



Vidyo Enabled eCommerce

Competition is fierce as the retail industry faces rising commoditization and cost pressures. Retailers are borrowing a page from eCommerce innovators like Amazon to “wow” customers by making the shopping experience more immediate, personalized and friction-free, from home to mobile devices and brick and mortar kiosks. They are finding that it takes face to face contact to differentiate products, understand customer attitudes and cultivate brand loyalists in today’s markets.

Retailers are responding to these challenges through the power of video communication. Industry leaders are turning to Vidyo to accelerate and enrich communications within and outside of their organizations. The VidyoWorks™ platform supports video-enabled eCommerce operations as well as interactions with the supply chain and engagement with customers.

Retailers are finding that when consumers interact with video-enabled product demonstrations, whether they are at home, on mobile devices or at kiosks in brick & mortar stores, 23% are more likely to buy a product and 57% are less likely to return it.

– Forrester Research
2014



Bridge the experience gap between online and in-store shopping

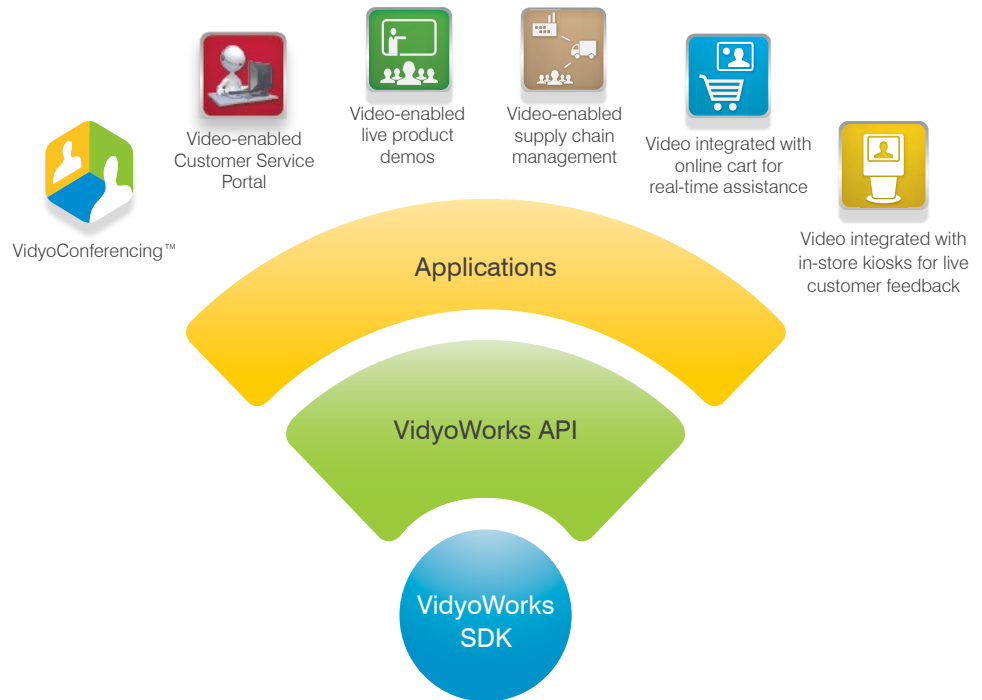
Engage online shoppers in live product demos and walk-throughs

Cross-sell and up-sell at the point of sale

VidyoWorks enables
Customer 3.0 experiences

- Win brand loyalty by bringing personalized, face to face service to the anytime, anywhere online world.
- Give consumers one-click access to reliable, HD video with product specialists, sales and customer service at any point in the customer journey.
- Connect with stores, suppliers and warehouses in a single meeting.
- Increase awareness and accelerate sales by embedding video into web, social, and mobile promos.
- Use in-store kiosks to capture real-time customer feedback during major product roll-outs.
- Access recorded product and service demos for later reference or training.
- Leverage product specialists at HQ by making them accessible to multiple stores via video.
- Support corporate sustainability goals by reducing travel and traditional paper-based processes.

The VidyoWorks™ software platform video-enables your eCommerce services and processes and is easily integrated with your retail infrastructure, applications and workflow. Natural, interactive HD video meetings can be conducted securely over the Internet and 3G/4G/LTE mobile networks. Subtle facial expressions and gestures that enhance understanding of buyer attitude and preference are part of the retailer-customer interaction, not lost in transmission.



You can on-board VidyoWorks in just days or weeks, without the need for special-purpose hardware or IT expertise. Flexible licensing lets you extend video communication cost-effectively across your retail operations on-premise, in the cloud, or in a hybrid environment. With VidyoWorks Client and Server APIs it's easy to add video communication and collaboration to an existing application or web portal, or to create a customized client.

Ease of use and convenience flatten the adoption curve for your inhouse teams, making it easy to connect with partners, suppliers and customers using the mobile and desktop devices they already own. With VidyoWorks, you can bring people together, share information interactively, and move projects forward without the delay and expense of travel or old fashioned paper-pushing. Product and service promotions and demonstrations can be recorded and repurposed for use in omni-channel marketing campaigns.

Winning wallet share in commoditized and crowded markets requires the ability to personalize communication in a scalable yet cost-effective way. Video communication engenders a high level of trust when busy consumers are shopping and in-store visits are not an option.

If you have questions or you're ready to video-enable your eCommerce enterprise, visit us at www.vidyo.com.



Vidyo, Inc. (Corporate Headquarters)
 433 Hackensack Ave., Hackensack, NJ 07601, USA
 Tel: 201.289.8597 Toll-free: 866.998.4396
 Email: vidyoinfo@vidyo.com

