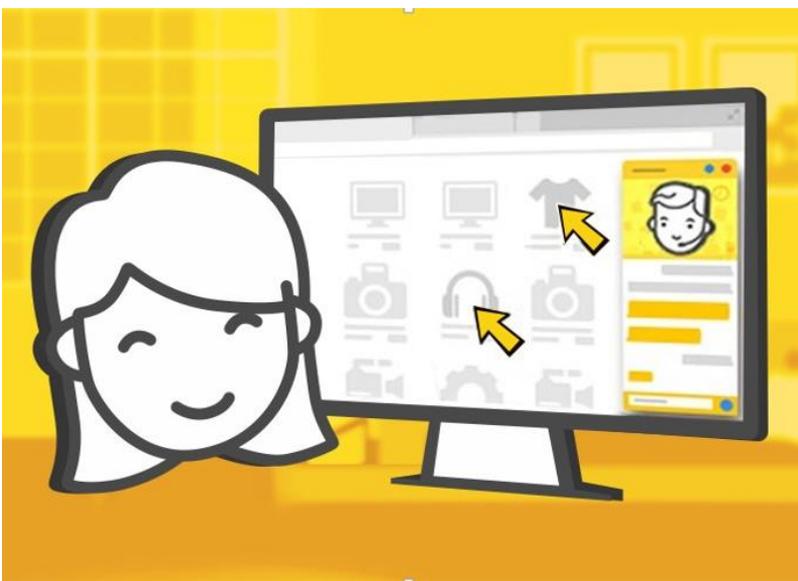


## Video Sales

Businesses implemented video chat report about increasing the conversion rate up to 85%\*.

A sales rep will be more successful when being able to not only speak about the product, but also to show it live, share images and docs.

### Video chat on a website



RichCall provides a “Live Help” button, which can be easily embed into your website with no specific technical knowledge required.

Just one click and a website visitor is connected with your sales rep who can:

- show product photos,
- send documents and guides,
- use co-browsing to navigate the client through the ordering process.

### Live video showroom

Your sales rep meets a client online and uses the back camera of his phone to **show** the product live.



\* when comparing to the phone calls statistics; according to the public case studies

## How to establish a video chat session

### ONLINE VIDEO CALL

- when on your website an online visitor clicks the “Live Help” button and selects the category of his question
- RichCall routes the video call to the group of agents responsible for the category selected
- inside the group the call goes to one of the available agent

### PHONE CALL ESCALATION

- while talking over a regular phone call a sales rep decides to switch to a video chat session
- he generates an unique 4-digits code and tells it to the client
- the client enters the code on your website and launches a video session on the fly

### SHEDULING ONLINE-MEETINGS (in the next releases)

- a sales rep schedules an online meeting with the client and sends him a unique link to join
- at the scheduled time the sales rep activates the video meeting and the client joins

## Industries

✓ ONLINE RETAIL – engage with your customers online and increase digital sales

✓ AUTOMOTIVE – wow your clients with the online in-dealership experience

✓ LUXURY - provide an in-person experience and show your products live

✓ FINANCIAL SERVICES – online banking and ID verification with a personal touch and powerful web-collaboration tools

## Feature set

### Server:

- cloud-based and on-premise installation
- seamless integration with the contact center software – WebRTC-to-SIP g/w, integration with the agent desktop
- WebRTC, STUN/TURN technologies for the best interoperability

### Collaboration tools:

- dual HD video
- app sharing with the “pointer” feature
- co-browsing empowered with the “pointer” and field masking
- chat with docs and images sharing
- multiple-camera support
- screenshotting with annotations

### Agent:

- transferring a session between devices
- audio and video connection quality indicator (MOS)

### Admin:

- UI branding
- ability to configure the feature set for different skill groups
- configurable call routing rules
- customizable pre-call questions
- service availability setting
- configuring agent groups

### Supervisor:

- access to session recordings with search and filtering capabilities

### Client/caller:

- several Customer Satisfaction Metrics supported
- multiple languages supported: Russian, English, Spanish, Arabic, German
- all modern browsers are supported, including mobile ones.