

ShopConnect Launches Live Video Calling Widget for Brands and Retailers

How brands can leverage Live Video E-commerce to boost online sale conversions by 21x and have 70% higher AOV



A SINGLE CLICK OF HIGH IMPACT

Dialing is obsolete. Now there is hassle-free video access. To get easy access to the business a video call is just a click away



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Karnataka, Bengaluru, May 19, 2021 ([Issuewire.com](https://www.issuewire.com)) - ShopConnect Launches Live Video Calling Widget for Brands and Retailers

Live video calling widget - a unique way to combine the benefits of both online and offline forms of

shopping

ShopConnect, the next-generation e-commerce, and video collaboration platform, today announced the availability of its live video calling widget for retailers and brands. Brands can configure this widget on their website and consumers can then use it to connect with the sales staff in a live video call. [Using collaboration tools](#) like Carousel and Offline Interactive Offer, the sales staff provide a personalized, immersive customer experience and help them shortlist products.

All over the world, the Covid pandemic has forced consumers to buy online and brands and retailers have been forced to reinvent themselves online to adapt to the crisis. The ShopConnect platform helps them adapt to [e-commerce functionalities](#) that are quick and easy to deploy. It offers trendy features like 3D models, hotspots, virtual showrooms, video appointment booking, and [video calls](#) that provide an [immersive and superior customer experience](#). Live video calling is its latest addition to its suite of features.

One of the first users of the ShopConnect platform and live video calling feature was SR Shopping Mall in Andhra Pradesh. "Given the lockdown restrictions last year, the only way we could do any sales was by going online as fast as possible. ShopConnect came to our rescue. It implemented a live video shopping solution for us which helped us double our sales," said SR Shopping Mall Owner Mr. Prasad.

Following the success of its live video shopping solution, ShopConnect developed an easy-to-configure live video calling widget for general availability. It can now be deployed instantly on a website with almost no code. Stores that do not have a website can also avail of this feature by using the ShopConnect platform to develop an e-commerce website within a day.

The global e-commerce market is expected to grow at a CAGR of 14.7% from 2020 to 2027 driven by immersive customer experiences, increasing use of smartphones, and the convenience factor. Live video selling is an innovative trend of video e-commerce that not only offers you the benefits of video in e-commerce but also makes it quick and simple to implement. It does away with the technicalities involved in deciding which products to shoot the video for and hiring shooting equipment and professionals. It lets the customer decide which product he wants a video of.

"Live video calling is a unique way to combine the benefits of both online and offline forms of shopping," said Dilli Babu Nandarapu, CEO of ShopConnect. "It helps customers make up their mind and builds the credibility of the product and the brand. We want to make the benefits of e-commerce available for everyone and live video calling is a great way to achieve that."

To help retailers understand how to succeed in video e-commerce, ShopConnect has [released a guide](#)

[on the topic](#). It also plans to launch guides for the [Fashion](#), [Furniture](#), Jewelry, Footwear, and Cosmetics industries. Contact sales@nvipani.com for a copy or to schedule a demo, visit <https://shopconnect.live>

About ShopConnect

ShopConnect's video E-commerce and collaboration platform make selling online easy, trendy, and profitable using live interactive video shopping and various other marketing and e-commerce features. It helps [brands](#) and merchants of all sizes go online quickly and easily, bringing the power of personalization to online sales, increasing buyer engagement, and future-proofing their businesses.



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Source : ShopConnect.Live

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