

CHATAIL *1V1 LIVE*

“Chatail builds the best **Real Time Engagement Sales Tools** for Luxury brands.”

Client engage longer when they see, hear, and interact with each other, with **Chatail**, luxury brands can start an **exclusive, real-time engagement** with their clients anywhere, anytime on any device.

Our Products



Call Center 1V1 LIVE

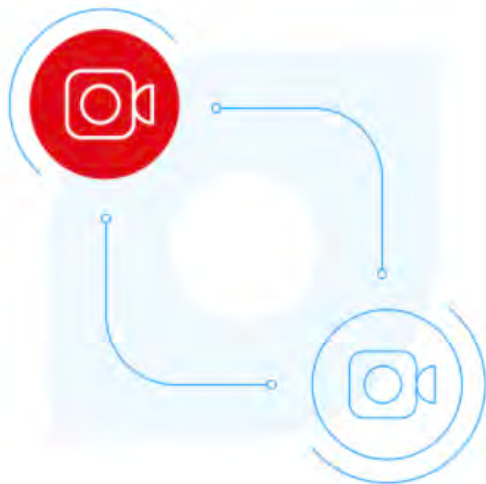


Retail Store 1V1 LIVE



LIVE Button SDK

Features Highlight



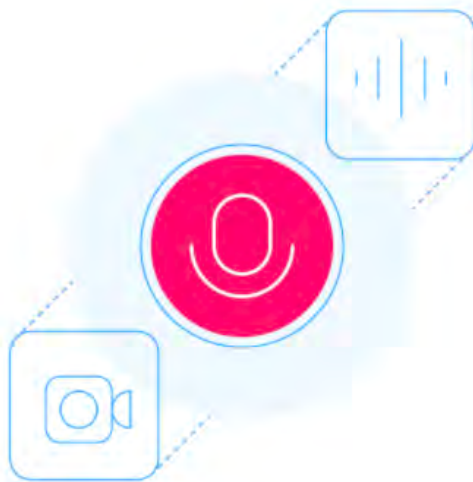
One-way Video

Protect VIC’s privacy



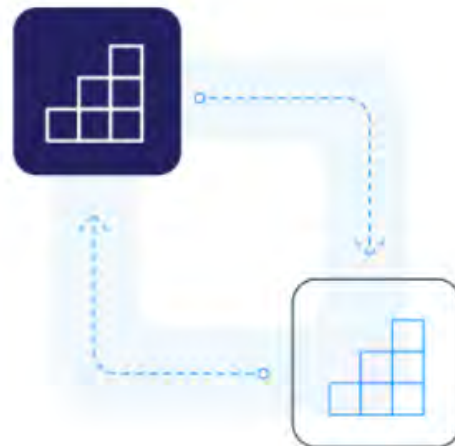
Voice Only

Real-time feedbacks



Record & Replay

Track performance



Simple Deploy

Less steps to kick-off

Background *Founder's bio*



Parsons School of Design

Bachelor's Degree, Fashion/Apparel Design

2011 – 2015



Shanghai International Studies University

Bachelor's Degree, Advertising

2010 – 2011

Awards

Saks Fifth Avenue Window Display 2015 Finalist

毕业作品被美国百货连锁巨头“Saks第五大道”入选并陈列。

67th Annual Parsons Fashion Benefit Finalist

作品曾入选第67届Parsons晚宴，在贝聿铭先生设计的Jacob K. Javits中心举行。

Eyes on Talent Digital Platform Selected Designer

Eyes on Talent电子平台是LVMH Group创办的线上创意人士内容平台。

Kering x style.com Empowering Imagination 4.0 Finalist

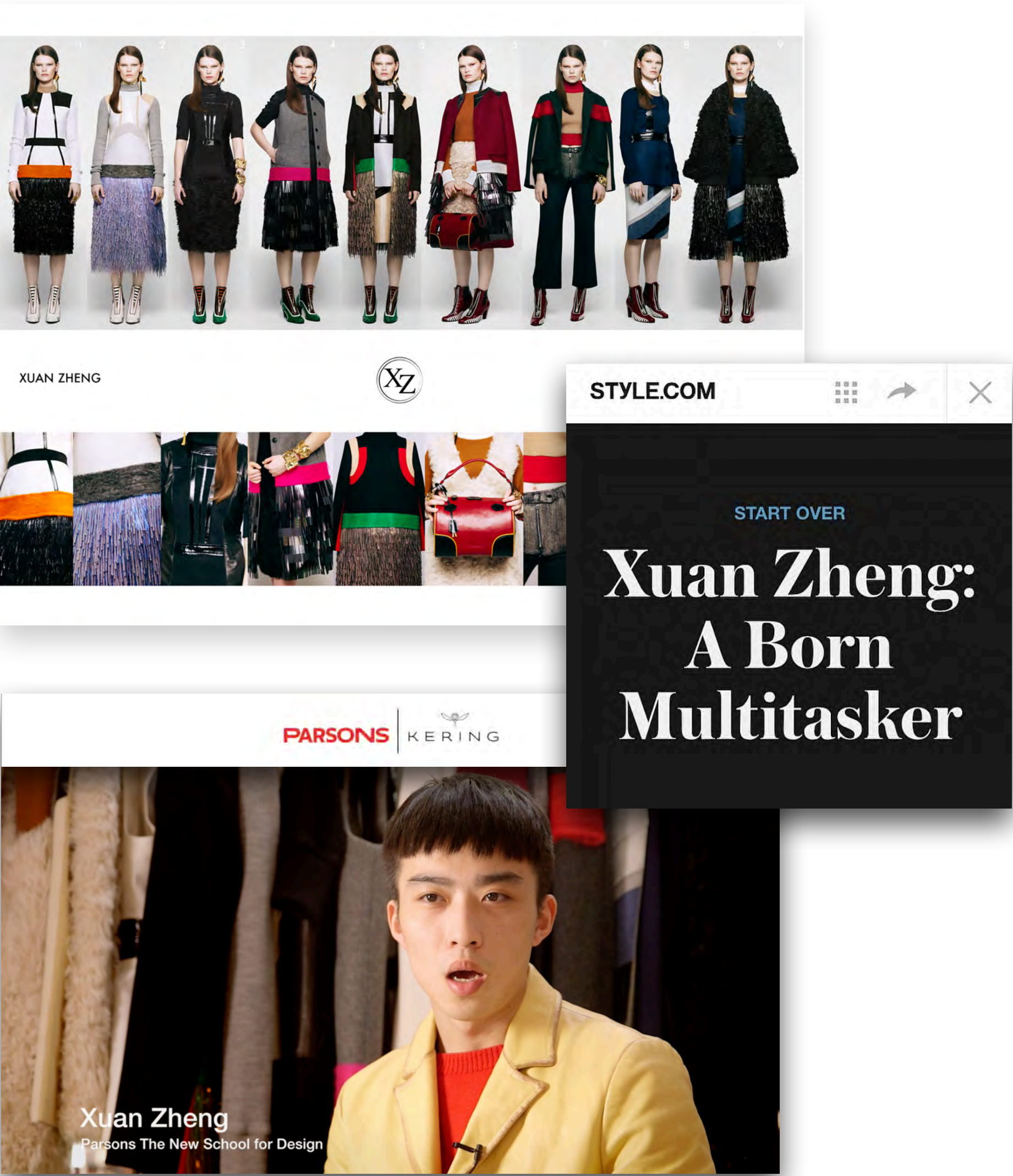
成衣系列作品“Yesterday's Tomorrow”入围Gucci母公司开云集团“未来之星”大奖，并在Style.com封面展现。

Womenswear Designer of the Year 2015 Nominee

Swarovski Sponsorship 2015 Nominee

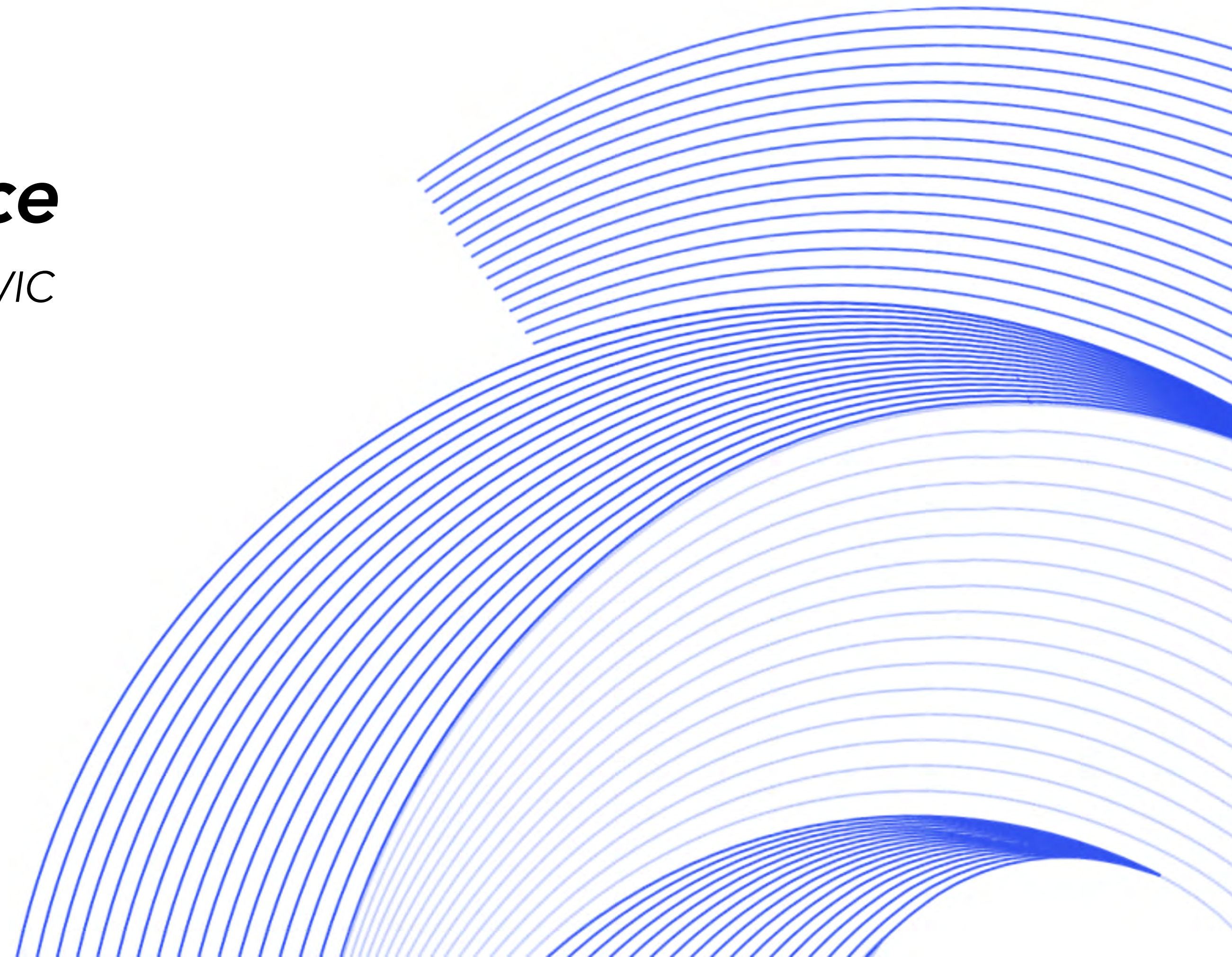
Jason Wu Fabric Sponsorship 2015 Nominee

Portfolio of the Year 2015 Nominee



Call Center 1V1 LIVE Service

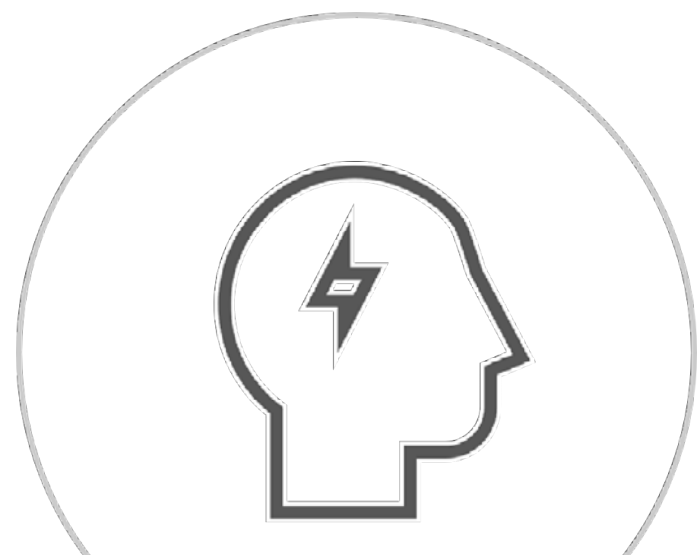
Creating an exclusive service experience for brand's VIC



Our perspective on Call Center 1V1 LIVE

*Call Center 1v1 LIVE-Steaming is new door to our online retail services, a way to **recreate customer intimacy**, such as CA's voices and introductions, real-time product displays, lighting design, background music, VM, etc...assemble them into a groundbreaking new online shopping experience.*

"1v1 LIVE to E-Commerce is what VIP room to boutique store."



