

What thousands of transactions have taught us about live shopping best practices

Any retail marketing playbook will tell you that understanding customers is the key to driving more sales. And plenty of effort has been put into trying to interpret patterns into promotional success through algorithms and AI.

But nothing can compare to the 1:1 experience a customer can have in store, interacting with a sales associate.

Live 1:1 video shopping is an unparalleled opportunity to unlock new ways of interacting with online customers.

1:1 Live Shopping by the Numbers*

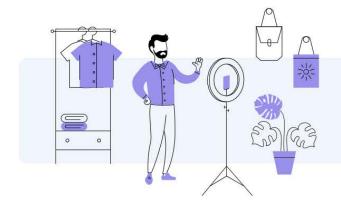
40% conversion rate

on connected calls compared to ecommerce industry average of 2%

> 50% average order value increase

> > 3% return rate

*Numbers based on GhostRetail customer base



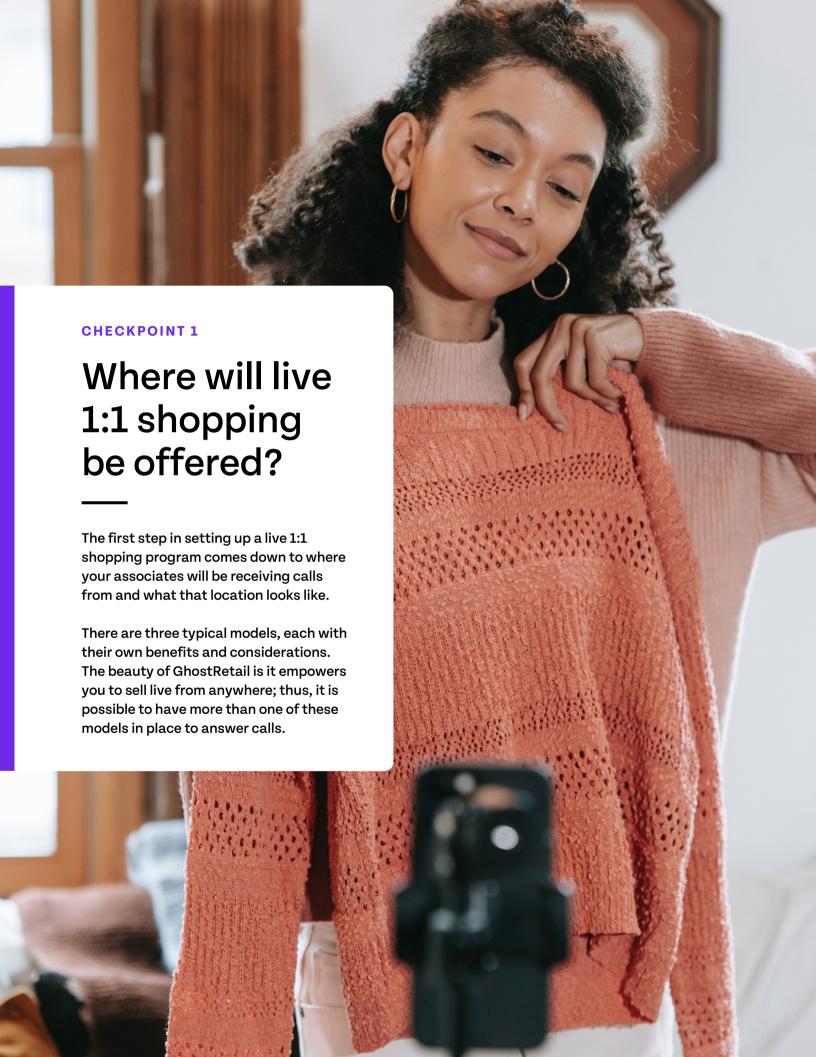
For the first time ever, shoppers can experience the 'theater of the store' from the comfort of their own homes, and enjoy the benefits that come with it. Personalized service, visual interactivity, and the ability to 'visit' a store without needing to travel are just a few of the key perks for shoppers.

Of course, retailers benefit too. Having 1:1 personal shopping support drives conversions from hesitant shoppers, can boost average order values, and even lower return rates. Not to mention, collecting firsthand, personal insights that'll truly allow you to better understand your customer.

There's a reason why personal shopping has been around since the 19th century. Live video commerce platforms like GhostRetail have simply modernized the experience to how more and more people like to shop today.

While there are clearly many reasons to invest in a live 1:1 shopping program, the next step is figuring out just how to do it.

Enter this playbook. In it, we'll walk you through six key decision points, along with checklists, guides, and more you'll need before you hit Go on offering live shopping.



OPTION 1

In-Store

Want to give customers a taste of the instore experience without needing to visit an in-store location? Then hosting calls in a retail location makes perfect sense.

This approach is particularly useful if instore and online inventory are relatively similar, as well as for retailers with a limited brick and mortar footprint that would otherwise make it impossible for most shoppers to visit.





Here's some key considerations and questions for an in-store model

- Will there be a dedicated space to answer calls? Or will associates connect with customers from anywhere in the store?
- Will calls only be answered during the retail store's operating hours?
- Is there an appropriate Wi-Fi router that can power high-quality streaming video calls throughout the entire in-store location?
- Is there product parity between retail store inventory and online inventory?

- What devices will associates be using to answer calls? On their personal smartphones, companysupplied phones, or a company tablet /smartphone setup (i.e. in a fixed spot)?
- What is the noise level in the store?
- Who will be monitoring the queue and answering calls? (Check out our section on staffing for more tips.)

OPTION 2

Studio

If the store environment seems too chaotic, cramped, or hard to control, an alternative model is to create a 'studio space' that simulates the look and feeling of a retail store, but isn't open to customers.

