



GOINSTANT AND E-COMMERCE

Replicating the Brick & Mortar Customer Experience

GoInstant's patent-pending Shared Browsing technology makes it possible for two or more people to simultaneously and interactively browse the web. It works across all browsers and on mobile devices. GoInstant requires no plugins or downloads; nor does it use Flash or Java, which means it only needs a web browser to work.

This ease of use and flexibility now makes it possible to realize the potential of co-browsing for e-commerce.

Online retailers recognize the importance of providing an exceptional customer experience. In fact, there's a growing effort towards replicating the brick & mortar experience online. This manifests itself in how e-commerce sites are designed and the quality of service they provide. Live chat is a mainstay for many online retailers, and proving very effective. More and more retailers are providing personal shopper services for an extremely high-touch customer experience. This is proving to increase shopping cart sizes, and improve customer retention long term.

GoInstant takes high-touch, engaging customer experience to the next level. By allowing two or more people to shop together online, e-commerce sites are taking a significant step towards replicating the brick & mortar shopping experience, increasing brand loyalty and customer satisfaction.

BENEFITS

► **Genuinely no downloads**

GoInstant's Shared Browsing technology requires no downloads, plugins or installs. Every co-browsing or screen-sharing solution on the market today requires something additional: plugins, installations, downloads, or the use of other technologies such as Java or Flash. With GoInstant, users only need a web browser.

► **Instant connections**

GoInstant connects participants in a few seconds. With no downloads or additional requirements beyond a web browser, users simply need to type in a URL and they're connected. This ensures that customer service agents and salespeople can immediately get to the issues and opportunities at-hand.

► **Completely interactive**

Shared Browsing enables all participants to interact together in real-time. Users can click, type and navigate together. Older technologies require that participants pass control back and forth - one user is active while the other is passive. This diminishes the quality of the experience for everyone. GoInstant's Shared Browsing solution is the only one that allows for complete interactivity between participants.

GoInstant works in three key use cases for online retailers: Assisted Sales, Personal Shoppers and Co-Shopping.

1. ASSISTED SALES

The primary use case for Golnstant is in assisted sales, where an agent or customer service representative co-browses with a customer. In this scenario, the agent is able to not only watch what the customer is doing, but interact as well, helping with product discovery, product information, form filling and transaction completion.

An online retailer is able to turn a customer service call into a sales opportunity. Agents can make recommendations for other products, exploring the e-commerce site with customers in real-time. This leads to increased shopping cart sizes and lower shopping cart abandonment rates.

2. PERSONAL SHOPPERS

Personal shoppers engage with customers on a 1-on-1 basis, typically over the phone, and occasionally via screen-sharing technology. The use of personal shoppers creates an extremely personalized and high-touch experience for customers. And more and more online retailers are taking this approach for first-time buyers and for their best, most high-revenue customers.

Golnstant increases the effectiveness of a personal shopper experience by providing the customer and personal shopper with a way of interacting on the web together. The personal shopper can more easily walk customers through product recommendations, assist with purchasing and provide a fantastic overall experience.

3. CO-SHOPPING

Allowing two or more consumers to shop together creates new possibilities for user acquisition, brand engagement and increased shopping transactions. In some cases, such as travel or high-ticket items, two decision makers may be needed to complete a purchase. And in other cases, shoppers want to solicit the advice of friends or family before making a purchasing decision. In either case, Golnstant makes it incredibly easy to allow consumers to shop and share together. Shoppers become online retailer's evangelists, reaching into their social networks promoting products and attracting new customers.

PRODUCT SPECIFICATIONS

Technology Highlights

- Launches instantly - nothing to download or install, and does not require any software or technology to be installed on any one's machine other than a web browser (doesn't require Java or Flash to work) - Doesn't violate security protocols.
- Works with major operating systems - Windows & Mac
- Works on any major browser - IE 8+, Firefox 4+, Safari and Chrome
- Works on mobile devices - iPhone/iOS & Android

Security Highlights

- Absolutely no access to participants' computers; users cannot even see other browser tabs
- HTTPS enabled
- Uses ports 80 and 443 so we don't touch any firewalls.
- Password and field masking
- Able to limit sessions to specific domains and specific web pages

HOW IT WORKS

GoInstant fits into a number of different workflow scenarios between agents and customers. Here's an example:

- 1 A customer requests assistance on your website
- 2 Your Agent initiates a GoInstant session and invites the customer
- 3 The customer joins the session via any web browser and is connected instantly
- 4 The customer's mouse pointer is visible on the screen alongside the agent's and they can now interact and browse together

GoInstant does not use Flash or Java. That means customers won't be asked to enable anything, upgrade anything or provide GoInstant with any special permissions on their computers.

It's important to remember that no one is sharing their screen. Neither the customer or agent sees anything beyond the web browser window that they're sharing. We think of it like a 3rd web browser that's being used by the participants together.

SHARED BROWSING VS. CO-BROWSING & SCREEN SHARING

	GoInstant's Shared Browsing technology	Co-Browsing technology	Classic Screen Sharing technology
Completely interactive	✓	—	—
No downloads, plugins or executables required	✓	✓	—
No use of non-Web standard technology such as Flash or Java (if users don't have technologies installed, they need to do so beforehand)	✓	—	—
Deployed without having to modify each individual web page	✓	✓	✓
No specialized configuration needed for agents or customers	✓	—	—
Works seamlessly with all browsers and operating systems	✓	—	—
Works on mobile devices	✓	—	—
Prevent sensitive data from being transmitted	✓	✓	—
Limit viewing to specific domains and pages	✓	✓	—

FIND OUT MORE ABOUT GOINSTANT'S SHARED BROWSING TECHNOLOGY AT [HTTP://GOINSTANT.COM](http://goinstant.com).