*Empower CA
with LIVE tools*



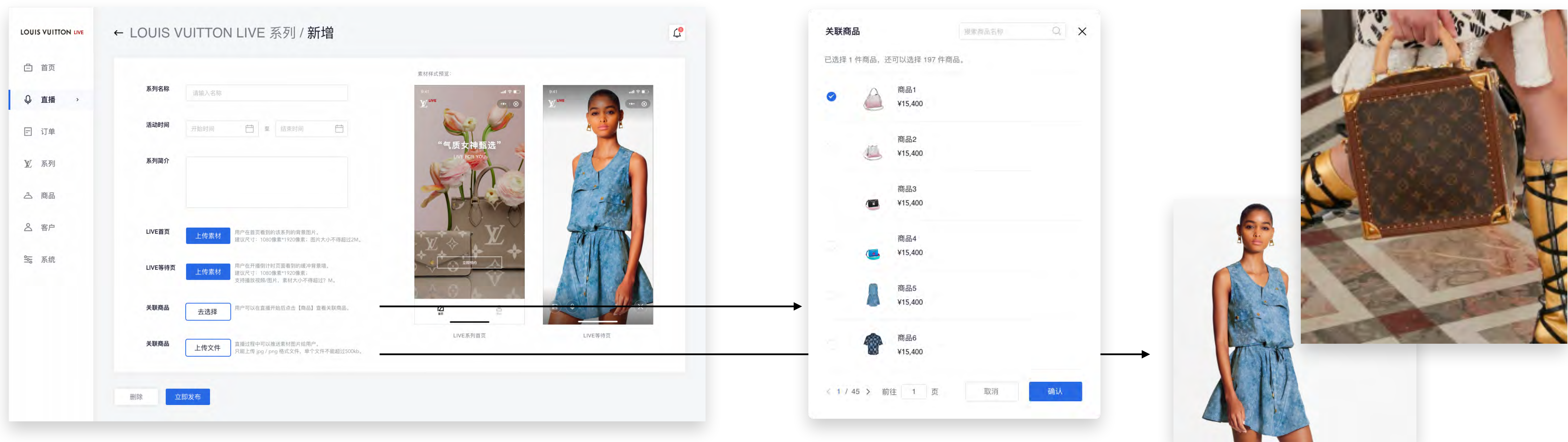
*Improve client-telling
"go-to client" strategy*



*Upgrade to 360
immersive service*

Journey : Before LIVE Create a collection for user

A capsule collection is the starting point for what user can experience in Call Center 1v1 LIVE



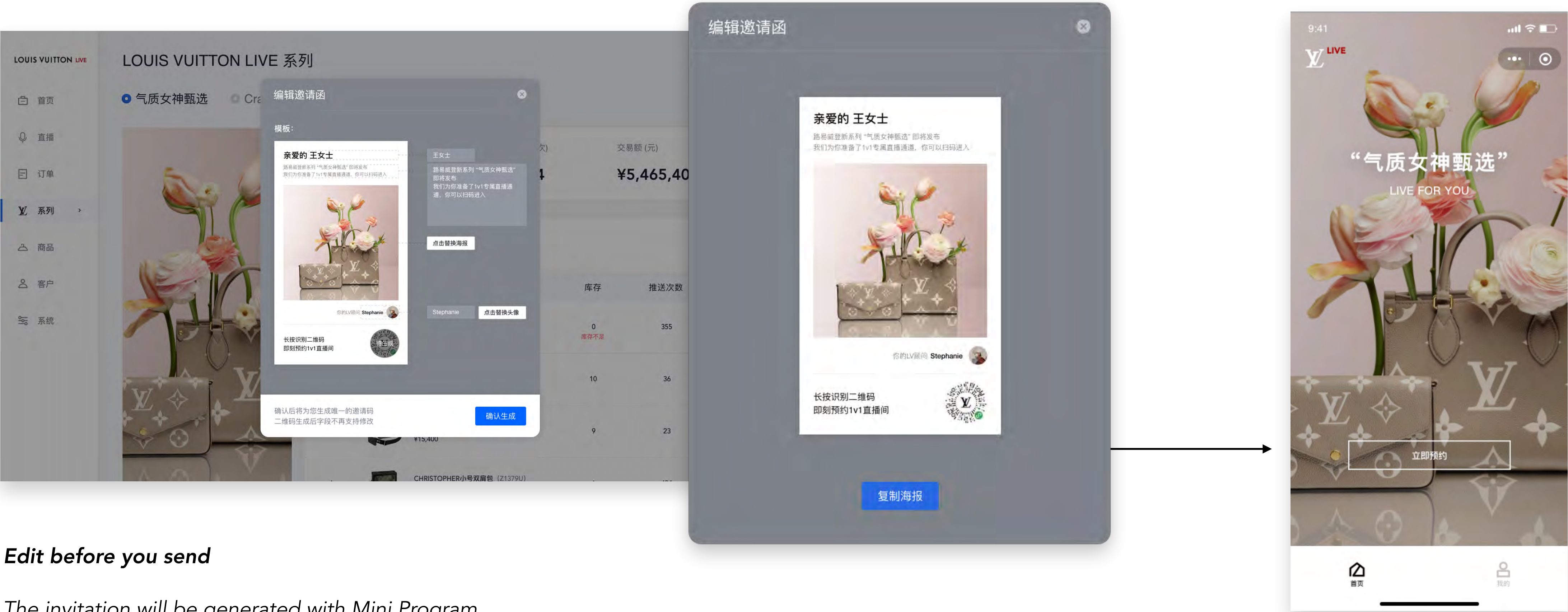
Create capsule collections

Relate products

Relate materials

Journey : Before LIVE *Edit invitation for user*

Allowing CA to create a personalized LIVE Streaming invitation for users

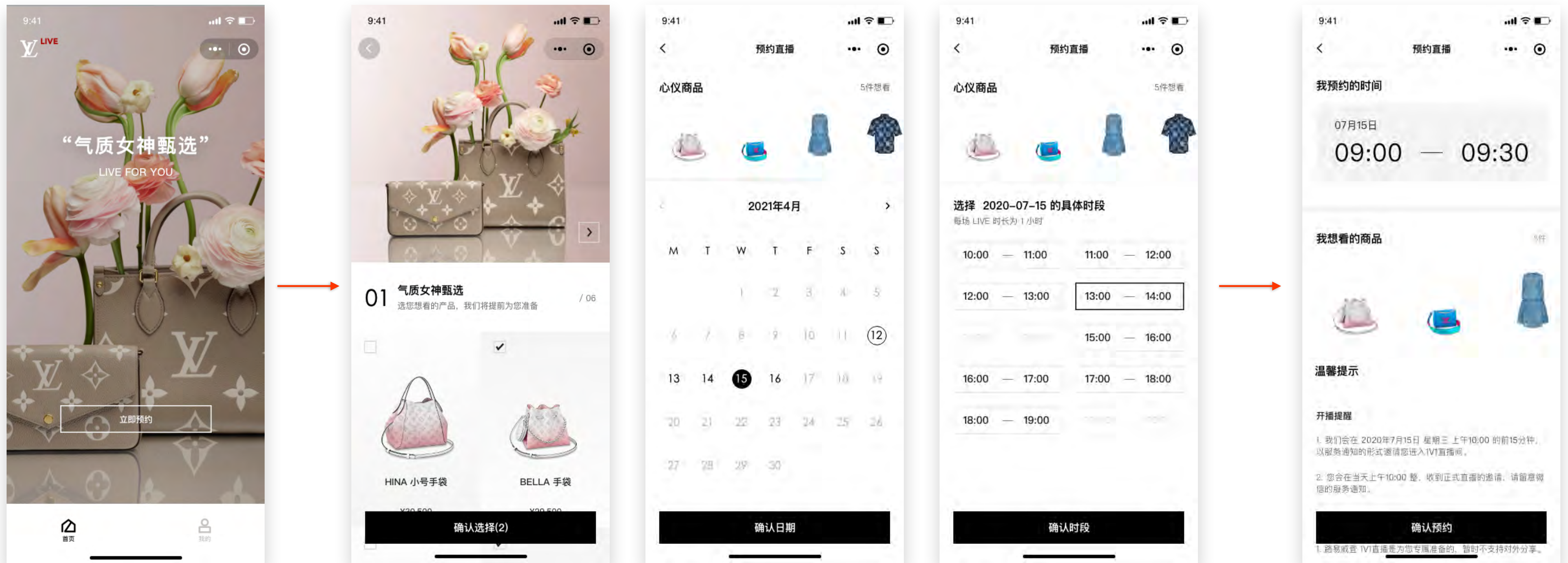


Edit before you send

The invitation will be generated with Mini Program Code providing for onetime only use, CA can edit user's name, welcome sentences, as well as her own photos

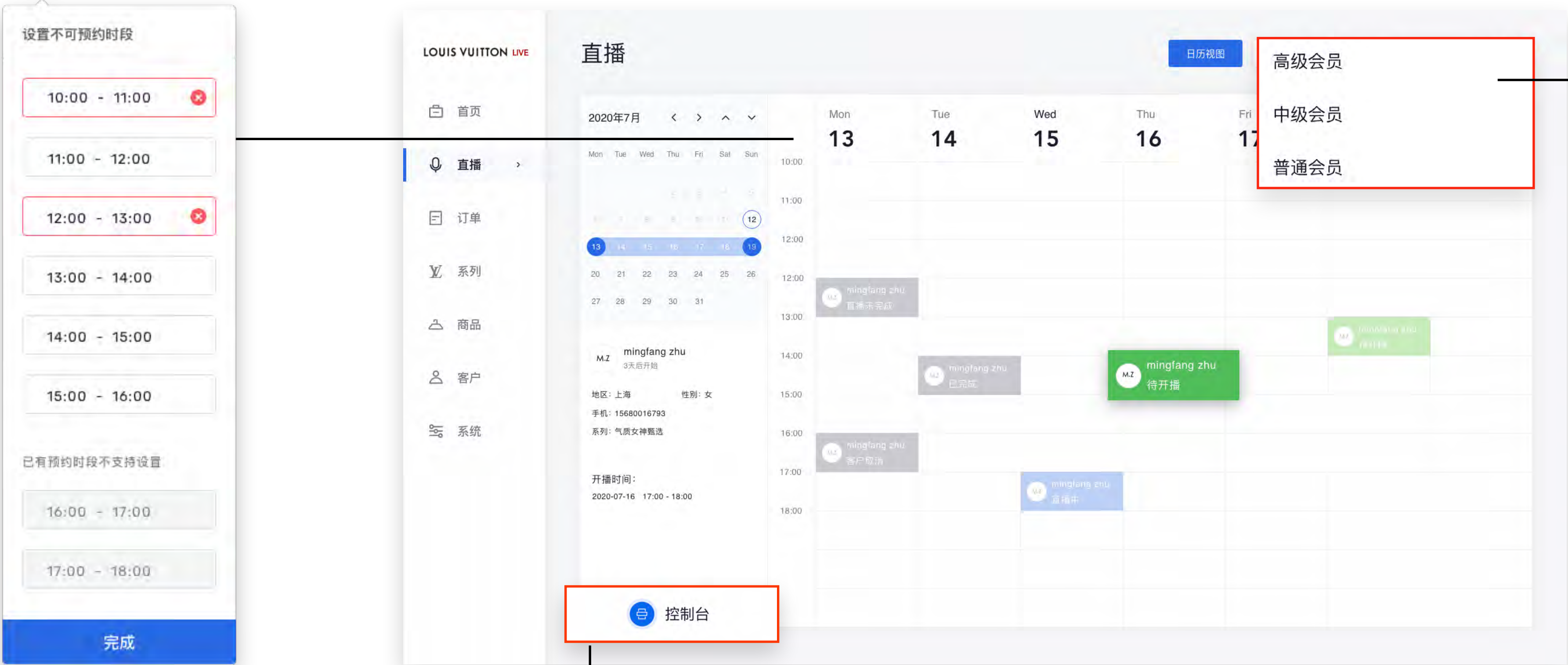
Journey : Before LIVE *User confirms booking*

When client received the invitation sent by CA, he/she can accept it and pick product from multiple collections — to formed the content of his/her Call Center 1V1 LIVE. Later client can select the date and time slot.



