

LIVEPERSON ENTERPRISE FOR RETAIL

Background

Each year, businesses spend billions of dollars in an effort to drive potential customers to their websites. From paid search, to online and conventional advertising, all roads lead to the Web.

The wisdom of such investments seems clear. Everyone – from chief marketing officers to company investors, down to consumers and the advocates who represent them – understands the inherent value of the Web. Its unprecedented ability to influence buyer perception has altered the way products are marketed. Virtually no one makes a major purchase without going online first.

Nor do customers doubt the safety and security of online shopping, as the numbers clearly indicate: Forrester Research reports that US online retail sales will reach \$316 billion in 2010. Thus the Web, with its vast bandwidth, branding expertise, and forum for sharing, has become everything CMOs hoped it would achieve, except the phenomenal channel for sales; Shop.org reports that online conversions for most retailers still hover somewhere between two and three percent.

Therefore, an immediate urgency for CMOs is to find a way to transform the Web from being the first place to learn about products into the first place to purchase them. Only then can businesses truly reap the benefits of the billions they invest.

For this reason, LivePerson has introduced LivePerson Enterprise for Retail, a third-generation engagement solution that enables retailers to take control of their online store by applying to the online medium some of the best practices long relied upon by the brick-and-mortar counterparts, specifically visitor segmentation and targeting.

LivePerson Enterprise for Retail

Built on LivePerson's Engagement Marketing platform and methodology, LivePerson Enterprise enables retailers to target the right visitor with the right message in order to affect the desired outcome. This comprehensive third-generation engagement solution blends a proven value-based methodology with an active rules-based engagement engine and deep domain expertise to advance online sales and service initiatives.

Increase conversion rates. Replicate the in-store experience by reaching out to visitors who demonstrate purchase intent or abandonment behavior and guiding them through the checkout process. The LivePerson Enterprise rules-based engagement engine analyzes traffic patterns in real time, identifying and engaging visitors who are most likely to benefit from live assistance to dramatically increase conversion rates and prevent shopping cart abandonment. LivePerson retail customers experience average chat-enabled conversion rates of greater than 15 percent.

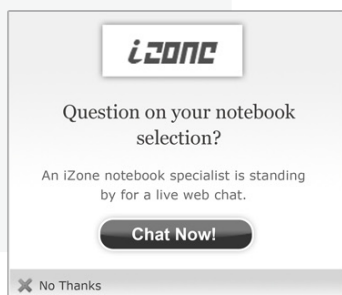
Benefits

A third-generation platform offers a significantly higher return on investment than its predecessors. ROI is achieved by maximizing agent productivity while simultaneously focusing on incremental orders and average order value.

- Increase conversion rates: 15-30%
- Increase incremental orders: 10-15%
- Increase incremental revenue: 12-25%
- Lift in average order value: 35%
- Increase interactions per labor hour worked: 1-3% of traffic
- Customer satisfaction: >85%

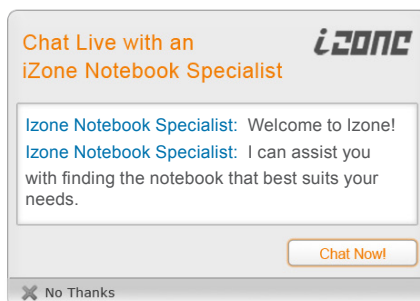
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Chatting with product specialists gives visitors reassurance in their decision-making



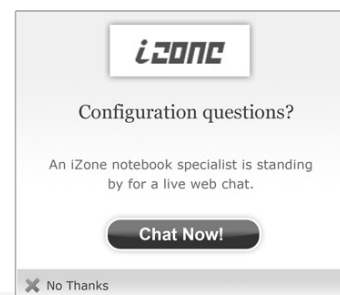
The screenshot shows a chat invitation window with the iZONE logo at the top. The text reads: "Question on your notebook selection? An iZone notebook specialist is standing by for a live web chat." Below the text is a "Chat Now!" button and a "No Thanks" link at the bottom left.

Invitations are branded and presented in the context of the visitor's experience



The screenshot shows a chat invitation window with the iZONE logo at the top. The text reads: "Chat Live with an iZone Notebook Specialist". Below this, a message from the "iZone Notebook Specialist" says: "Welcome to Izone! I can assist you with finding the notebook that best suits your needs." Below the message is a "Chat Now!" button and a "No Thanks" link at the bottom left.

Invitation content can be contextualized based on the page location of the visitor



The screenshot shows a chat invitation window with the iZONE logo at the top. The text reads: "Configuration questions? An iZone notebook specialist is standing by for a live web chat." Below the text is a "Chat Now!" button and a "No Thanks" link at the bottom left.

Sophisticated business rules enable retailers to send contextualized invitations based on the visitor's current experience.

Increase average order value. LivePerson Enterprise monitors specific events (click-through paths, time on page, previous visits and purchases) that indicate a visitor's propensity to place or upgrade an order if engaged by an agent and applies business rules to trigger proactive invitations to these pre-qualified leads. As a result, LivePerson retail customers have consistently increased average order value by 35 percent.

Reduce service costs and increase agent productivity. Shifting service requests from telephone to highly cost-effective online channels increases the number of agent interactions per labor hour by more than 20 percent, significantly reducing the average cost per interaction. Savings stem from concurrency: chat agents can handle three to four concurrent chats using LivePerson, versus one per phone call, greatly boosting their efficiency rates.

LivePerson Enterprise also maximizes agent utilization and eliminates long wait times with its comprehensive predictive dialer, which simultaneously assesses agent availability and the number of hot lead visitors, then synchronizes invitation delivery accordingly.

Gain insight with real-time monitoring and reporting.

Gain valuable insight into online sales initiatives with real-time reporting on conversion rates, abandonment points, entry pages, navigation paths, rules effectiveness and campaign performance. Using these tools, retailers can monitor visitor behavior in real time, and optimize traffic to checkout and checkout to order paths.

Foster long-term customer loyalty and satisfaction.

LivePerson Enterprise for Retail promotes customer-centricity, a critical driver of acquisition, satisfaction and retention in today's commoditized retail environment. The solution's sophisticated productivity and analytics tools ensure that customers are routed to appropriate skill-groups, speeding time to resolution. In fact, LivePerson retail customers realize customer satisfaction rates of greater than 85 percent.

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