The studio could be as small as a 10x10 booth, or have a similar footprint to a regular retail store. With the studio model, brands can ensure all products in all variants are always stocked to provide as thorough an experience as possible for shoppers.





Here's some key considerations for the studio model

- Where will the studio be located?
- How will inventory be managed within the studio?
- What will happen to this inventory when it's no longer relevant (i.e. the products aren't available online anymore)?
- Does it make sense to have more than one studio to cover different time zones?

Q: What should studio employees do when not answering calls?



A: We have tools to help estimate how many people you'll need to staff your studio based on the volume of shoppers on your site. But, in the event studio staff have downtime between calls, your merchandising and marketing teams could employ the studio staff to produce content. Instagram stories, impromptu photoshoots, product demos, styling ideas, reviews, and comparisons can all be shot by the studio team and repurposed for your PDPs, social channels, and live shopping waiting room.

OPTION 3

At-home

A final option for live video commerce involves letting representatives sell from anywhere - or more likely, their homes. This strategy is less about having products visible for shoppers to experience, and more about having a conversation with a product expert.

Selling remotely offers some unique opportunities for brands. For example, a retailer could employ a product expert on a specific technical category, even if that individual isn't interested in moving to a location where the retailer has a studio or retail space.

It also allows brands to staff their live shopping with more flexible hours, compared to only having live support during a typical workday (studio model) or retail opening hours (in-store model). Finally, retailers that task associates to sell from home could open up some interesting promotional opportunities, like having an influencer or celebrity answer calls as a way to entice shoppers to try out a live shopping service.





Here are the key things to think about for the at home shopping experience

- Is it necessary to have physical products on-hand?
- Do associates selling from home need to be supplied with a specific setup (i.e. branded backdrop, devices or lighting)?
- Is there a way or necessity to validate the appearance of an associate's home setup?

AT A GLANCE

Pros & Considerations for Each Live Selling Model

Benefits of the in-store model

- Maximize revenue per square foot
- Leverage existing staffing resources
- No need to invest in a new space
- Easy access to in-store stock
- Promotional opportunity for your new service by engaging and piquing the interest of instore shoppers
- Transport your customer directly into the store from wherever they are.

Benefits of the in-store model

- Split attention spans of staff (unless hiring dedicated resources)
- · Noise and foot traffic
- · Retail store location operating hours
- Stability and reliability of the in-store Wi-Fi router
- · Equipment requirements and security
- Privacy of in-store shoppers

Benefits of the in-store model

- Controlled and optimized experience across lighting, backdrop, audio / video, and live stream signal strength
- Ability to revamp space based on seasonality, promotions, or campaigns
- Will always have access to all required stock
- Dedicated live advisor specialists that are trained for interactive selling
- Secured and limited investment in equipment
- Ability to have multiple sets and offer a multibrand experience (if applicable) from within one or more dedicated space(s)

Considerations for the in-store model

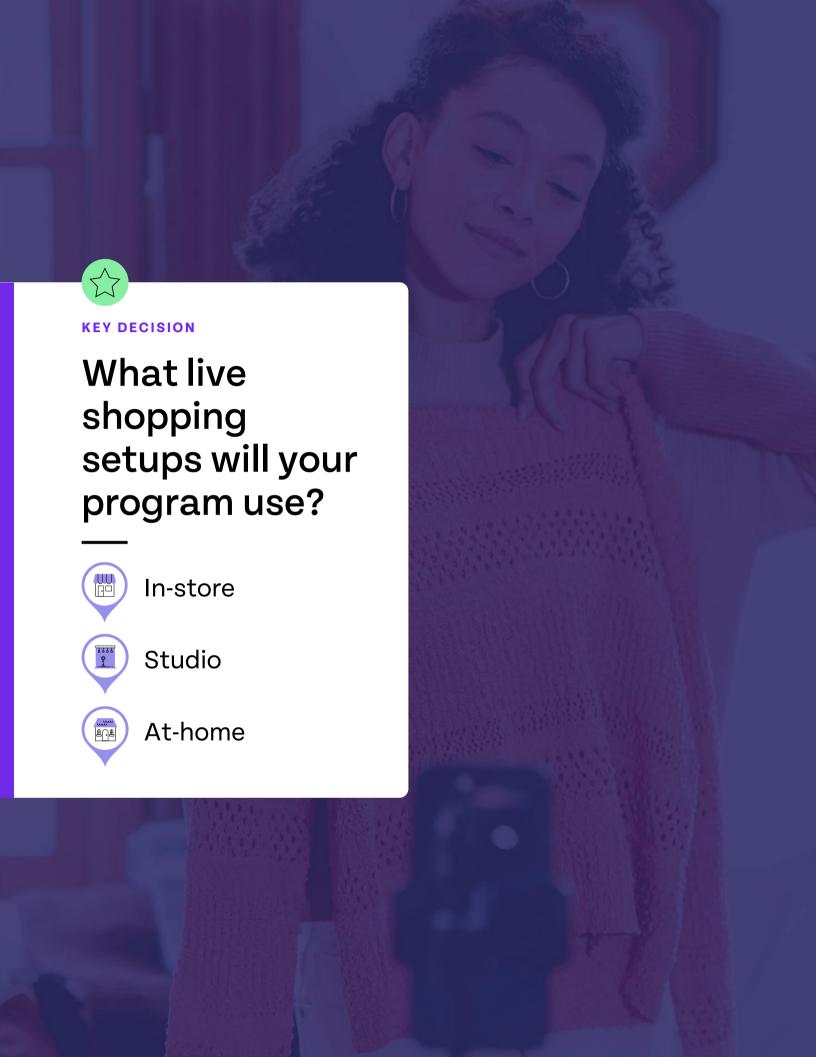
- Studio space will need to be constructed and maintained
- Managing inventory within the studio; how much stock is required? What will happen to stock in the studio once it's no longer relevant?
- Studio hours