Journey : Before LIVE CA manage bookings and prepare to start LIVE

Operation Center is where CA arrange shift schedules, search an appointment and start LIVE services



Shift Schedule

CA can manage their own time so that they can block schedules in advance

Control Center

The control center button allowing operator to start a LIVE, it's the entrance of the service

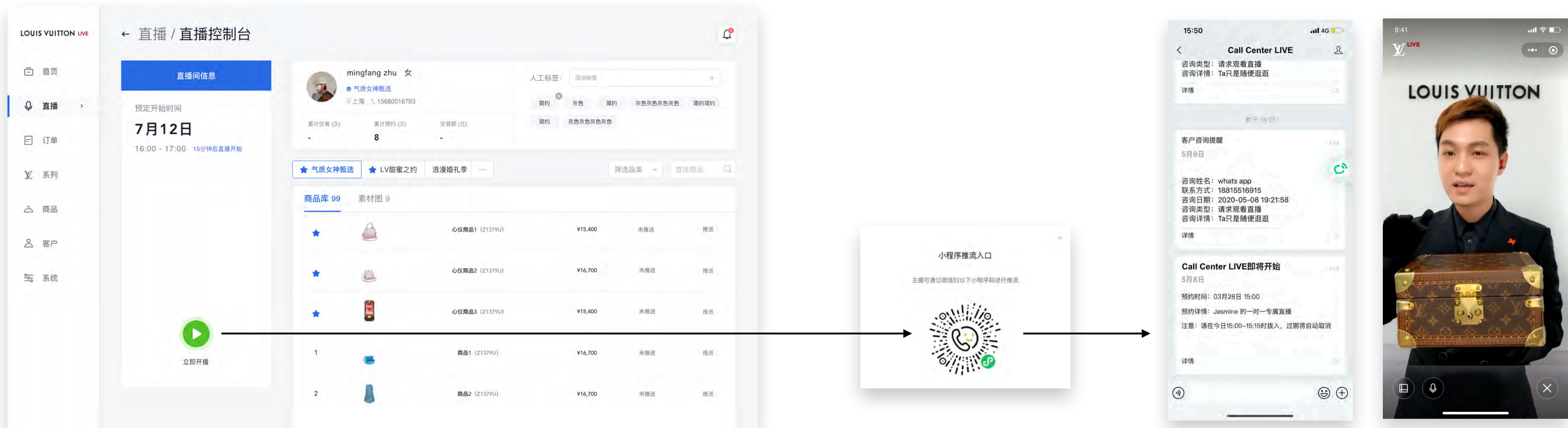
Filter Clients

The Call Center operation center allowing us filter clients with their different levels.

Call Center Side

Journey : LIVE about to begin Push LIVE to user side

Operation deck will allow CA to push LIVE to user when it gets near to the starting point



LIVE Control and Start LIVE Button

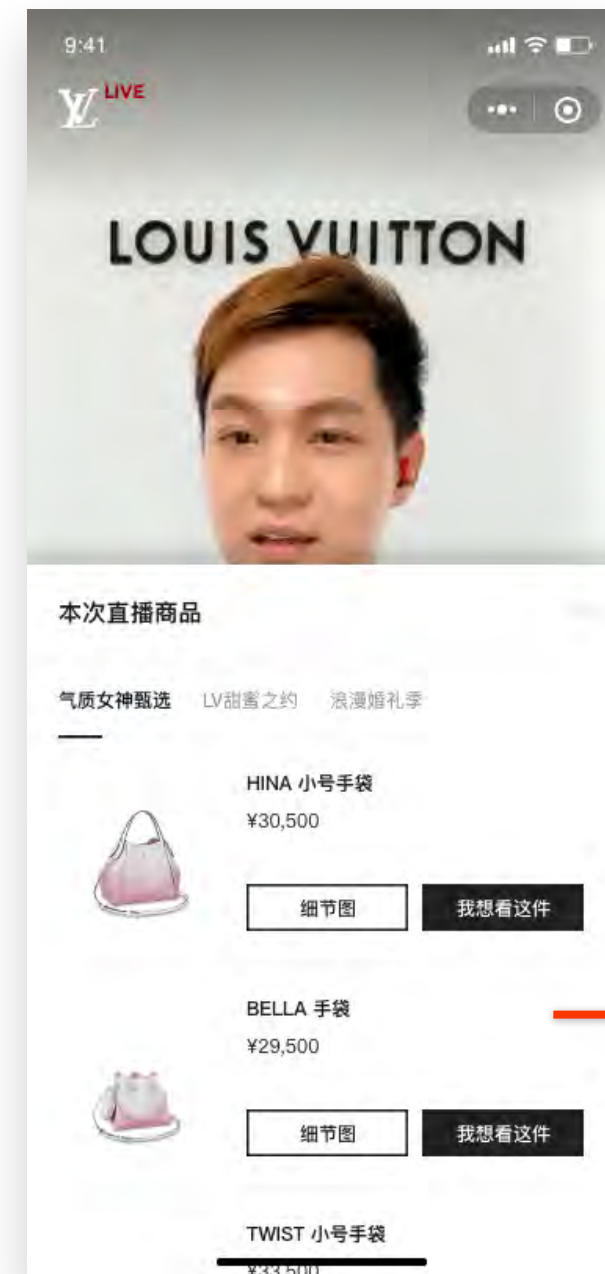
The LIVE control is where operator manage a show, he/she can start the LIVE, check the status of it, and get prepared for what's going to present during the LIVE

OBS code: to push LIVE to user side

User who booked LIVE call center service will be notified 15 minutes before it begins. When it starts, we will play a short, a minute capsule collection video for uses, who is also getting ready for LIVE services

Journey : During LIVE *User side select products and add to shopping cart*

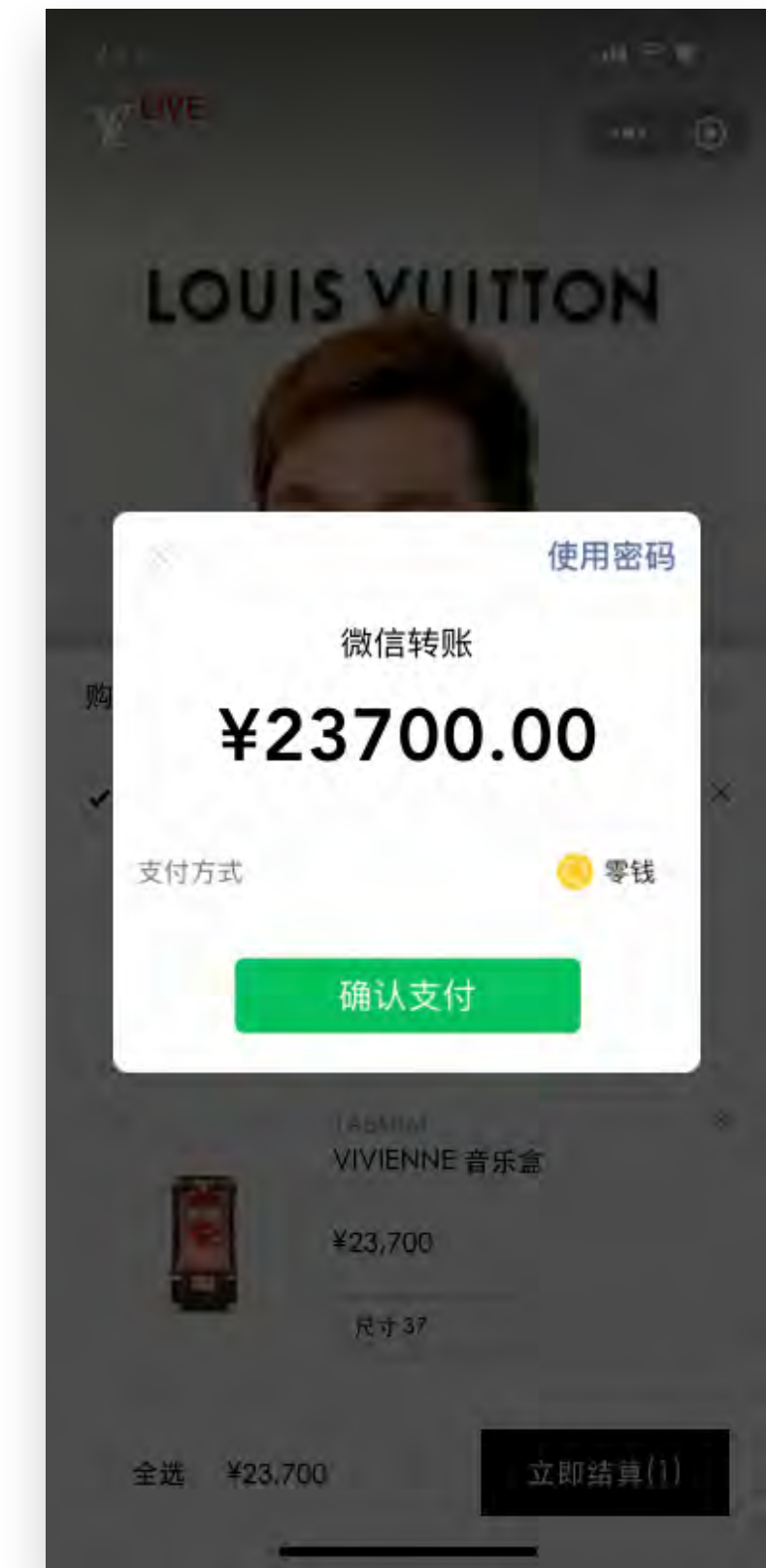
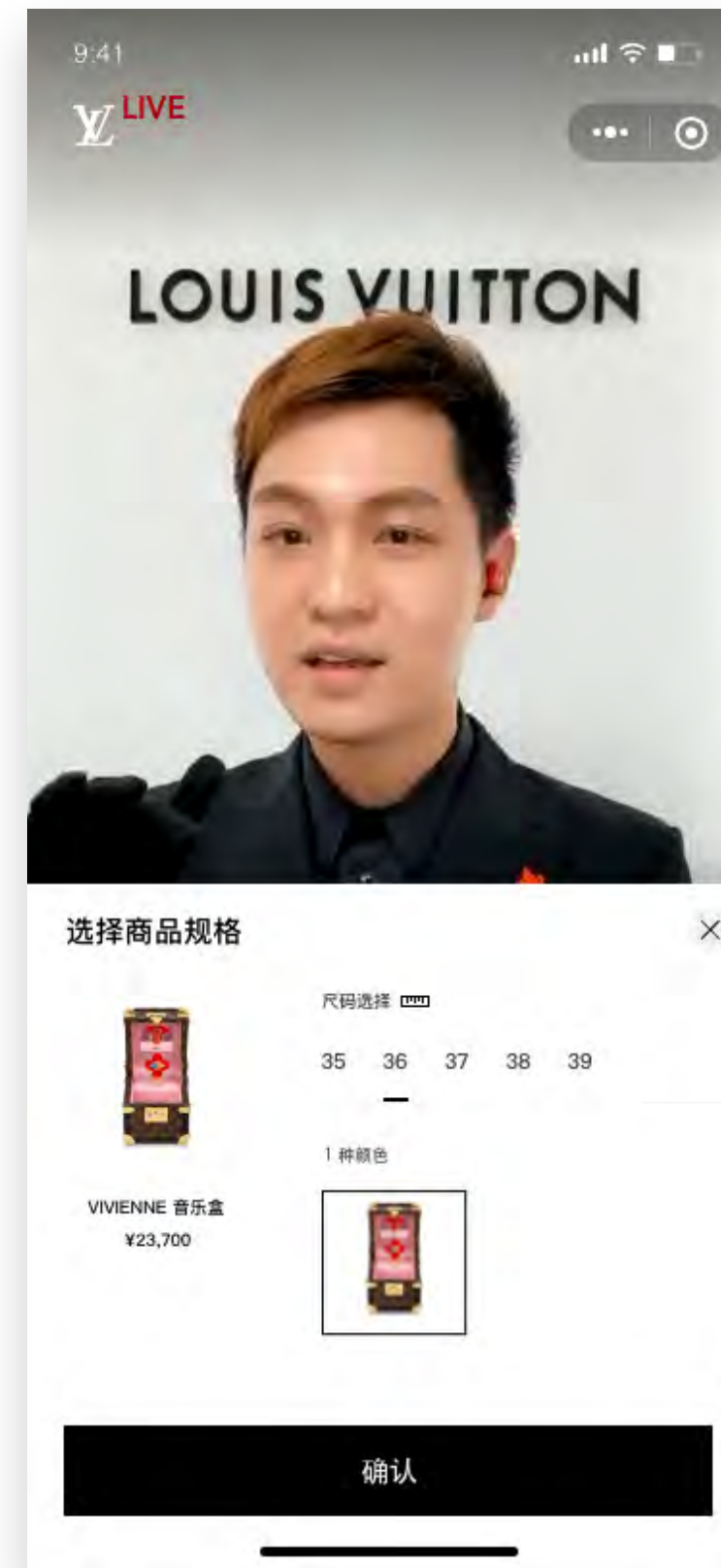
User can choose what products to be presented next, and add it to shopping cart for later purchase



