

Veras Remote Selling

Deliver an Immersive Retail Experience, Anywhere



73%
of consumers are omnichannel shoppers who use multiple channels during the shopping journey.¹

Add the personalization, connection, and excitement back to retail that your shoppers crave through an interactive and guided virtual sales experience.

Remote selling combines the immediacy and ease of ecommerce with the high-level service and personal touch of a knowledgeable sales associate. Whether shoppers need help finding specific products, want assurances on product compatibility, or seek new product recommendations, Veras Remote Selling opens up a powerful revenue channel for the store.

The sales person can share products live in the store and digitally through the platform where customers may browse, save to their wish list, and complete purchases. Also, by integrating web and app-based digital channels into the in-store experience, retailers elevate the customers' purchase journey while uncovering valuable insights through omnichannel analytics.

KEY FEATURES & BENEFITS

- Browser-based and purpose-built for retail
- Device and platform agnostic
- Side-by-side video and product information display
- Shoppers can interact with rich product information, reviews, and promotions
- Store associates can capture likes/dislikes and other personal feedback
- Build the basket in real-time to purchase, pick-up and/or delivery
- Analyze remote shopping analytics crucial for marketing, loyalty, and merchandising decisions



Cut Through the Digital Noise

Shoppers are inundated with online ads, endless email offers, and other mass-market campaigns. Cut through the noise with live video and personalized selling. By Q2 2019, live video grew by 93 percent year over year with an average viewing time of 26.4 minutes per session.² And with 80 percent of customers more likely to buy from a company that offers personalized experiences, remote selling can be a powerful brand differentiator.³



Interactive Product Visualization

In addition to seeing full product details, images and videos along with promotions, ratings and customer reviews – the store associate can push any number of items to the customer's screen. The customer can then interact with product details, add and remove items from the cart, save to their wish list, and complete transactions all on their own.



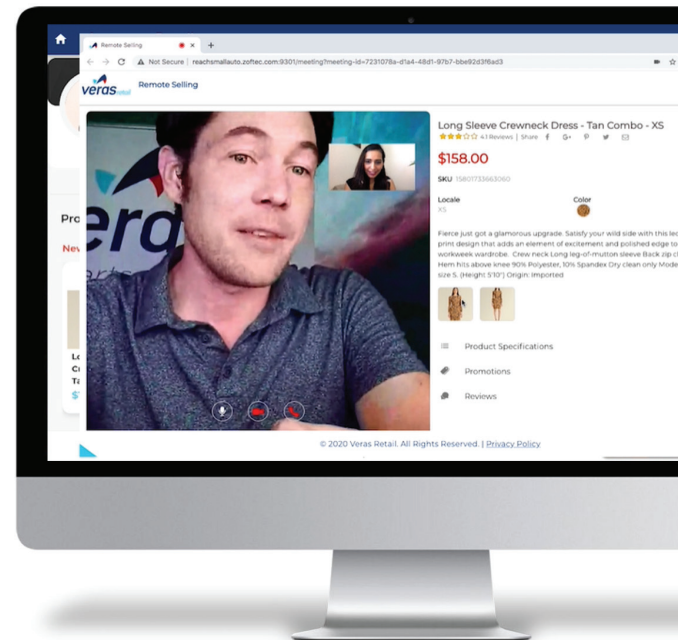
Analytics & Dashboards

Some retailers quickly implemented virtual selling using Zoom, Facebook Live, WhatsApp or other platforms. While they gain the benefit of live video, the siloed solution has limited capabilities, lacks visibility, and is disconnected from key retail systems. With Veras Remote Selling, all actions taken during a live session are captured. So, cart activity, items added to the wish list, purchases, session duration, APV per session, and more, can be analyzed and used to support smarter business decisions.



Expand on High-Touch Services

Easily add modules like Veras Affinity Clienteling, Style Builder, and Black Book to amplify both remote and in-store selling. Affinity helps retailers connect omnichannel data with store initiatives and empower associates with a 360-degree view of the customer. Additionally, Veras Style Builder's curated collections allow sales associates to build and sell styles through complete looks, complementary collections, and similar products. And proactive outreach with Black Book enables retail staff to set alerts, send emails and texts using pre-defined templates to schedule appointments and follow-up calls based on specific customer insights and events.



Learn how Veras Retail solutions can empower your staff to radically personalize and connect with shoppers through remote selling.

- Add a new, revenue-generating channel that easily integrates into your outreach strategy
- Create true customer loyalty through innovative and personalized experiences
- Better understand the shopper's buying behaviors through built-in analytics
- Optimize sales staff, allowing them to do outreach from the store, warehouse or pop-up event

Contact us today at **+1 (855) 496-3832** or visit www.verasretail.com to learn more.