Benefits of the in-store model

- Comfortable, welcoming environment for more casual interactions
- Ability to expand live selling workforce beyond geographic boundaries
- More flexible selling hours that work for both the associate and customer

Considerations for the in-store model

- Limited or no access to products
- Limited oversight of brand representatives
- Consistency and quality of at-home setup

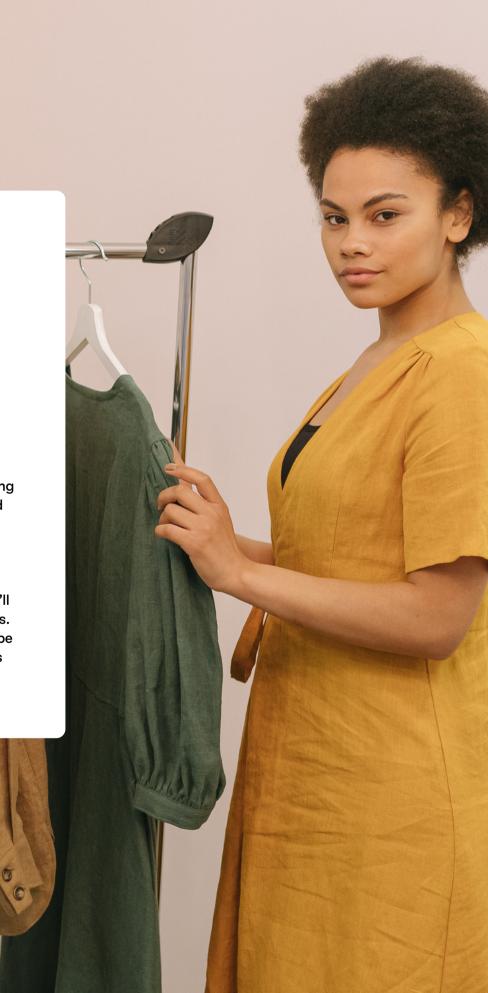




Who will host your live shopping experiences?

Once you've decided where you're going to offer live shopping from, the second question is who will be the one to actually answer the calls?

In some ways, the location model you choose will largely determine who you'll leverage to host live shopping sessions. However, this doesn't always have to be the case. Let's break down the options for who could staff your live shopping experiences.



Retail employees as live shopping associates

Logically, if you are running live shopping experiences out of your retail stores, then you may want to have retail employees handle calls to maximize their productivity and your revenue per square foot. Here's a few things to keep in mind if you're using retail employees for live shopping:



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Not every retail employee is a good fit for live selling

Your ideal live shopping associates should be personable, extremely product knowledgeable, and excited about finding the right solution to a customer's particular problem or inquiry.

While most retail employees are hired for their ability to provide good customer service, a great live salesperson should not only be able to communicate well with customers live, but should show enthusiasm toward the job.



Monitoring the live call queue should be an assigned duty, not a free for all

If your team treats calls as a 'whoever's available' situation, you may end up having a disjointed and frustrating experience for both the customer and the staff. It's okay to select certain employees to focus on live selling as their top priority. One option is to assign who will take live shopping calls during

the day, just as you would assign any other task such as who's working the cash register or who is monitoring fitting rooms. When a team member isn't actively taking calls, they can assist with other duties in-store, but their number one priority should be to be on standby for calls.



Manage associate availability based on the volume of incoming calls

Depending on store or team needs, team leaders can easily manage associate availability in-app by allowing associates to toggle themselves as "available" or "unavailable" directly from within GhostRetail's Associate iOS App.



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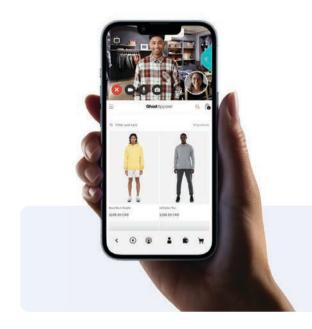
Build a team that spans time and space

If you have retail stores in multiple geographic locations, you may want to consider tapping into live shopping associates that span a range of time zones; effectively extending your live shopping support hours online. Tapping into multiple geos is an advantage of going the retail associate route as well - you can have the best associates suited for live selling brought in across all regions, instead of relying on the staff within a single retail location.

Dedicated live shopping associates

A second option for staffing your live selling experience is to employ team members that are specifically dedicated to the task of selling live to customers online. This approach works across instore, studio, and at-home live selling setups. Your associates may be hired based on their product knowledge, presentation skills, and ability to effectively sell to and engage with customers in a 1-on-1 environment.

The upside of dedicated associates is they can be handpicked to maximize sales - particularly if their compensation

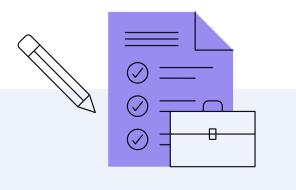


is motivated by their live selling performance. While a retail store associate might see live shopping calls as just part of their job, with dedicated associates, it is their job.

Here's some considerations before you go down the dedicated associate path.

Setting expectations for full-time in-store live shopping associates

If you're bringing in someone to exclusively host in-store calls, it's important to define how that role will function amongst the other store team members.



We recommend giving the role its own title and job description so that you're able to better qualify candidates (whether internal or external hires) to be a great fit. If the role has a hybrid reporting structure–for example, associates reporting directly to the floor manager as well as a company-wide 'live shopping team' manager–that should also be clearly defined. Finally, if live shopping associates are meant to have any other retail support duties, those would be clarified as well.

