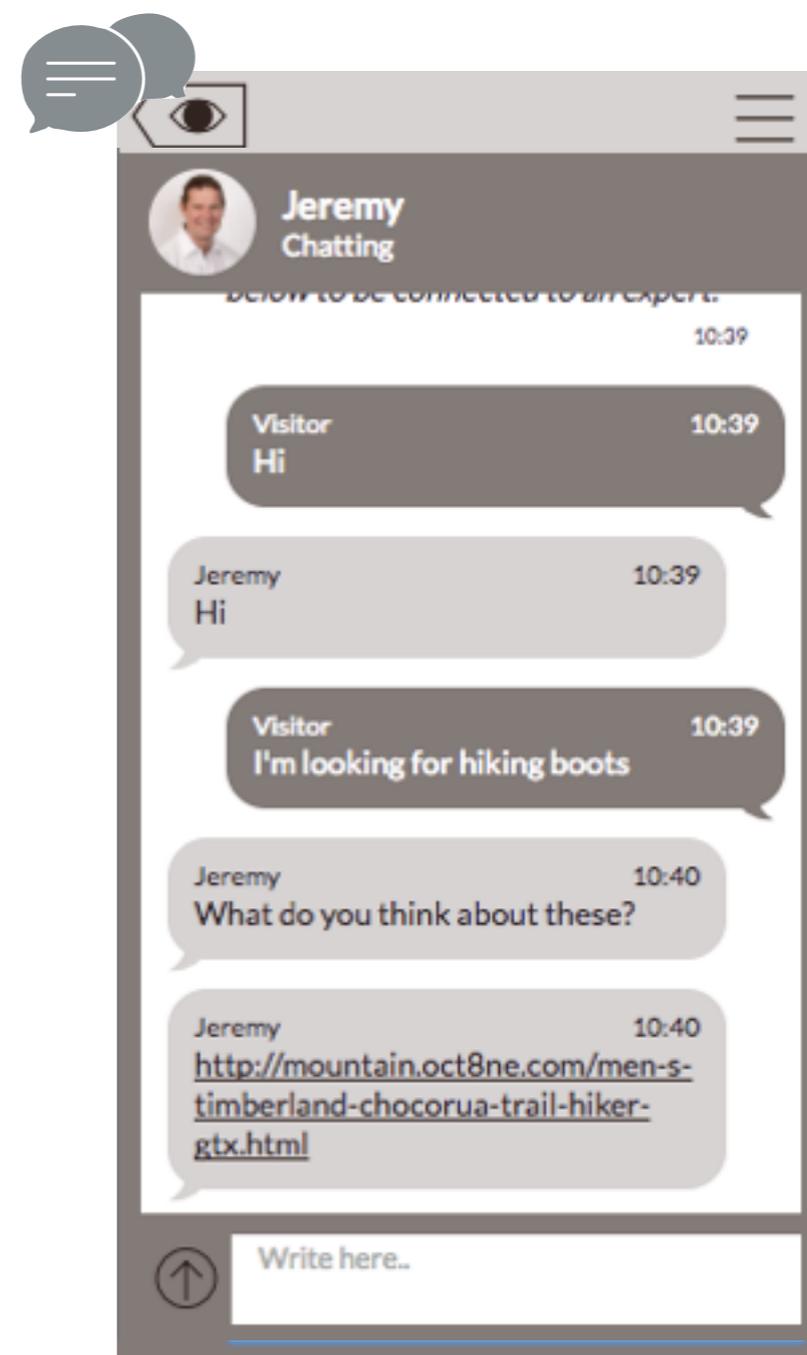
An e-commerce visitor usually has various questions during the purchasing process, depending on what step they find themselves on. These questions, if not resolved, interrupt the entire process. Between 1% and 3% of all visitors that enter the website make a purchase in e-commerce stores without customer service .



When customers can't find assistance, they abandon their cart and the e-commerce store is put on their "mental list" as not having customer service, meaning it surely won't be their first choice store in the future.

The LiveChat is useful for solving simple problems that don't deal with the visual aspects of products like shipping, sale items, discounts, etc. A LiveChat has an important advantage over the telephone in that an agent can **attend multiple visitors at the same time**. Another notable feature is through **triggers** where we can offer agent assistance when necessary.