User can select the product that he/she interested most to notify CA



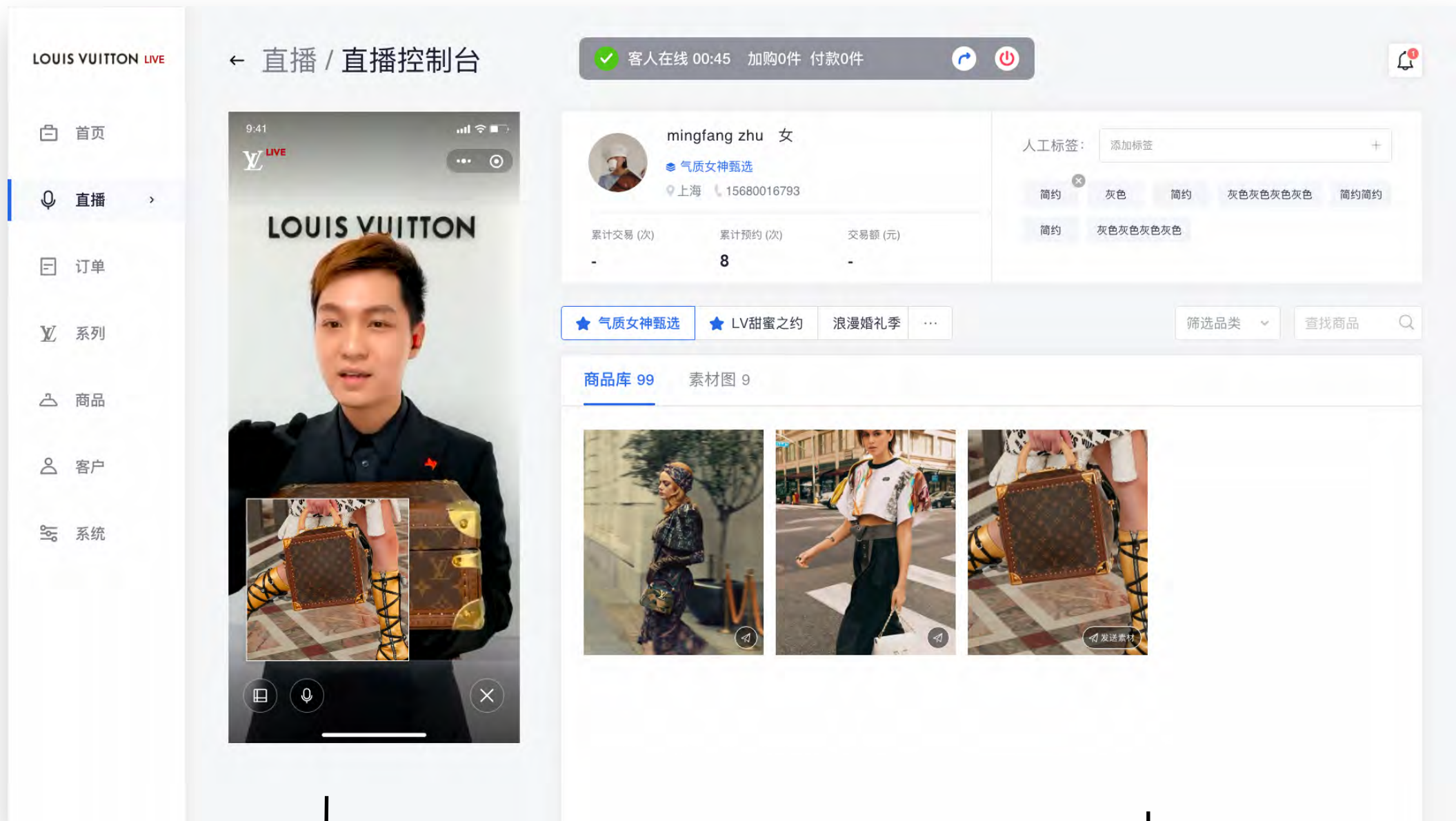
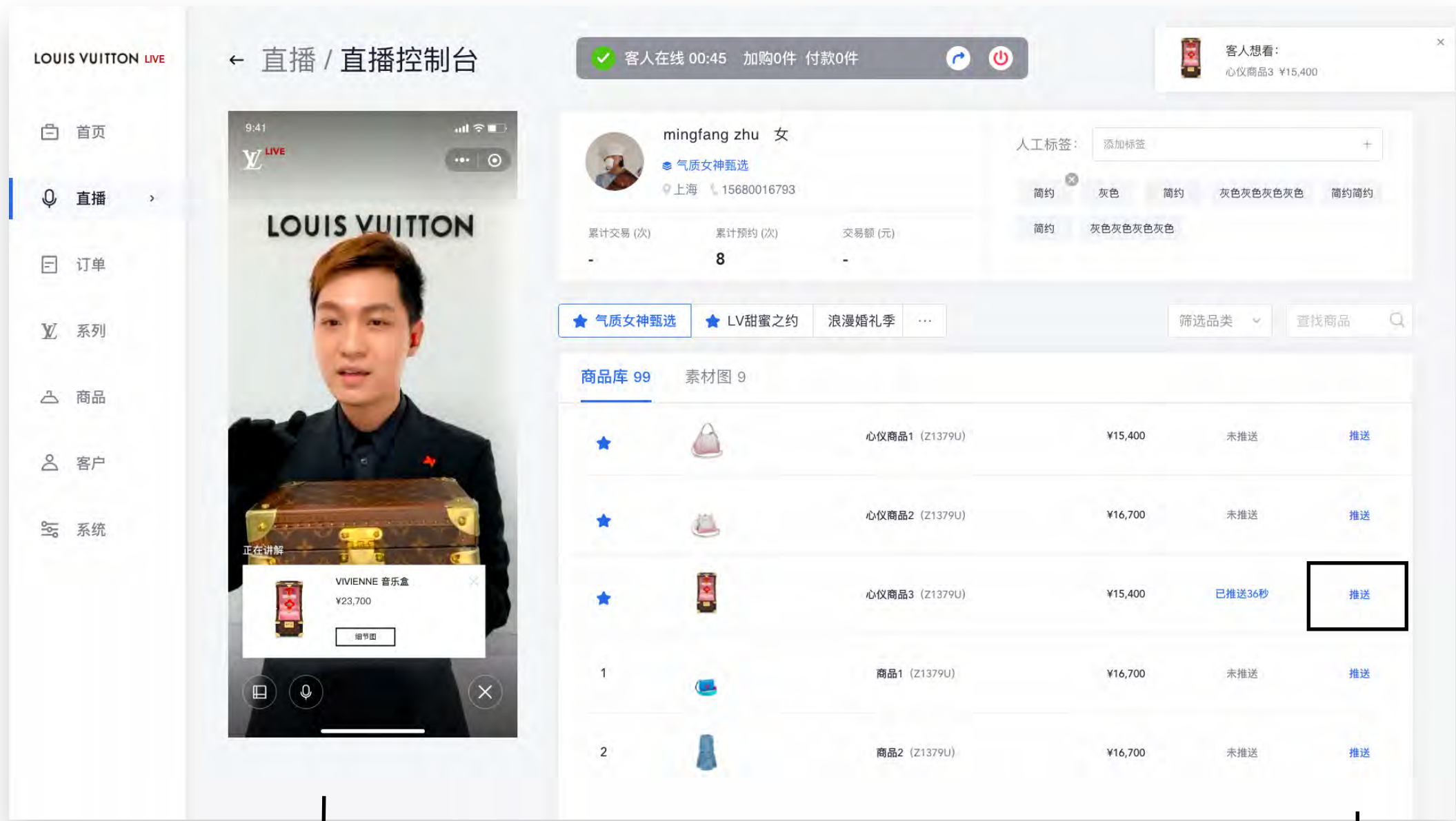
When user receive the product card, he/she can interact with it or add to shopping cart



Once user purchased, he/she can continue to watch the LIVE. The shipping fill-out process can follow up later

Journey : During LIVE CA Push Product Cards and Related Materials

CA can send push cards celebrity photos to user have a glimpse on related social references



Push product cards

When LIVE starts, the blue button will allowing operator to push product cards when host is presenting

Push related materials

Related materials including celebrity photos, product try-on sample photos ... anything to make user understand more and engage deeper during the LIVE matters

Journey : LIVE ended User side shipping process and recap for LIVE

After filling out the shipping address, we will link with SA in WeCon and show the products



User decide to end the LIVE



Fulfill the shipping address and pay



When payment is done, the WeChat for Work link will show and allow user to discover more details



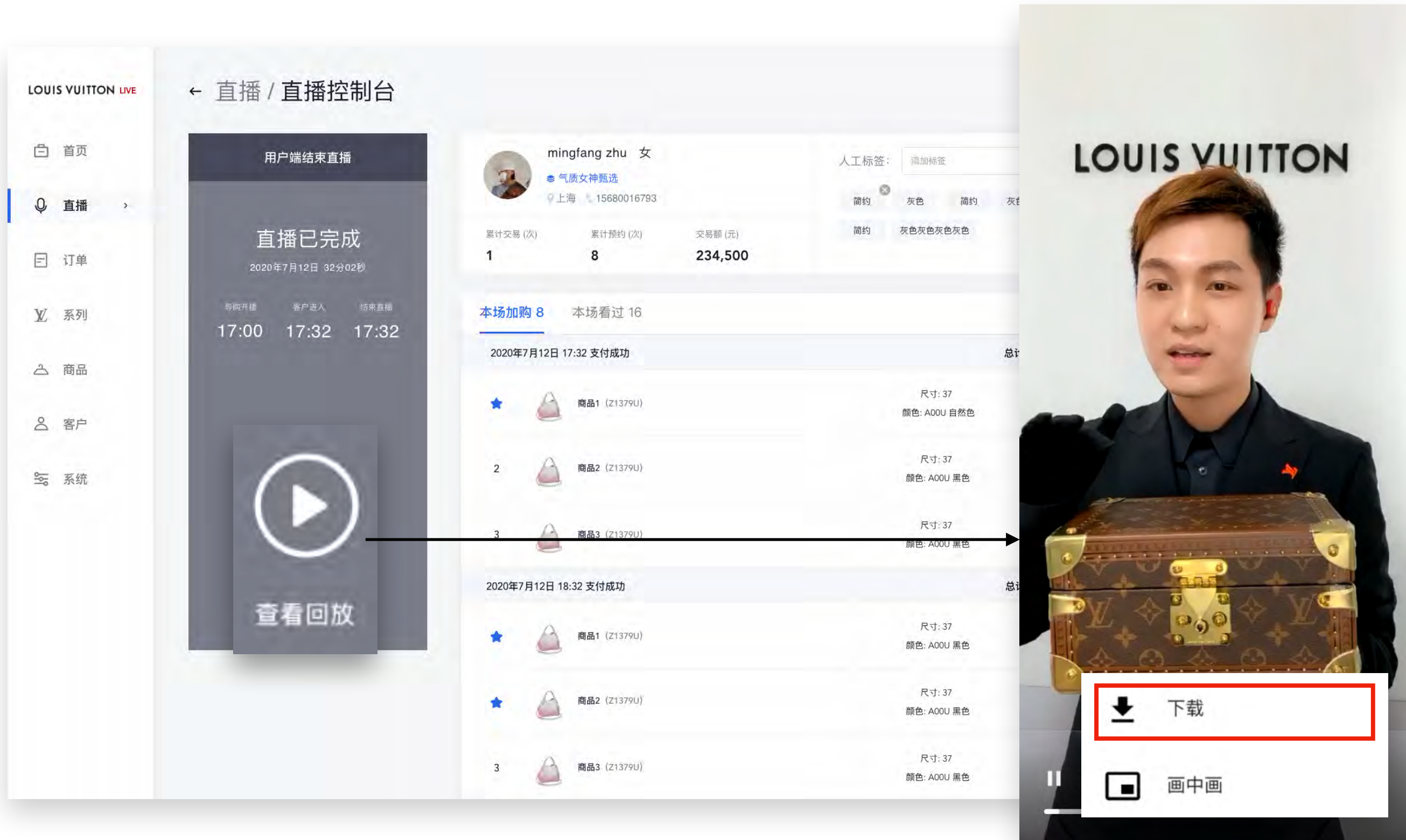
SA WeChat for Work code



Share "Playback" clips to others

Journey : LIVE ended Team can review the performance from LIVE

We will record every LIVE appointments performances on both CA and clients (voices), which will increase the conversion rate for longterm due to it can treated as training material for the whole team



Click [Playback] to see the recording when the LIVE ended

The video can be played by full screen or downloaded.