Maximizing productivity of dedicated live shopping associates

Some brands may be worried about their associates' productivity, but as long as you're staffing and promoting your live experience with the appropriate marketing tools, live call traffic should stream in consistently enough that associates will have little downtime in between calls.

But, there are always other ways to leverage your dedicated associates. In a retail environment, live shopping associates might be tasked with supporting the store's operations. In a studio environment, associates could be in charge of creating content using the studio's setup and products, for use on social media, PDPs, or in the waiting room for your live shopping experience. Athome associates have the most flexible setup of them all. You could potentially pay employees a flat daily rate with or without commission caps; they would have on-call hours and might be paid a flat rate or commission for every call they are able to close with a sale.



Live Shopping Associate Job Description

If you're thinking of hiring dedicated employees for live shopping, we've got you covered.

Use or modify this job description to find the ideal candidates for your 1:1 live commerce experience.

Live Shopping Associate

Role Summary

Join our team as a full-time live video 1:1 shopping associate and empower shoppers to make the best possible purchase by providing advice, guidance, and personalized customer service. You'll answer live video calls from our online shoppers and help them find the right products for their needs. Co-shop with customers by sending them products from our online catalog, answering questions, providing demonstrations, and showing off real-life products during calls.

Duties

- Be present to answer live video shopping calls during designated hours
- Help shoppers find the right products on our website and assist them through to checking out
- Undergo product training on a regular basis to understand new products, benefits, comparisons, and suitability
- Direct customer service inquiries to the appropriate channels

Qualifications & Skills

- Extremely passionate about assisting customers
- Radiates our brand's values and is able to tell a compelling story about why a product can meet a customer's needs
- Prioritizes customer satisfaction during live interactions

- Comfortable in front of a camera and able to react quickly during live conversation
- Polite, polished, and able to carry themselves in a professional manner
- Flexible in understanding and communicating toward different types of customer needs

Customer Service Associates

Brands that have a strong online customer service workforce, or brands that are digitally native, might actually use their customer service team to answer live shopping calls. In this instance, we recommend having a studio setup available for the customer service team to hop on video calls when they come in.

Like with the retail staff model, customer service team members may split their duties between answering live video calls and answering support queries through other channels, such as live chat, phone, or email.





Just like with retail staff, we also recommend being diligent about choosing who answers these calls. Customer service over a video call is a very different experience and level of interaction than virtually any other channel, and should be reserved for employees who feel comfortable and confident in front of a camera.

Typically speaking, your live video shopping channel should be reserved for customers who are looking for shopping support, not typical customer order management support. Having a clear line of understanding about what types of calls should be fielded through live shopping will help distinguish typical customer service duties from live video shopping support.

Specialty Associates

The final type of associate a brand might want to hire are essentially specialists. It's possible these associates may not be hired on a full-time basis, or in a way that requires them to work a standard eighthour day.

The distinction with specialty associates is they are truly a product expert, and easily identifiable as one of the best, if not the best person to answer a customer's questions about a brand or product.

Alternatively, a specialty associate may be someone that has a high public profile, such as a social influencer or creator.

These hosts might leverage their public persona to drive traffic to your live shopping experience during select times.

Specialty associates may be employed in any of the store set-up models we've already identified. For example, a specialist on a particular type of BBQ might work part-time out of their home. Or a popular fashion influencer might come in-store or to a studio setup to answer calls every Friday.

If you're going to employ specialty associates, keep reading for some things to think about first.

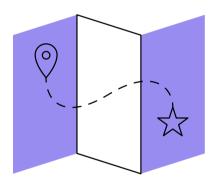


Manage availability expectations accordingly

Using an influencer to drive traffic to your live shopping channel is a great way to generate buzz for the experience. But unless that influencer is answering 100% of your calls, it's important to let customers know they might not always be connected with that person, especially as calls are available to all associates on your network. That being said, you can create special windows where a specialty associate does answer

all of the calls. For example, you might say on Friday mornings, Ms. Jane Brand Ambassador will be the sole person picking up live shopping calls. But again, managing expectations is critical. Realistically that associate may only be able to answer 7-15 calls in an hour, and if their following is in the tens or hundreds of thousands, you may end up with some disappointed shoppers on your hands.





Expand your geographic reach

One of the benefits of using specialty associates is you can tap into live shopping associate talent that might not be in your geographic region. If you know your biggest superfan is based in a location that's outside of your brick and mortar presence, why not bring them on to sell for you virtually? Or if a specific supplier wants to provide live shopping support for their product line, you can focus your live shopping efforts on their product pages to easily drive more conversions.

How to get started with staffing your live shopping experience

We have tools that can help determine how many employees you'll need to train and have working at any given time for your live shopping channel.

In general, the formula comes down to how many monthly visitors you have on your website, but there are a few other variables that will impact your call volume, including:

- Promotion of your live shopping channels
- Using specialty associates to promote live shopping
- How much surface area you give live shopping on your website (banners, buttons, callouts, etc.)
- Seasonality
- Product drops
- Overall adoption and awareness of your live shopping experience



With GhostRetail, the availability of your live shopping promotions can be throttled based on associate capacity. If the queue is too backed up, customers will always have the opportunity to book an appointment to have an associate contact them at a time that's convenient.

We always recommend starting small, giving associates the chance to answer calls and get familiar with the experience, before scaling up and opening up the live shopping experience to any caller at random.



KEY DECISION

Who will staff your live shopping experience?

- Retail employees
- Dedicated associates
- Customer service staff
- Specialty associates



CHECKPOINT 3

How will you train live shopping associates?

The good news: Live shopping platforms like GhostRetail are pretty easy to learn and navigate. But before you roll out your program, you'll need to train both the live shopping associates staffing your experience, and the administrators of the experience itself, on how to use the app's core functions.