Oct8ne's LiveChat is the most advanced chat on the market. Apart from the typical chat features, it's the only one that incorporates a co-viewer. However, it's only one of the many possible visitor engagements; there are other important features that we'll see later on.



What's the problem? The only agent support is through chat and voice (telephone calls). An essential component of human interaction is missing: **visual interaction**. Agents and customers **ARE NOT SEEING THE SAME THING OR INTERACTING ON THE SAME PAGE SIMULTANEOUSLY**. Agents can only answer certain questions and as such, many times their help is irrelevant.





The co-viewer using its own technology



Multiple engagements that use all communication channels

Website data

Visitors data

Products data

Agent's data

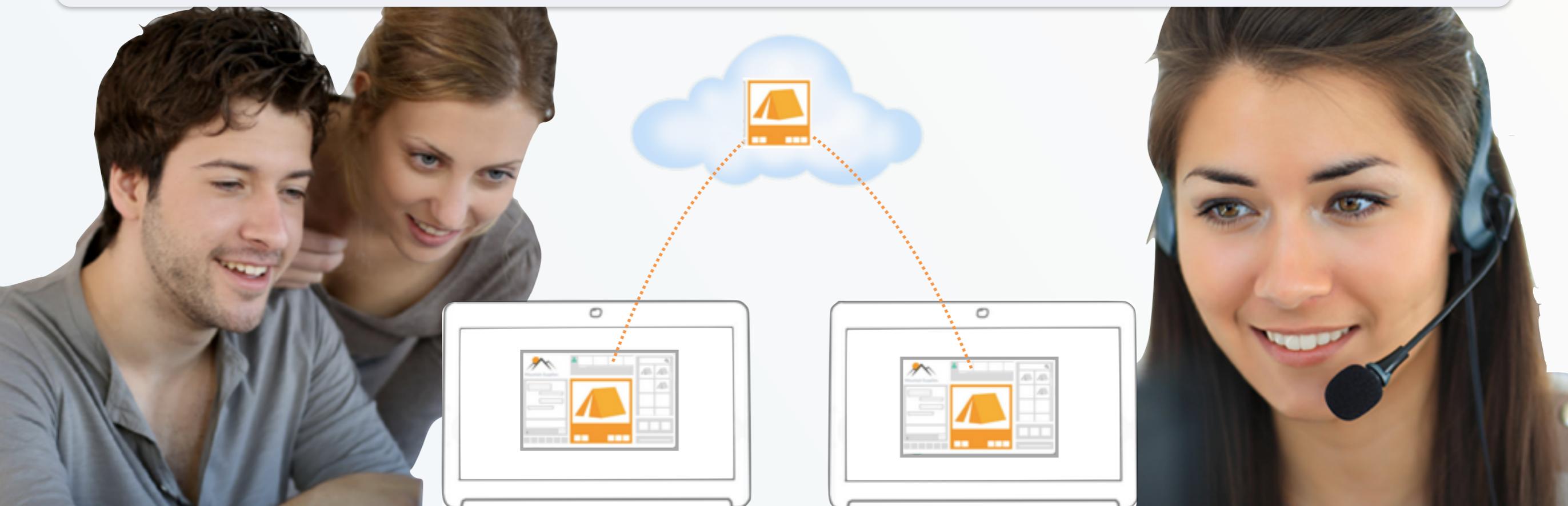
Actions data

Sales data

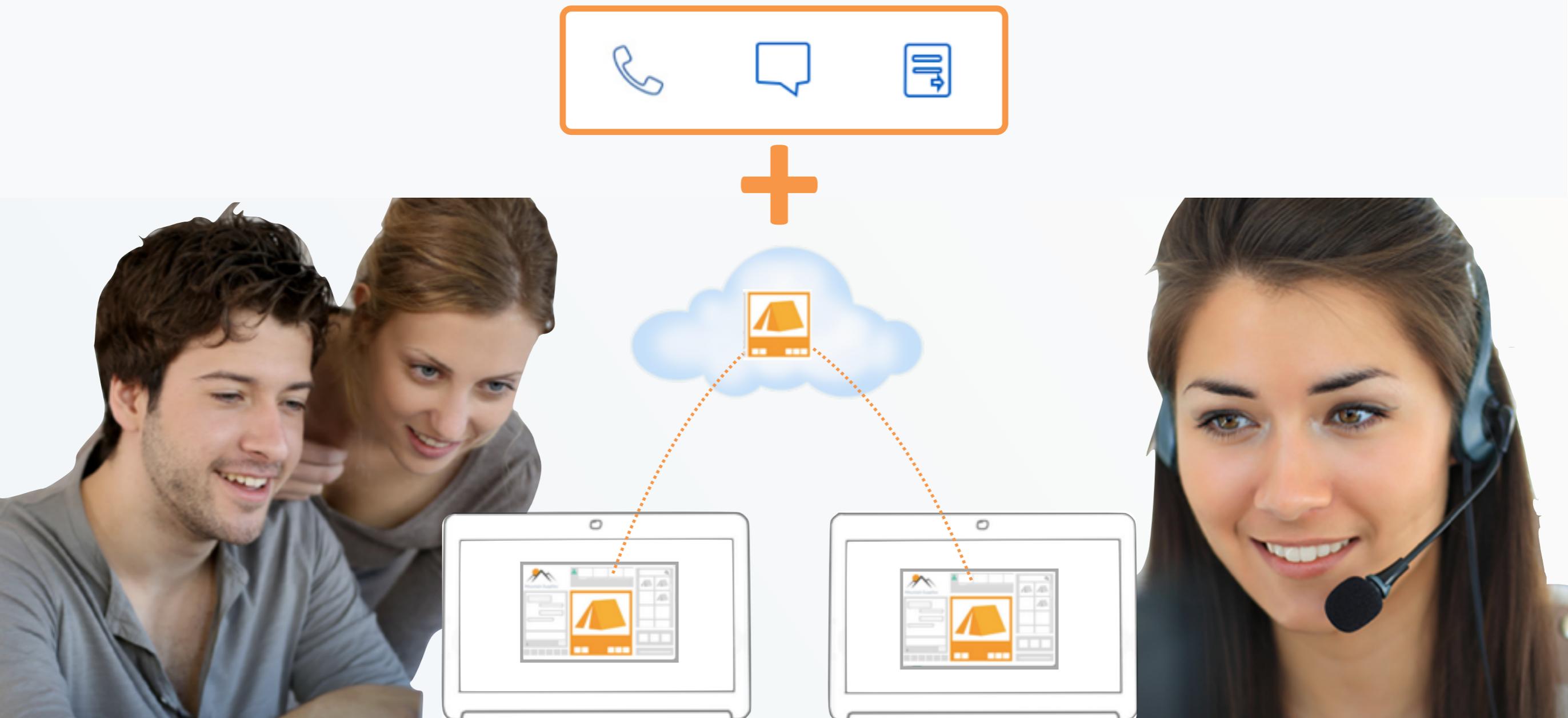
The most complete and integrated data collection, algorithms, and automated systems that help agents make sales at all times and help the online store continuously improve.

Co-viewer: By opening the Cloud-based co-viewer (developed and patented by Oct8ne), Oct8ne allows agents and clients to interact in real-time while seeing products together AS IF THEY WERE IN THE SAME PHYSICAL SPACE. Agents can show the product, point out specifics, draw details, recommend other products or complementary ones, etc. It's everything you could do as a sales agent in the physical world.

Client experience: Recreate an "in-store" experience to spectacularly improve how companies sell their products using a synchronized interactive visual support system.



E-commerce stores can continue using their preferred communication channels like the phone, chat, email, contact forms, etc with the same employee team. Oct8ne strengthens each of those channels when necessary with a shared interactive visual experience.



OCT8NE captures the most complete data collection of products, images, agent and client actions, and sales. We record and evaluate relevant data and show e-commerce updates in real-time. The data allow us to create algorithms and automated systems that combine our recommendations based on the best practices, allowing Oct8ne's e-commerce customers to continuously improve.