Single-Stream recording mode:



Support to review and download the real-time audio and video of the CA side.

Mixed-Stream recording mode:



Support to review and download the real-time audio and video of both the CA and the client side.

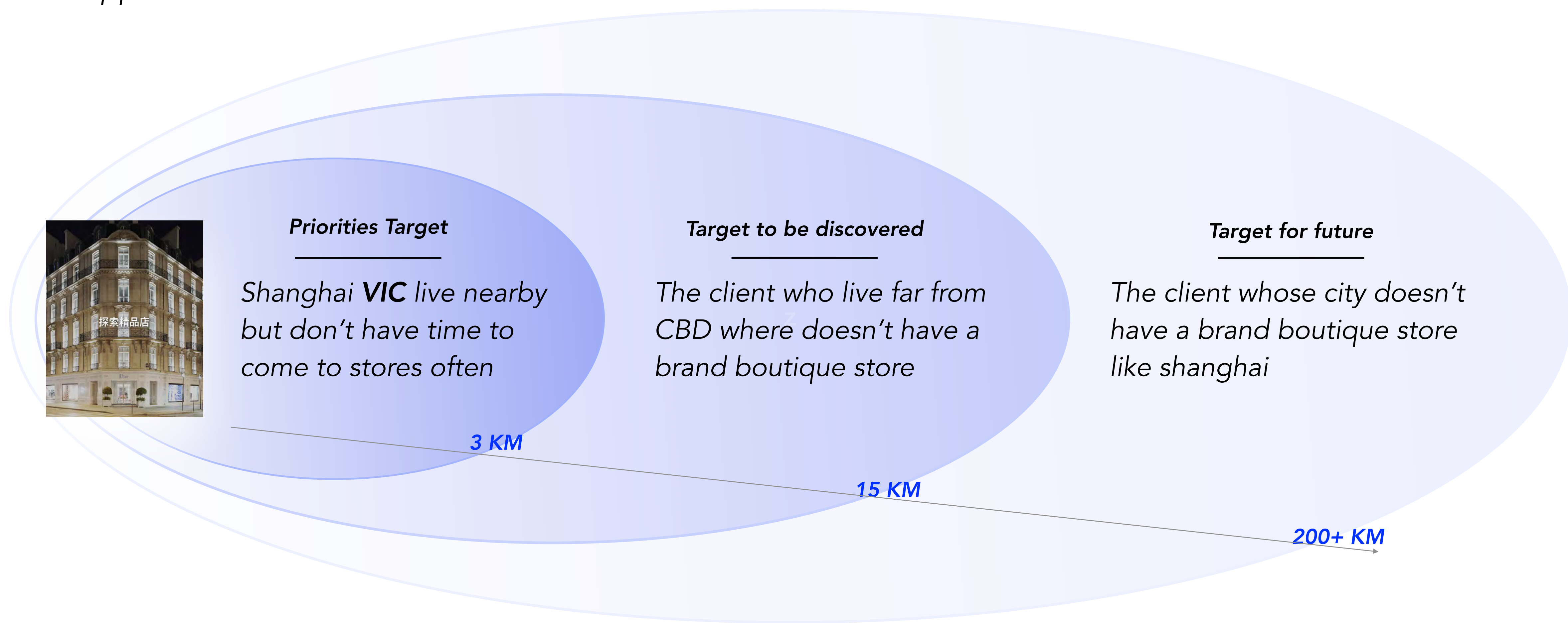
Store 1V1 LIVE Chat Solution

A new connection between retail store and brand's online service



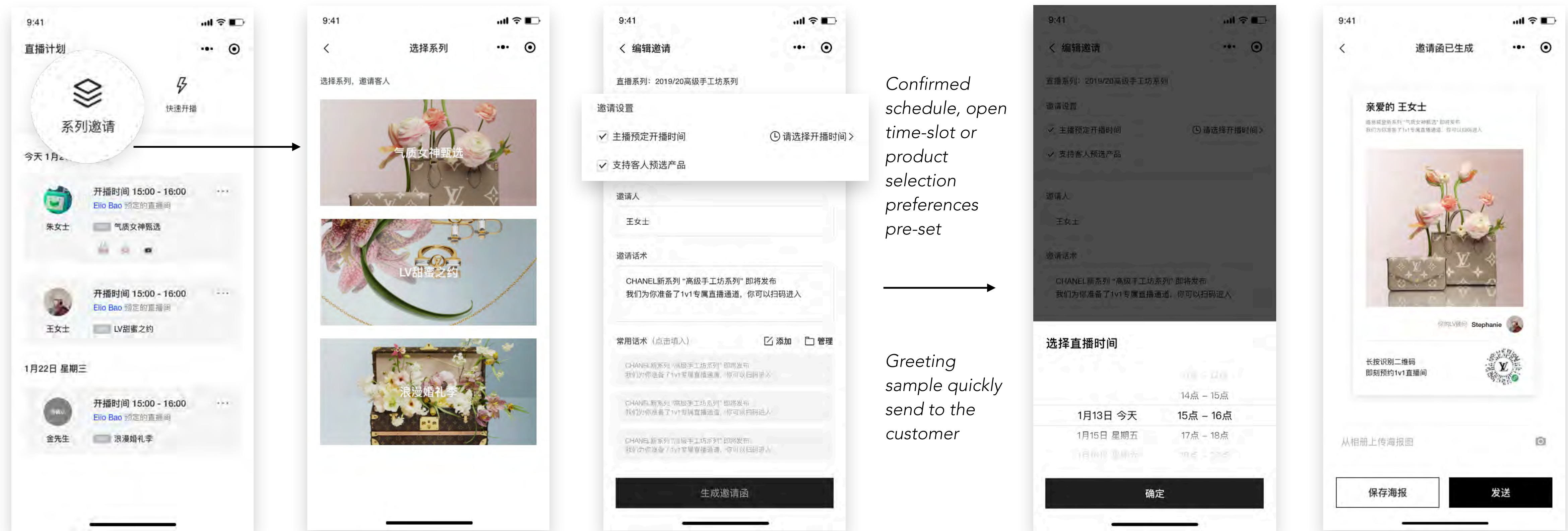
Who is Store 1v1 LIVE target *Remote Sale Clients*

Remote sale has a tremendous opportunity to boost the efficiency on conversion, and open the gate for more scenarios, letting Sales Associates to reach wider range of clients, who can experience “retail service” by using video appointments.



SA Mini Program *Support create 1v1 LIVE with mobile*

Supporting multiple ways of invitation format: sending it with confirmed schedule, or with open time-slot that client can make decision by herself. SA can choose to open/close the product selection before send it out.



*Confirmed
schedule, open
time-slot or
product
selection
preferences
pre-set*

*Greeting
sample quickly
send to the
customer*

SA click "Invitation" to create LIVE room

Select collections for Live Sale

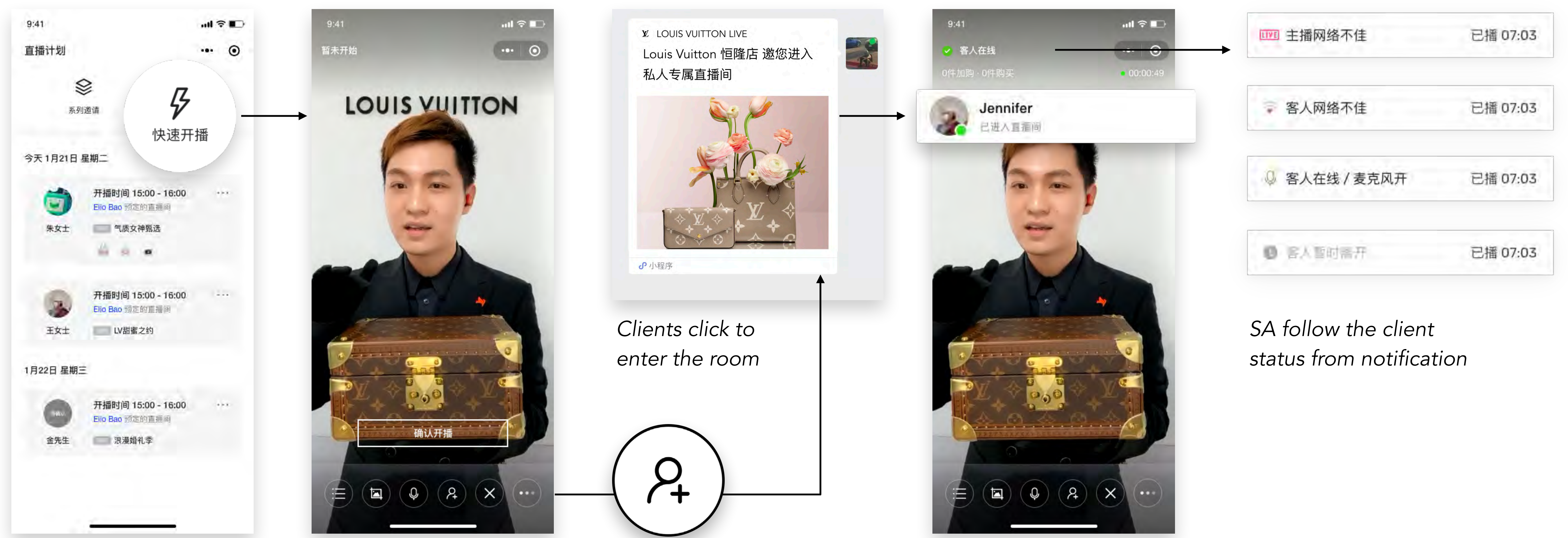
Edit information and create an invitation

Select date and time for client

Create a post with QR code and share to the clients

SA Mini Program Quick LIVE: to start an appointment anytime or right now

Quick LIVE reduced complex invitations procedures, allowed SA to communicate with client once they reached the agreement, it is the simplest and quickest way to do 1v1 LIVE in store.

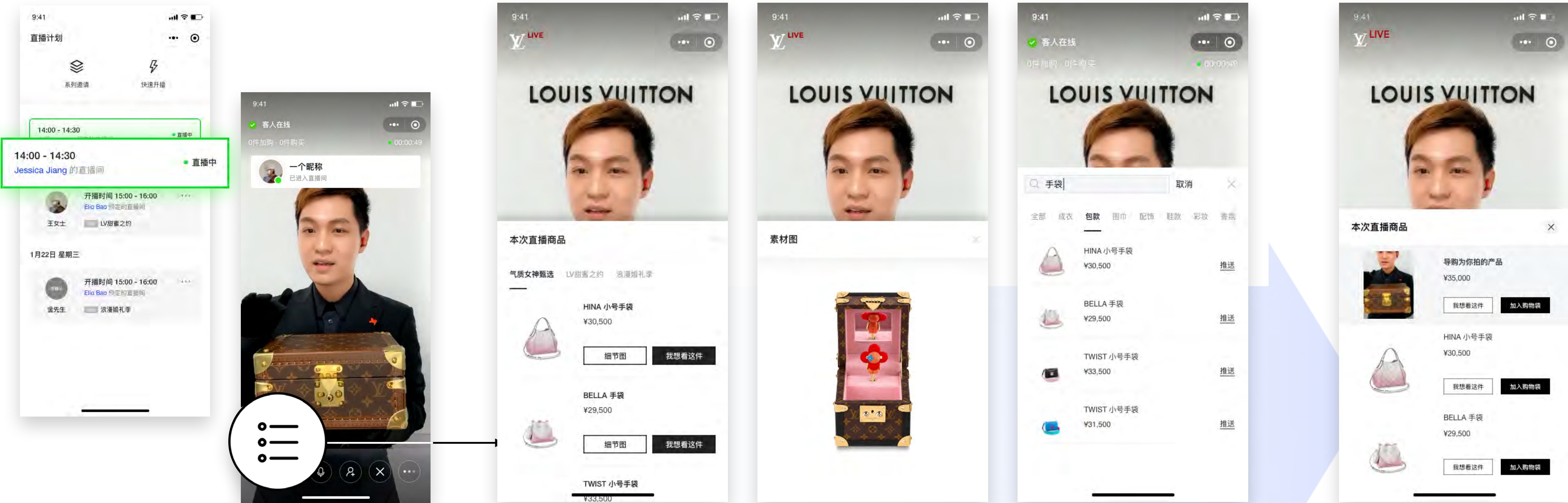


LIVE Assistant *Push product cards*

Retail Assistant is a role that helps SA during LIVE sales in retail store and push products link or pictures to the clients, assistant can only join in the LIVE room when SA host started.

