Enhancing E-Commerce With Real Time Communications

Challenge: Bringing the in-store experience to online shoppers
Solution: Concierge

CUSTOMER

Today, retailers need to have a multichannel and multimedia strategy to attract consumers to their product but placing the product inventory on a web store is not good enough to compete with the leading online retailers. Millennials are increasingly looking for exclusive "just-for-me" products and user experiences because they are used to getting them.

CHALLENGE

Like many "bricks and mortar" retailers, Toy Genius competes with online alternatives, often companies with no physical retail overhead who compete only on price. Toy Genius was looking for a unique, fun and convenient way to bring shoppers the best of both worlds.

SOLUTION

Toy Genius' web development team implemented Concierge, and leveraged its rich set of REST APIs and JavaScript libraries to create a real-time video, audio and chat environment.

Using Chrome, Firefox and other WebRTC ready browsers, from their PCs, smartphones and tablets, consumers can shop the Toy Genius site, and be greeted live by sales experts who can interact with their online experience and recommend specific toys and games, provide cross-sell and upsell specific to their needs.

"GENBAND's technology enabled our web developer to build a very engaging online experience, that brings people into our shop digitally and allows us to help them find and purchase the ideal gift, and even select the wrapping paper and card! Our customers love it, and because these experiences are online, we're able to also capture information we can use to continue building relationships with those customers in the future."

Maria Singman, Owner
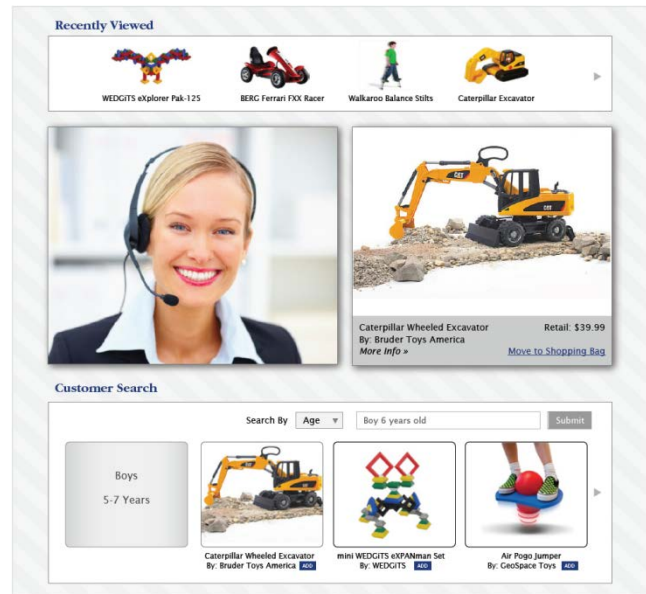
RESULT

- **Market differentiation** – Communications enabled website was created to extend the Toy Genius full service sales approach into the web environment

- **Reduced development costs** – GENBAND APIs reduced development time and effort for agent interaction

- **Increased revenue** – Personalized contact with retailer's expert staff increase upsell of complementary products and higher purchase rates

- **Improved customer loyalty** – In-person contact created superior shopping experience, which led to repeat visits.
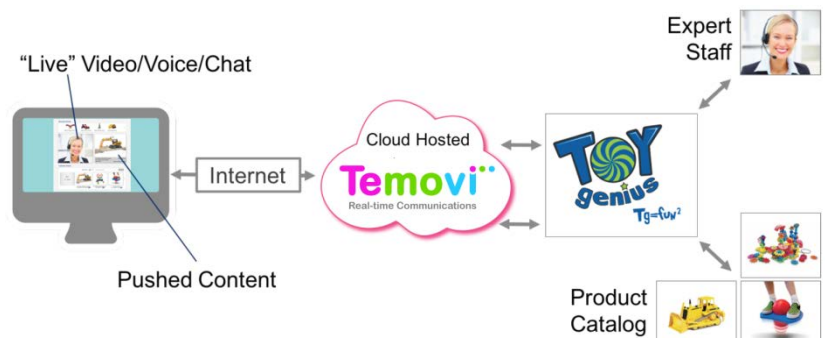
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