Benefits you will have with Oct8ne

- ✓ A sustainable increase in revenue from the first month
- ✓ More sales; increased cart value and reduced cart abandonment
- ✓ A boost in up-selling and cross-selling
- ✓ Decreased product returns
- ✓ Extended sales beyond visiting the e-commerce store
- ✓ Ability to enter the e-commerce category with excellent customer service

✓ Increase revenue from the first month



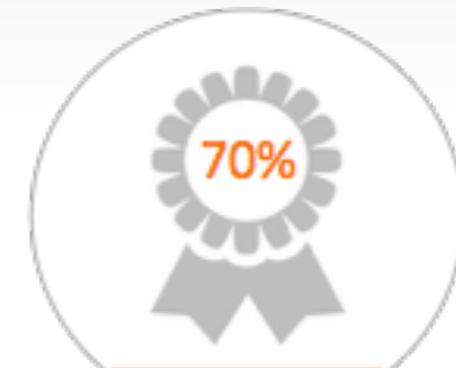
+ Engagements

Thanks to Oct8ne's engagement tools , Visitor Engagement can rise from 2,5% of a simple LiveChat up to the 10%.



+ Sales

15% of customers who interact using Oct8ne, end up buying.



+ Loyalty

70% of customers attended using Oct8ne return to the website during the next month



- Cart Abandonment

33% using Oct8ne
55% - 80% without Oct8ne



+ Average Purchase Value

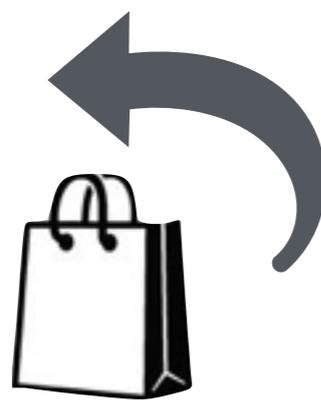
More products and more value, thanks to up-selling and cross-selling

✓ Boost up-selling and cross-selling



UP - SELLING: Let's think about who succeeds in up-selling in stores; the sales clerks. They're the ones that show customers products and explain features of a better alternative over one the customer originally had in mind. The new option truly meets the customer's expectations.

CROSS - SELLING: Let's think about who succeeds in selling complementary products in stores; the sales clerks again. They make suggestions, show and explain complementary products to one a customer chose before.



REDUCE RETURNS: Agent-assisted purchasing has a lower return rate than unassisted purchasing. The shared interactive visual experience between the agent and the customer clarifies details that aren't always evident thus avoiding errors on the buyer's behalf, which would result in returning the product.

✓ Extended sales beyond visiting the e-commerce store

“Visitors will make multiple visits to your site before finishing a sale. And on their journey, there are many different purchase paths they may follow.

Recent studies on the online buying behavior of over 600,000 consumers across numerous e-commerce sites show that 75 percent of shopping cart abandoners would actually return to the site they abandoned within a 28-day period.

Additionally, these returning visitors are more likely to finish their purchase, as well as make future purchases. In fact, they are 2.3 times more likely to do so than new visitors making first-time purchases.

So keep in mind that your visitors will not buy immediately, and will require a series of visits and positive inputs and abandoned carts over time while considering their final purchase.”



*Source :
The Future of Customer Engagement and commerce
November 21, 2014
Online buyer behavior 101: The many paths to conversion*

This is the reason why Oct8ne extends the sales process beyond the visit to the Session Summary sent by email. It also allows the customer to send the link and go Social Shopping.

✓ No hay misterio! . Es sentido común!



THE OFFLINE WORLD : Think about what happens when you buy something in a physical store. If you're an expert in what you're looking for, you're probably not going to ask a sales clerk for help and you'll make your purchase without assistance. However, if you're not an expert, or sometimes even if you are, you might need advice before making a purchase. You wouldn't buy a product without getting help from a salesperson to answer your questions and enable you to make the right decision. **You would look for the store with a sales clerk to resolve your doubts and help you with the decision to buy.**



THE ONLINE WORLD: When you buy a product off the internet from an e-commerce, you don't receive real advice. You can read product ratings, recommendations, comments, etc but many times you won't be sure which product you would be most happy with or one that would meet your expectations. Sales clerks can interpret what you really need or want but it's hard for them to make sales if the customer is only using a chat or the phone.



INTERACTIVE VISUAL COMMUNICATION: Oct8ne provides agents and customers with a shared interface to communicate effectively. With Oct8ne agents can provide clients with a similar experience to being in a physical store, showing products, zooming in on an image, using the stylus to mark details, looking for alternatives and complementary products, etc. Actually, the customer and the agent can have almost the same interaction as they would in a physical store.



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