Retail LIVE Assistant side

Client side



Assistant click "LIVE" banner to enter, find "List" button to push cards

Select product cards

Select materials

Search products

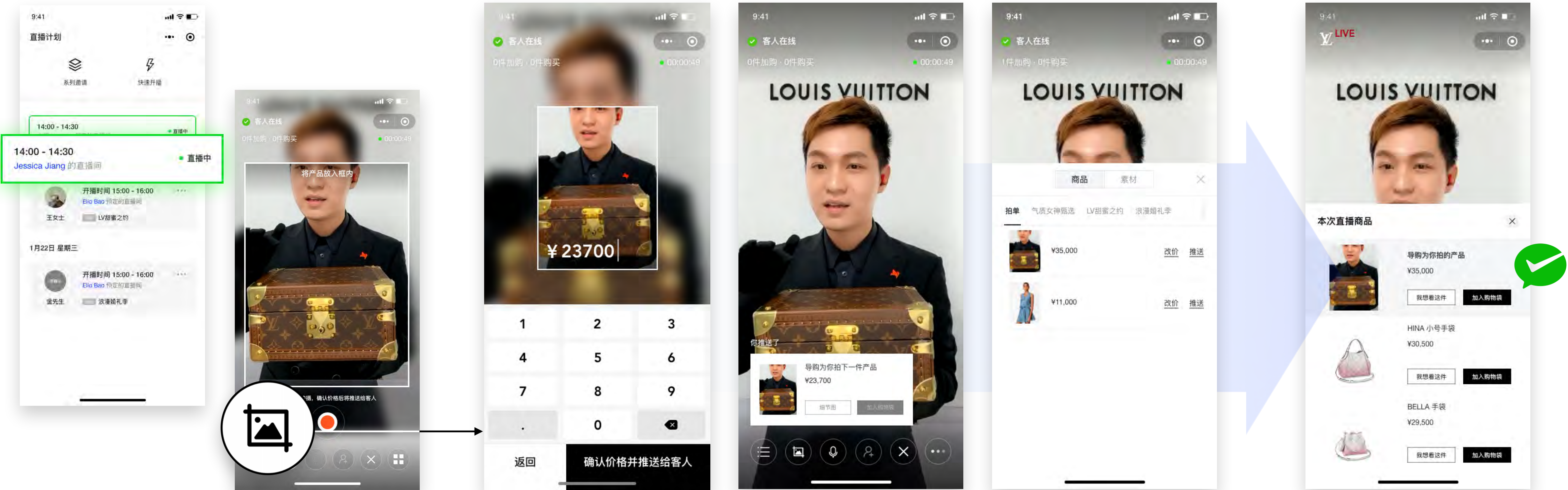
Clients received the product card

LIVE Assistant “Pai” - a feature complete the puzzle for product library

“Pai” feature enabled SA/Assistant to bring product from store to introduce to clients, without worrying about there is no SKU photos or link for clients to purchase. It takes care of all scenarios happening in store.

Retail LIVE Assistant side

Client side



Assistant click “LIVE” banner to enter, find “**List**” button to push cards

SA click “Pai” to focus on product, click to screenshot

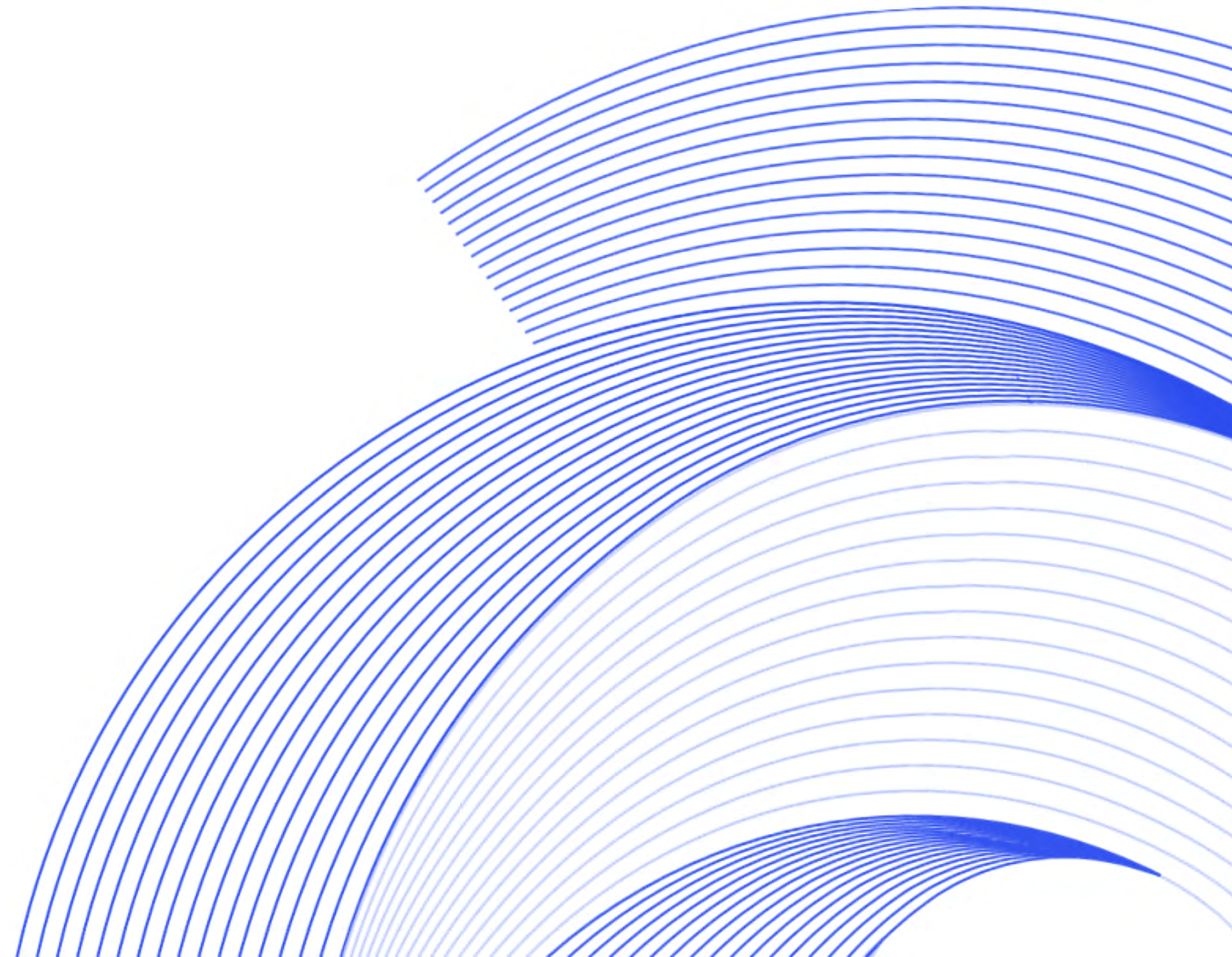
Fill the price to pair with the correct product price, send

Assistant can change the price once “Pai”

Clients received the product card and pay

LIVE Button

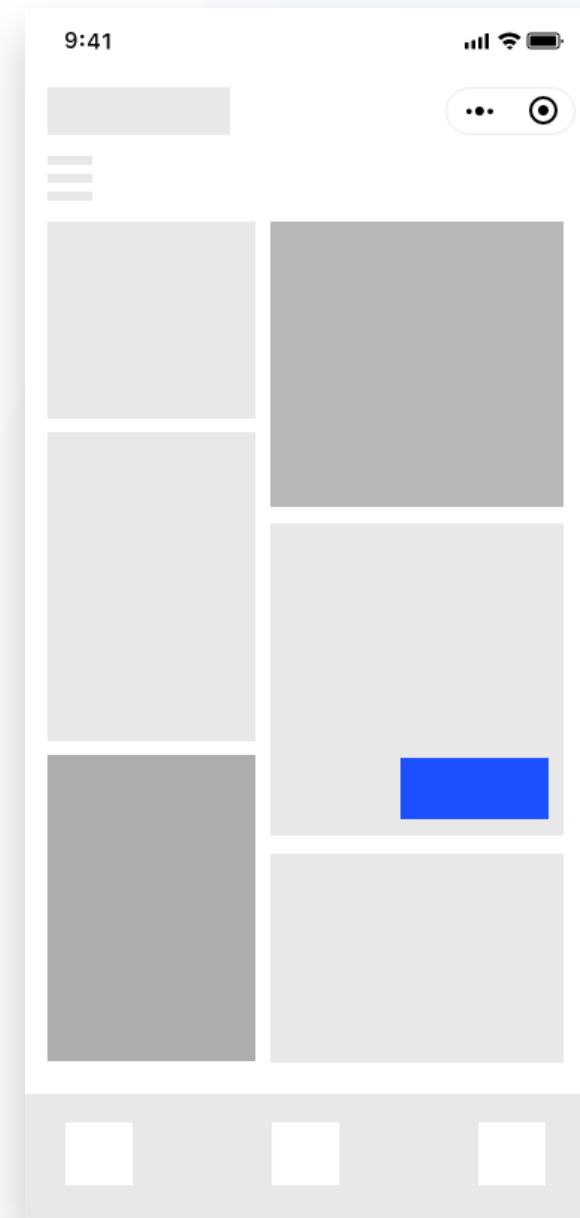
Letting brand's users to actively access LIVE service



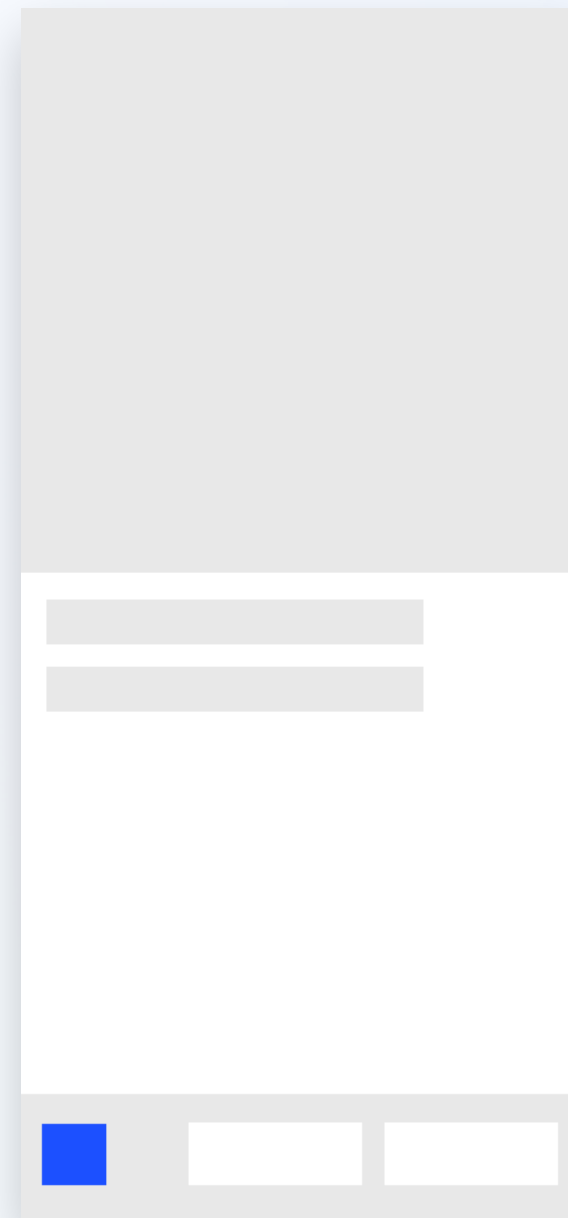
What is LIVE Button *Entrance for user to actively connect to brand's LIVE services*

LIVE Button is a product to embedded as a button with brand's different channels, across different platforms - so that we can help drive traffic to LIVE service, make it closer for brand and its users, VICs to interact with each other.