That being said, training live shopping associates goes well beyond a technical understanding of how to interact with a





Training considerations

Technical training

There is limited technical training required for live shopping associates before they get going, which can often be carried out with a Train the Trainer approach, or by sending associates a set of training and tutorial resources to review independently. With GhostRetail specifically, live shopping associates will need to understand how to:







- Assist customers with the checkout process
- Review and understand their performance dashboard
- Ask the right questions to help customers understand the live shopping experience

Live shopping administrators will need to learn the above, plus be able to interpret call analytics and understand how to throttle call volumes.



Presentation and scripting

The first and most important thing you'll want to train staff on is what an ideal live shopping experience feels like. What tactics will both kick off a call and leave a lasting positive impression? Is there a standard greeting or signoff? Are there steps they should take before connecting with a customer?

Do you have a particular sequence you want them to follow to engage with a customer? How does the associate wrap up the call and provide confidence to the customer that their order was successful? GhostRetail gives you access to a live shopping playbook that associates can learn from in preparation for their very first call.

Brand messaging

Every brand has their own set of standards when it comes to language. Give your associates a rundown of key terms you use, whether it's the name of your loyalty program (e.g. Sephora's Insider program), the title of your customer service specialists (e.g. Starbucks' Baristas), or the specific names for products.



Product knowledge

The most important skill for any live shopping associate to have is a strong knowledge of your entire product catalog. This will require ongoing associate education about new products so they can walk customers through the benefits, comparisons, and suitability for a variety of different concerns. You may also want to consider creating a team Wiki, where associates can add insights, reviews, thoughts, and sales pitches to different products that will enable more genuine interactions, even for products an associate is less familiar with.

Customer service

Finally, it's important to recognize that some calls that come into your live video shopping channel may be customer service related. For example, a customer may have a question about an existing order, or how to return an item. For basic customer service inquiries that can be answered quickly, it's fine to have your live shopping associates answer the questions and get the customer on their way. But scenarios that require more troubleshooting, tracking, or looking into a customer's purchase history should be redirected to traditional service channels. Provide your team with guidelines as to which types of interactions should be funneled to customer service.

Turning your associates into salespeople

Apart from having the personality to engage with customers, the other important part of empowering your live selling associates is to get them to think like a salesperson. Specifically, putting an emphasis not just on customer service, but on closing the sale.

Part of this comes from empowering live shopping associates with tools and tactics they can use to motivate the customer to check out.



On a basic level, this might include highlighting campaigns or promotions that might incentify a customer - just like retail sales associates are trained to highlight promotions at the door (greeters) or at checkout.

On a more advanced level, this might include creating rules of law about what a live shopping associate can or can't do to complete a sale that might not be promoted publicly.



You could provide a list of strategies, or a chain of a command that a sales associate can reference if they want permission to do or offer something. Some ideas for incentives include:

- Giving associates a universal free shipping code
- Encouraging associates to post about live shopping availability on their personal networks with a limited time discount for getting on a call within a set timeframe (e.g. 'Join me for a live call now and I'll give you 20% off!)
- Allowing associates to discount upsell services such as installations or delivery
- Letting associates generate a onetime use discount code during a call that can't be shared elsewhere
- Creating a referral code for shoppers who recruit other customers to live calls, earning them both discounts

Set Checks

Together, we've gone through all of the do's and don'ts, best practices, and Ghost recommendations when it comes to getting set up and ready to go live with customers.

Now, it is all about ensuring you maintain a quality live experience for customers.

When it comes to the horror stories around batteries dying or food stuck in teeth, we have seen it all. But with each mistake or piece of bad luck, we have also seen lessons learned and with that knowledge, we created a simple checklist that your associates can run through at the start of their shift to set them up for success for each live show.

Go-Live Checklist		
SET CHECKS	GETTING CAMERA READY	DEVICE & APP CHECKS
15 Minutes Out From Going Live	10 minutes Out From Going Live	5 minutes Out From Going Live
 Lighting is working and choice of light is the best to showcase your products. Lighting temperature and strength is set to your personalized specs! No unwanted objects, food, or garbage in the scene or in a potential view of the camera. All required products for your live show are present. Background music is not too loud and there are limited external noises and distractions. 	 Mirror Check. Clothes are free of stains and hair does not have that "I just rolled out of bed" look. If required by your brand, you are wearing branded merchandise. The best speakers in the world suggest a cold drink of water or a hot drink to sound your best. No gum or food is being chewed. 	 Your device is charged and connected to WiFi. Your device is set on DO NOT DISTURB. You are logged in under your associate version of the app. Dry-Run a show with another associate to ensure all systems and functions are working.

GO LIVE CHECKLIST

Associate Tips



Wardrobe & Makeup

Wardrobe and makeup can be tricky when on camera. Sometimes the way light and the camera works together can have the possibility to detract from the branding and overall impact of your set. Luckily, we've got you covered with some key guidelines to follow that will help you avoid this and will set your associates up with confidence!



Avoid Wearing Bright Red, White, and Black

These colors have traditionally caused a lot of grief for camera operators! Solid white and solid black affects the exposure of the shot, causing the skin to either look way too dark or really washed out. Certain tones of red "bleed" on camera, causing a hazy halo effect that can also affect the video quality of your live sessions.



