



Live Shopping Advisor Properties

The THINK⁵ Live Shopping Advisor allows, by using the innovative LSA-Technology, active sales by personal real time ecommerce consulting (customer consulting) on sales websites and in online shops. That leads to a new consulting dimension in the world of internet sales.

For the installation, a just 5 line HTML/JavaScript Code have to be integrated into the own website's code and an installation file has to be installed on the operator's computer. After that the chat software is fully ready to use immediately. The Live Shopping Advisor runs out of the browser, so the users do not have to install the software, they just need to call the website.

To encourage the operator, different parameters can be chosen to select the users target-oriented. If the parameters apply to a user, this will be displayed to the operator. The operator is then able to accost the user proactively. Thus the innovative technology of the LSA is able to close the consulting gap in the internet. Furthermore the integration of the company's own corporate design accomplishes a high seriousness and identification of the users and employees with the company.

Properties overview

- Active Sales on own Website / in own online shop
- Personal real time ecommerce consulting (customer consulting)
- Fast and easy installation with a just 5 line HTML/JavaScript code or another module
- No installation for users necessary
- Justification of specific criteria for active customer consulting (live tracking / user tracking)
- For users the chat runs out of the browser, for operators out of the desktop
- Real time text-, audio- and video-chat
- Proactive communication: operators can accost the users anytime, and backwards
- Usage of own corporate design is possible
- Text-chat up to 5.000 users simultaneously possible



- Video-Chat up to 25 users simultaneously possible
- Support-tracking: operating system, screen resolution, county/language, URL, duration of stay
- Status display of the operators

Explanation of product features

Characteristics:

- The Live Shopping Advisor (LSA) allows a direct, real time sales approach and ecommerce consulting on your own website.
- The internet sales' consulting gap can be closed by using the Live Shopping Advisor.
- The LSA comes with the attributes of a live tracking tool.
- The possibility of integrating the corporate design accomplishes a high seriousness and raises the user's and employee's identification with the company.

Chat:

Besides the possibility, that operators (salesman) are able to accost the user (customer) proactively, also the users are able to accost the operators per text-, audio- and video-chat. The designation by user can be disconnected.

Usage:

For the users, the chat software runs out of the browser and opens transparently on the website. The Live Shopping Advisor just has to be installed on the operator's computer (Windows Mac OS and Linux) and have to be integrated into the website. After that the chat software is fully ready to use immediately. The LSA runs out of the operator's desktop transparently.

Installation:

For installation a just 5 line HTML/JavaScript code or another module (for DNN users) has to be integrated into the website's code. After integration, this program segment is ready to use immediately. Additionally an Air-file will be



installed on each operator's computer. After these preparations the Live Shopping Advisor is fully operable. In this way also the installation on MacOS and Linux works.

Special features:

With the help of ecommerce consulting, the operator is able to conduct and lead the user on websites. Because of live tracking attributes of the chat software, the website operator gets a variety of information about the customers, e.g.:

- Browser
- Language
- Origin (country/city)
- Path on the website
- From which site the user comes
- Operating system
- Actual Site
- Color matching
- Screen resolution
- Plug-ins
- Provider
- Size of browser window
- Scope of user to website
- Internet connection (DSL or ISDN)

The Live Shopping Advisor could be allocated different parameters, which helps to select several users on the website. If these parameters apply to a user, this is displayed to the operator. This helps to filter which user needs help.

Example: The parameter is the retention period on a product site. If the time is exceeded, the user will be displayed to the operator automatically. So the operator can consult the user proactively.



Design:

There are two possibilities to change the design:

- The color of the chat software can be changed independent by the user.
- In cooperation with THINK5 the program design can be adjusted to the corporate design of each company and brand.

User:

Die Live Shopping Advisor runs undisturbed by a minimum 5.000 user, which are on the website on the same time.

Log files:

- The complete written traffic, whether on single contact or chatroom level, would be saved. These log files can be imported to Excel.
- Your advantage: all conversation records will be created to documentation fast and easy.

Message store:

Whether the operator or support is offline, the users can send him a message. During the next log in, this message will be delivered with a time stamp.

Versions:

The Live Shopping Advisor is available as a hosted-version initially, later on also as a setup-version. The script for website integration communicates then optionally with one of the two versions. In the hosted-version, all chat-services are provided by the THINK5 Server, this includes:

- Server hardware
- Software licenses
- Server setup and maintenance
- Network scope
- Traffic

In the (at a later date scheduled) setup-version, the chat software will be installed and adjusted by the customer (similar to an email server) and operates it in his own network.



Licenses (just hosted-version):

- 50 users
- 100 user
- 250 users
- 500 users
- More than 500 users (on request)

Profile:

Besides self-created user names, also avatars, e.g. images, icons or graphics can be included. Avatars from existing, foreign systems can be linked easily to the chat, e.g. gravatar.com.

Availability status:

It can be chosen different stadiums by using the Live Shopping Advisor:

- Away
- Extended away
- Offline
- Online
- Do not disturb

The real time availability status effects, that if one user leaves the chat, the software reports him as "offline" immediately. As a result: Users will not be connected if they are offline.