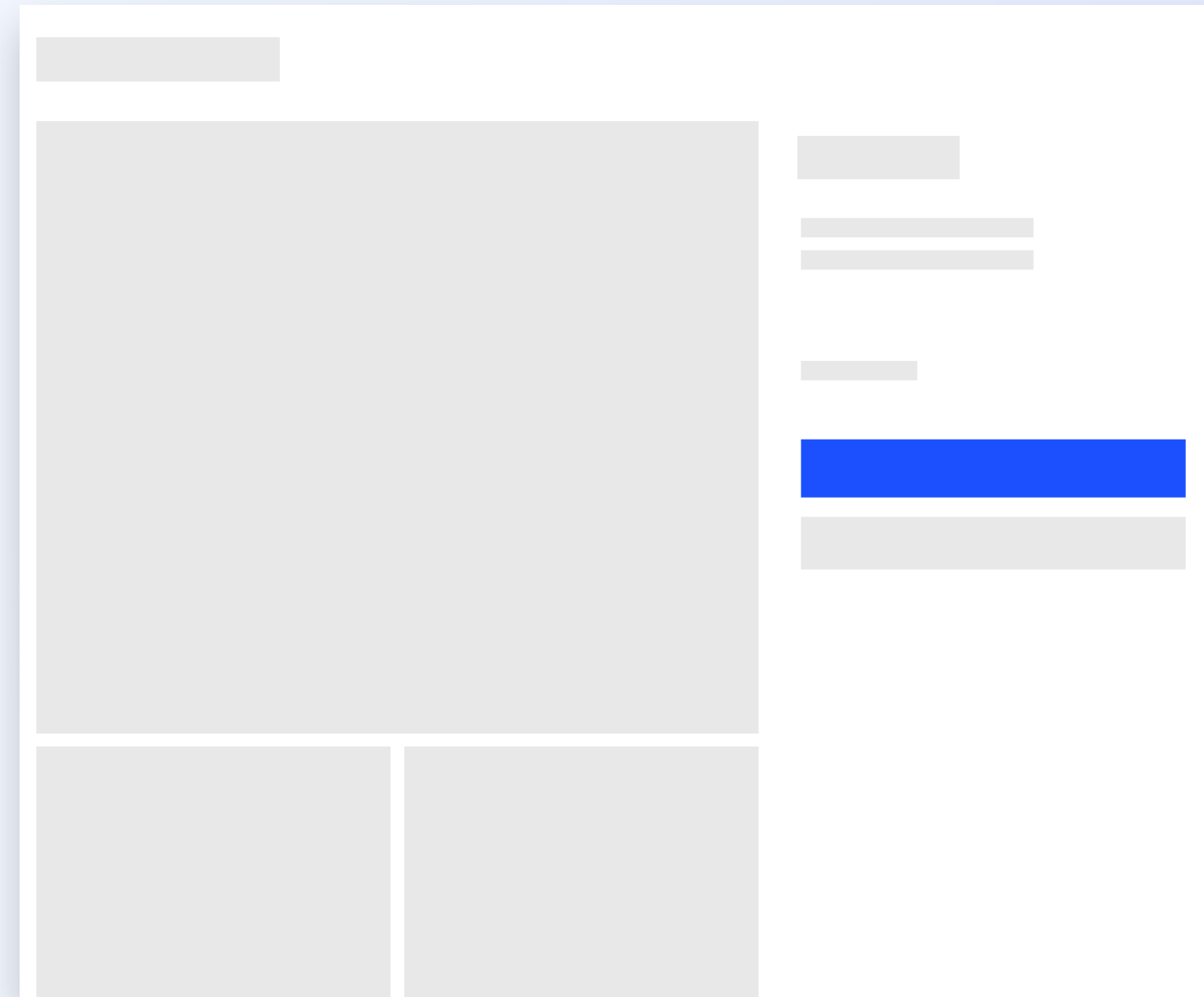
Powerful channels embedding



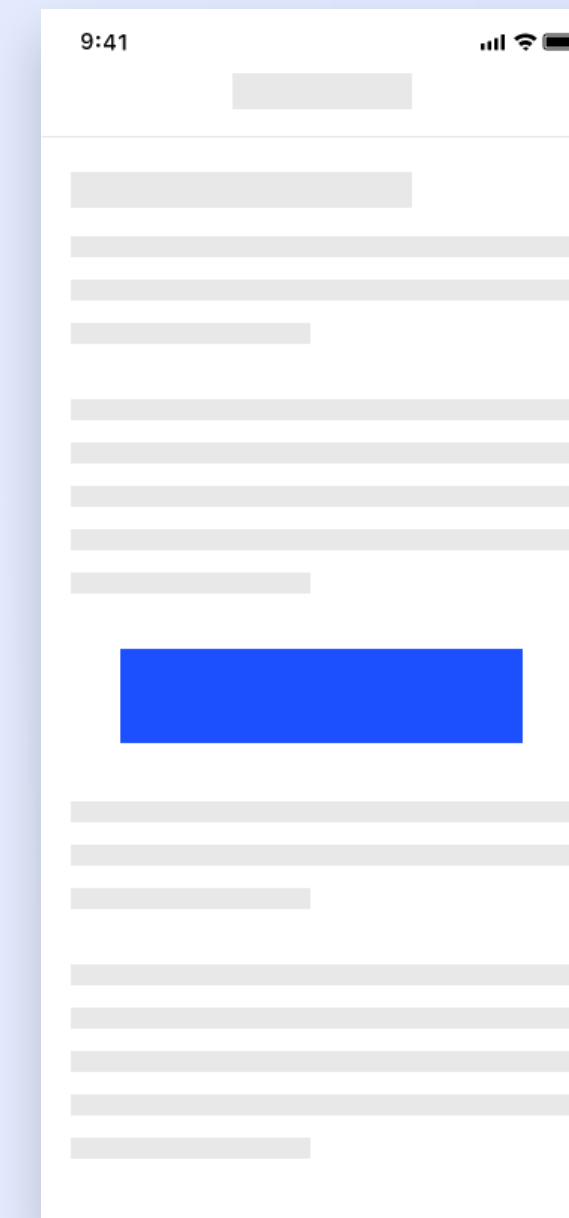
Mini Program



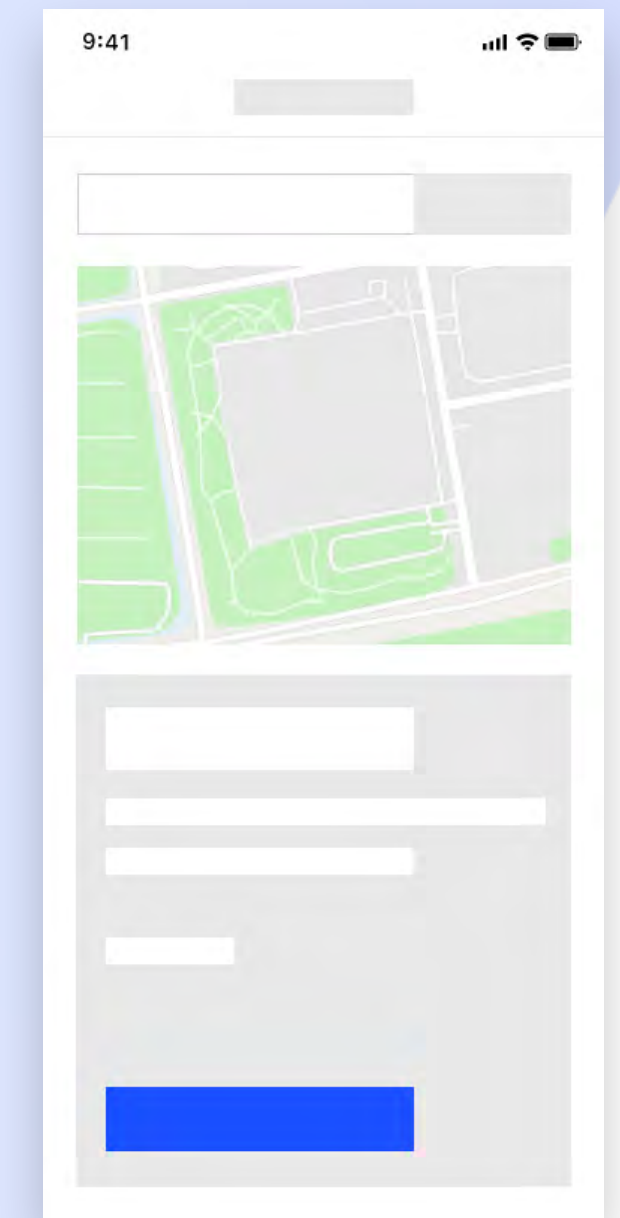
Product Page



Official Website or E-Commerce product page



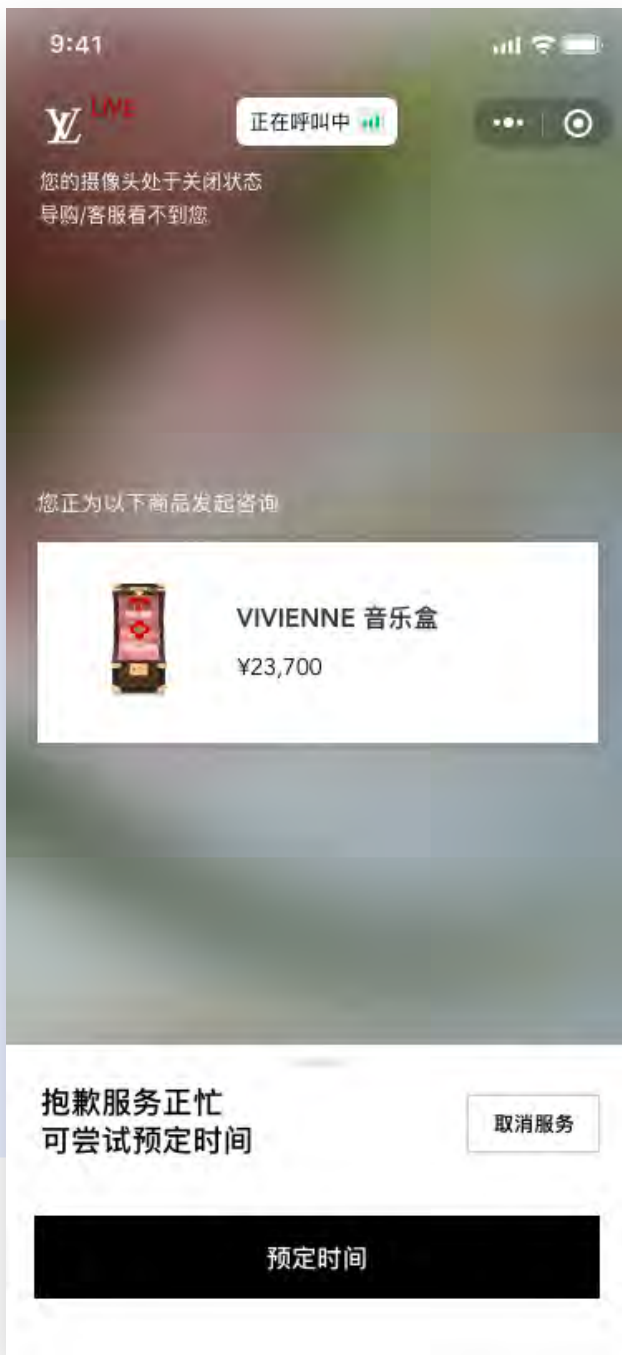
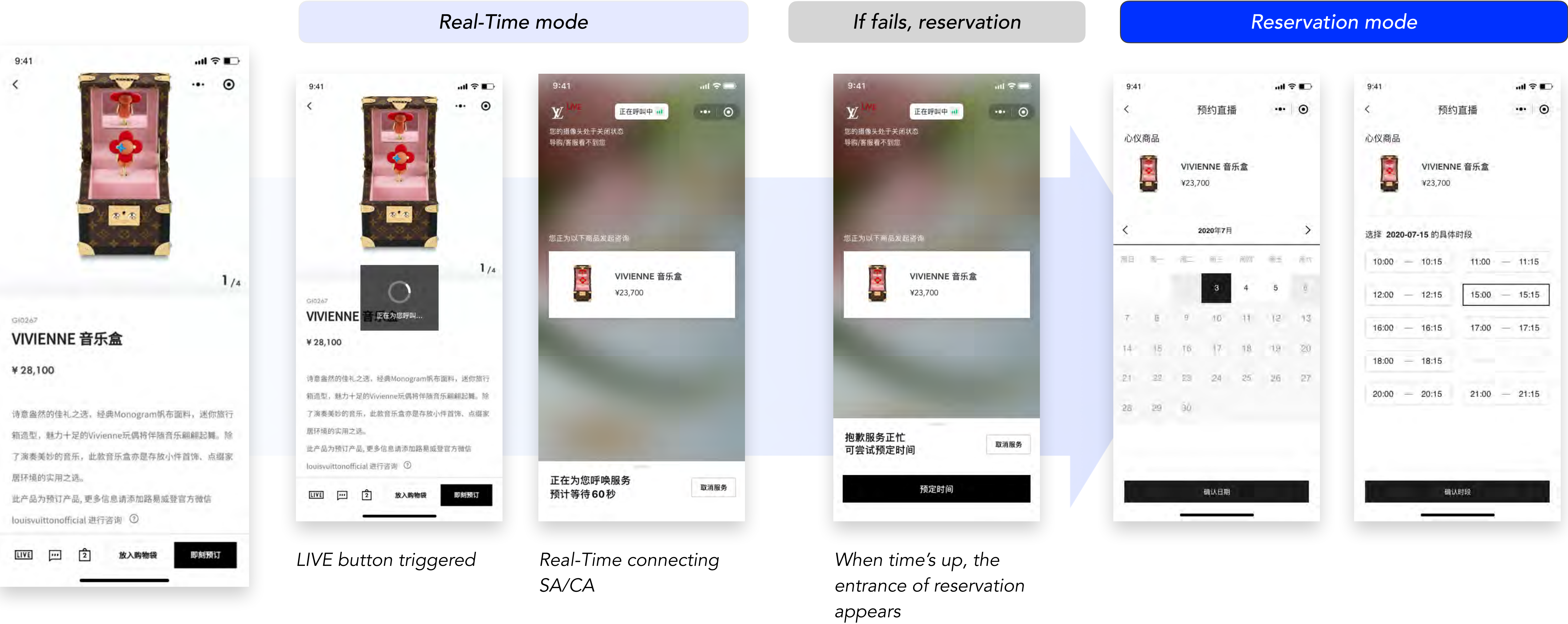
Article in WeChat



Store locator

Mode of LIVE Button *Supports both Real-Time & Reservations mode*

Through the combination of the two modes, the brand can match the existing Manpower status with the appropriate path access and flexible combination.