Avoid Clothing with Fabric that Makes Noise or Reflects Light

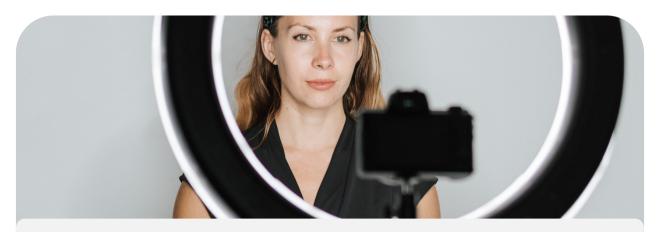
To ensure the quality of audio during your live sessions, you want to make sure that your customers can hear and see your associates clearly. To avoid distractions on camera or audio interruptions, encourage associates to choose a non-reflective outfit that won't

reflect light back into the customer's eyes, wear fabrics that they can move around in comfortably and try to choose clothes that don't make a lot of noise, such as rubber or plastic. Associates should also try and pair accessories that aren't disruptive, either.



Choose Solid Colors that Contrast from the Set

Avoid choosing fabrics that are really busy like plaid or stripes or that are too similar to the set in the background of the Live Sessions. Wearing too similar a colour will blend your associates into the background and busy patterns don't always look great on camera.





Camera Test the Final Look Before Going Live with Customers

The best way to prepare before going live is by having your associates test their wardrobe and makeup looks on

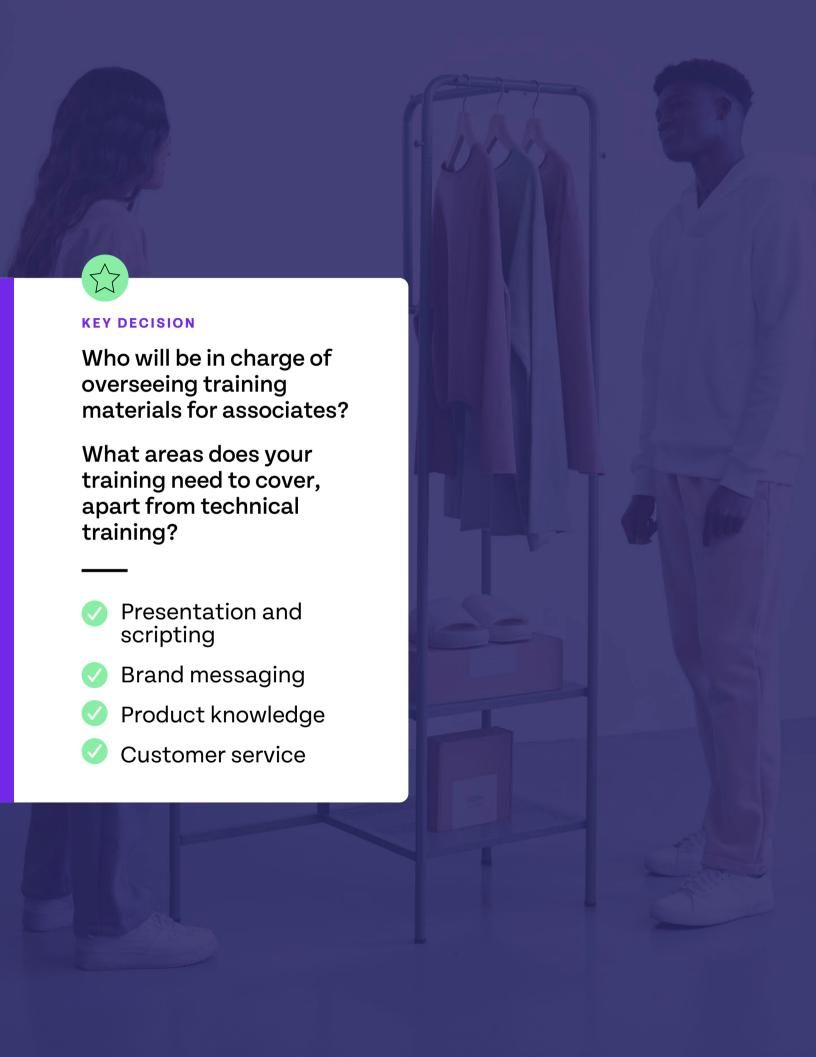
camera in advance! If something doesn't work, they can catch it before your customers notice.

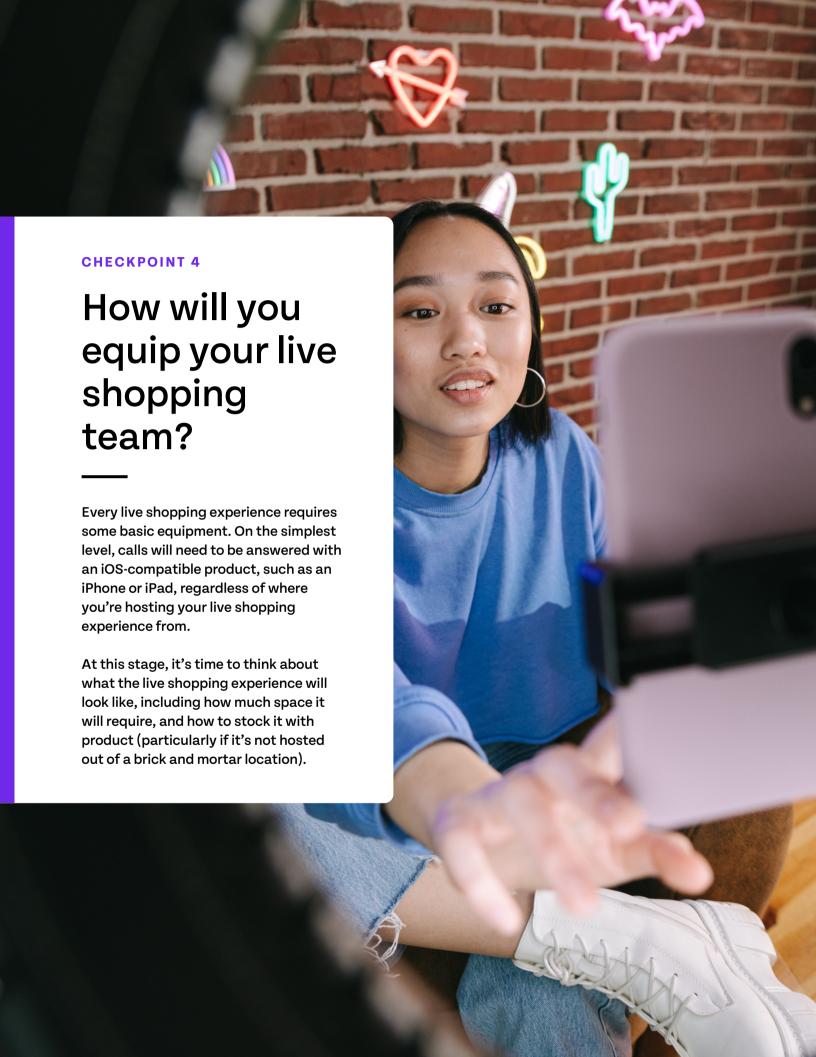


Choose Mattifying Makeup

Associates who choose to wear makeup should make sure to set their makeup with a translucent powder and reapply the powder in between live sessions. If their skin or makeup is dewy, set lighting

can reflect off of their skin and make it look oily. If they are selling a dewy makeup product though, the associate can adjust to make sure that their lighting is set up to highlight your skin.





Key equipment considerations

Beyond having an iPhone or iPad, there are other technical elements that will create an optimal live shopping experience, including:

- Lighting
- Microphones, headsets, or earbuds
- Backdrops
- Phone mount
- WiFi
- Charging cables, plugs, adapters, etc.

With a studio model, equipment requirements are relatively straightforward. You will acquire and maintain all equipment, which will live exclusively within the studio environment.





But with in-store and at-home models, the question of equipment can be a bit more complex. Here are some key questions to consider when determining equipment needs:

- Will associates be expected to use their own phones, or will companysupplied phones be provided?
- How will equipment be managed, accounted for, or kept secure when not in use?
- Will you have a dedicated selling space (i.e. with a branded backdrop) or will associates be free to answer calls from anywhere?

If you need specific guidance on which equipment to buy for a standard live shopping setup, all of our GhostRetail clients have access to a shopping list depending on what type of environment you want to sell in.



KEY DECISION

What equipment will you require?

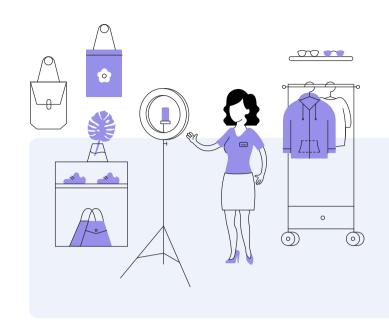
- iPhones or iPads
- Lighting
- Microphones, headsets, or earbuds
- Backdrops
- Phone mount
- Wifi
- Charging cables, plugs, adapters, etc.

Who will oversee the procurement, management, and security of this equipment?



Rolling out your live shopping experience

We recommend a three-phrase approach to rolling out your live shopping experience.



PHASE ONE Friends & Family Rollout

In this phase, you'll announce the 1:1 live shopping experience to a select target audience (e.g. Top Customers, Friends and Family, Loyalty Members, etc.), and promote it as an exclusive opportunity to be the first to test the experience out.

Access to live shopping in this phase is restricted to a hyperlink that isn't publicized on your website. Associates can share the link with their network or clients, and the same link can be used in email messaging sent out to your target audience.

1-2 weeks

The goal of this phase is to ensure associates feel comfortable and confident in conducting a live shopping call, as well as ensure calls and orders are facilitated successfully. Once every associate has had the chance to answer a few calls, you should be ready to scale up.

PHASE TWO Controlled Website Exposure

2 weeks

The next phase of offering live shopping is what we'd call a 'soft launch'. At this point, 'Click-to-Connect' widgets, buttons, and banners will be visible on the website.

The goal of this phase will be to determine how much traffic you get to best understand how much staffing will be required during different periods. In the event the queue becomes too backed up, Click-to-Connect placements

can be turned off, effectively cutting off access to the live call queue until numbers have dropped down to reasonable levels.

During this phase, live shopping will not be specifically promoted. Instead, you'll get a taste for how much organic traffic initiates a live shopping call.