Flexibility of LIVE Button Connects CA & SA, supports Phone or Video

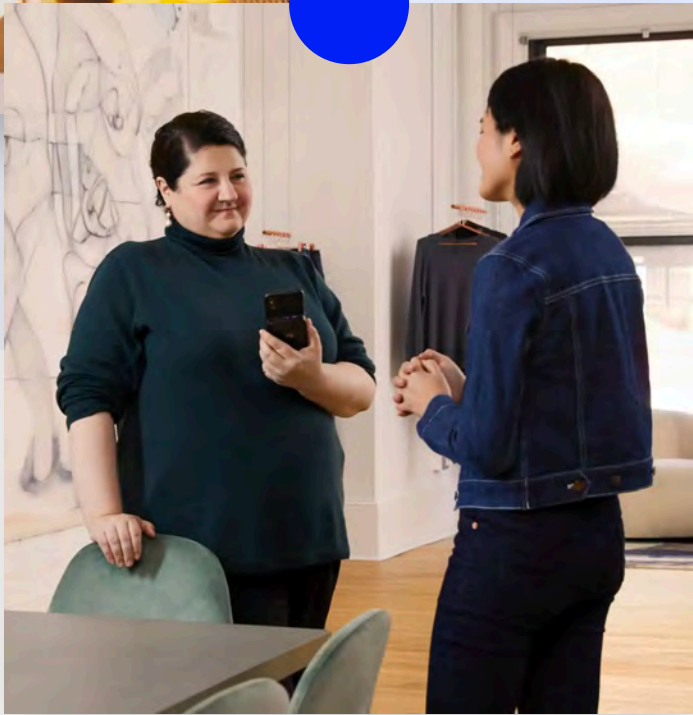
Brand can easily organized the situation, giving the LIVE button to link between EC or retail and clients, making the phone and video form be completely controlled in the staff hands.

Connects CA & SA

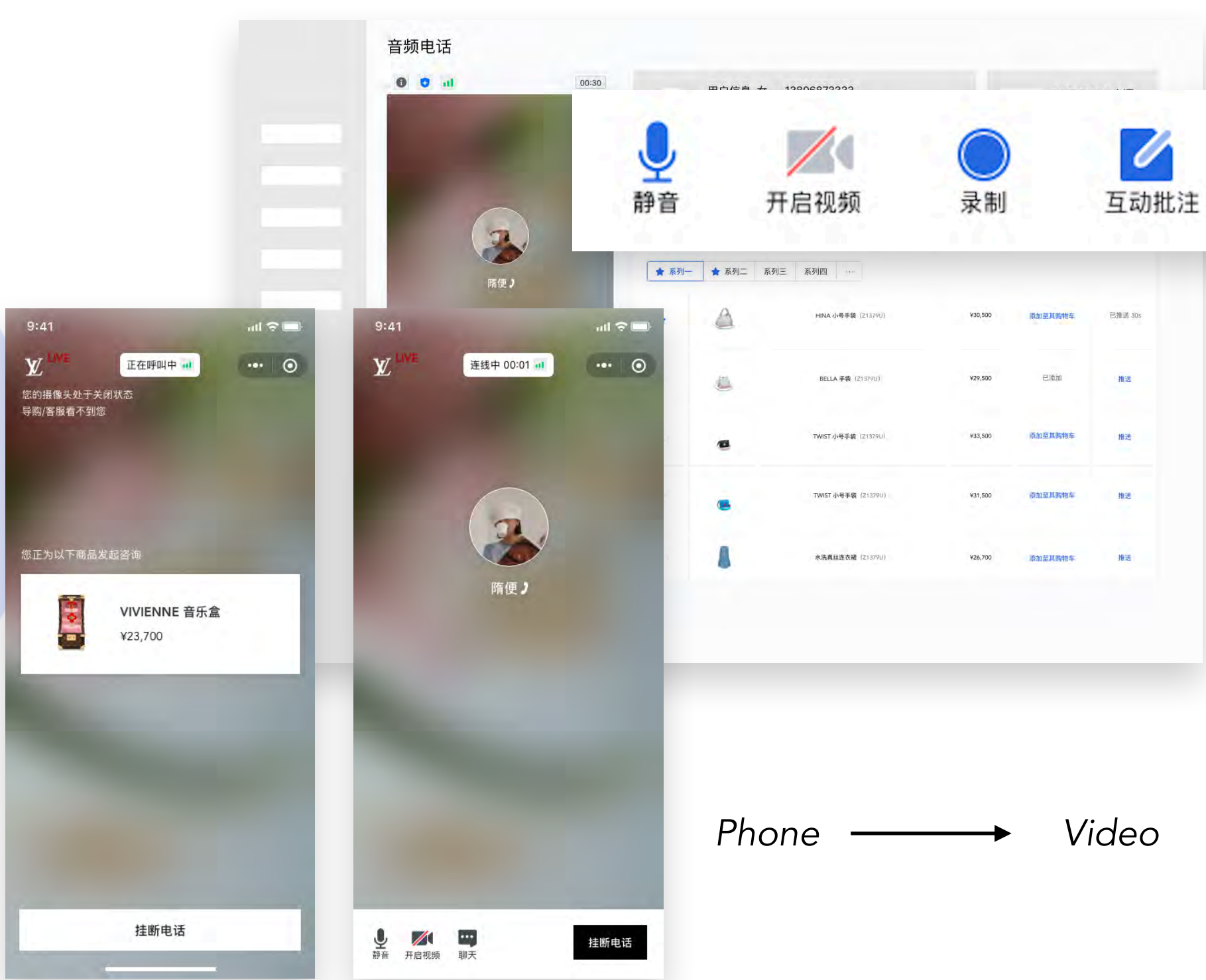
Supports Phone pick-up and turning to Video



CA in
Call Center



SA in
Store

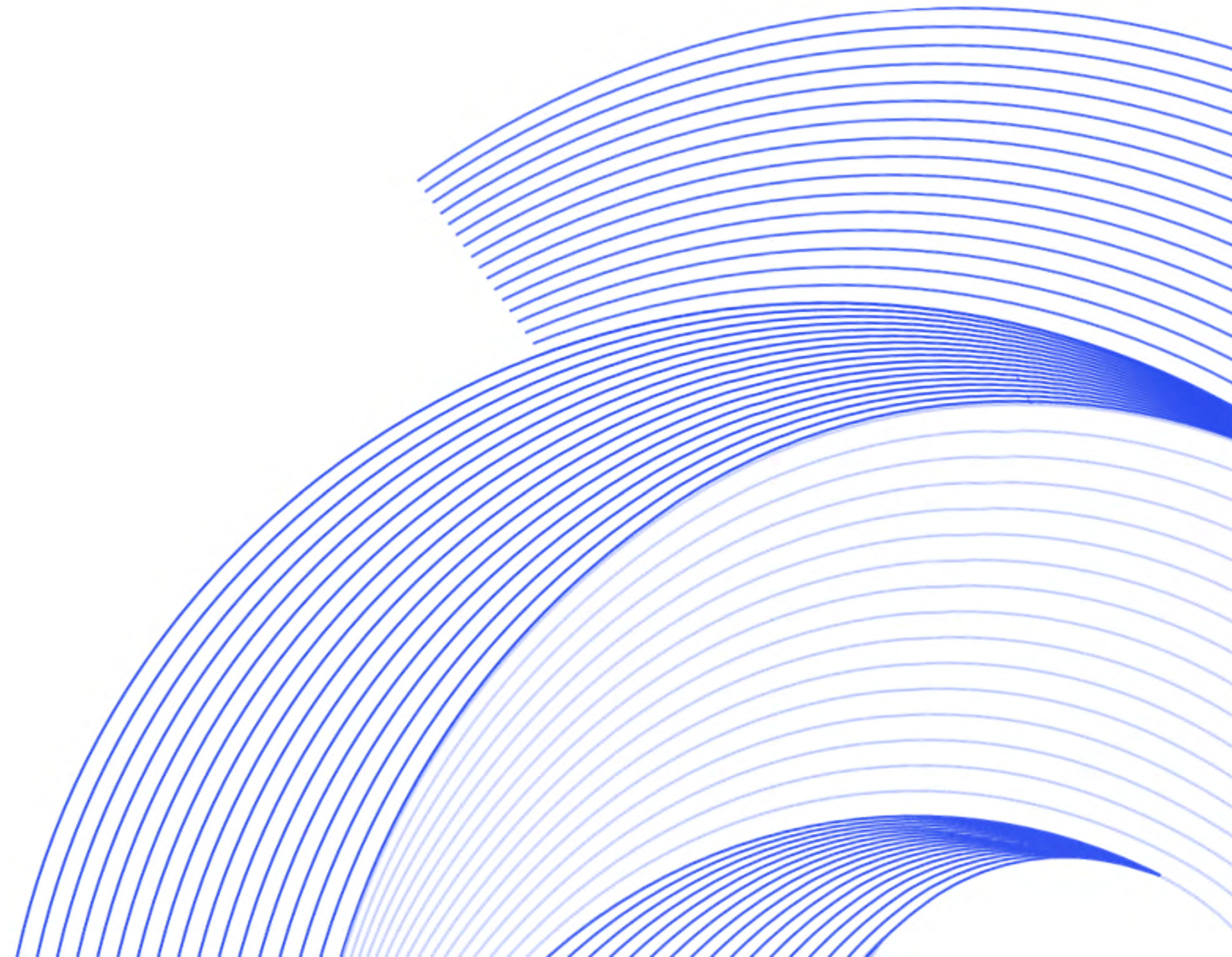


Phone → Video



Case Study and ROI

With other brand's KPI and Results



Numbers

Frequency

10

Times/per-day

Store Record

17

Point of sales

Top Record

330 K

170 K

Interaction level

10 mins → 30 mins

5 interactions → 30 interactions

Clients Satisfaction

98%

Show-up Rate

80%



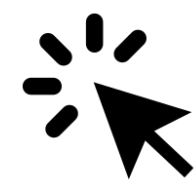
Conversion Comparison *With brand's existing call center service*

Through our observation of brand A, we noticed that each online order/purchasing takes the average of 90 consultation tickets behind it. In the video communication environment of 1v1 LIVE Streaming, we have markedly improved the efficiency that the average of 30 minutes LIVE can produce **1.8 converted orders**.



Future *To become brand's top Real-time sales solution provider*

Ways of reach



User actively
Connect to
LIVE service



Enterprise
connect users
to offer
LIVE service

Mode

Real-time
Mode

Reservations
Mode

Form of Interaction

1V1

1V Many

1V ALL

Audio

Video

LIVE

Room

by Chatail

Purpose of Service/Sales

Pre-sales

Sales

After-sales

Call Center

Retail Store

Other Dept

Sales tools

Material interaction

Quick room set-up

Multi-shot switch

Video annotation

Chat

Population control

Pause and reloading video

Store locator card

Voice interaction tools

Whisper feature

Quick note

PAI

Direct message

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Thank you

Technology makes retail joyful.

PHONE 138 0687 3333
E-MAIL X@Chatail.com
WECHAT Xuanzheng3333
WEBSITE chatail.com