PHASE THREE Evergreen

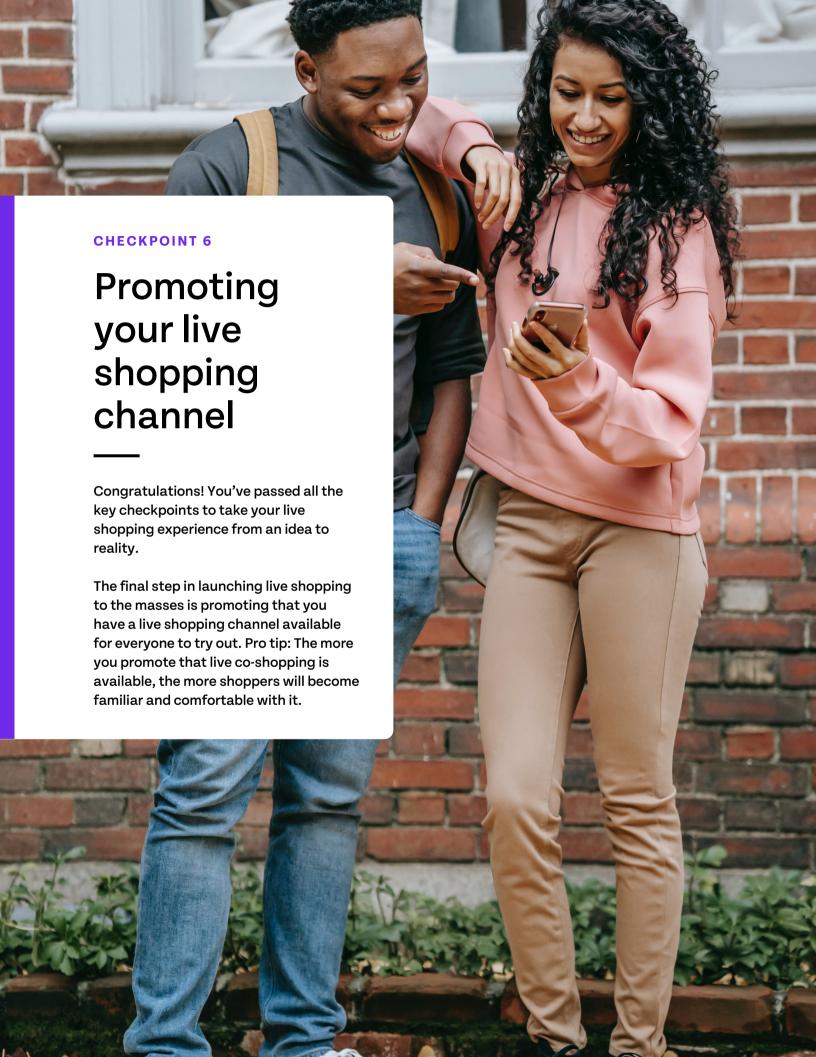
Always on

The final phase of launching your live shopping experience involves removing all throttling from the website experience, ensuring all badges, banners, and buttons are visible at all times when live shopping is available.

At this stage, you'll also be free to start promoting live shopping availability

through mass promotional channels such as email or social media. We recommend kicking off your live shopping experience with an actual marketing strategy and campaign. Learn more in the final checkpoint in our guide!



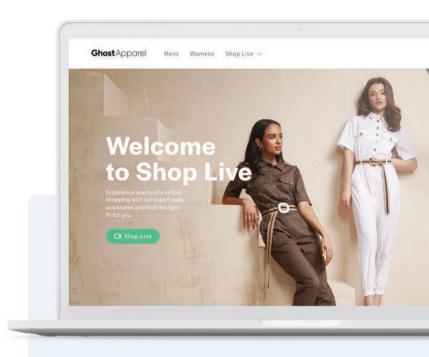


Where to promote live shopping

By this point, you should have all banners, buttons, and other callouts visible on your website to initiate calls. However, there are a range of other places you can promote live shopping as well, including:

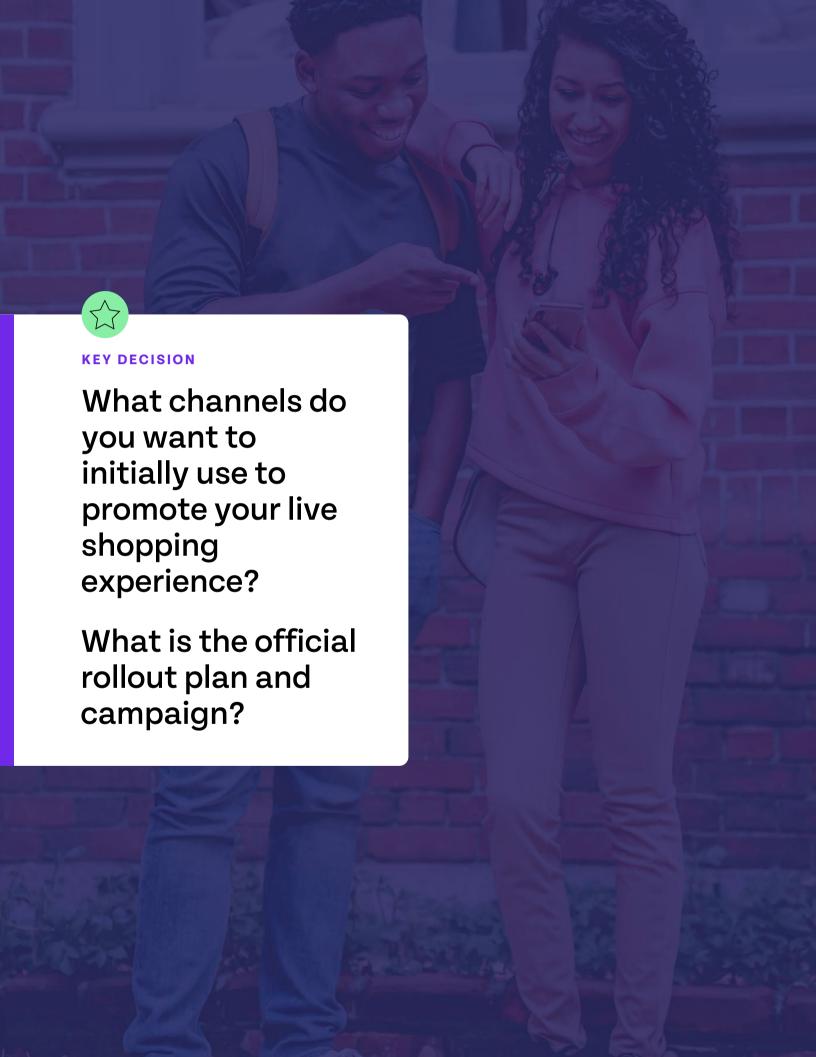
- Home page hero image or callout box
- Main navigation
- Social media channels
- · Social media or display advertising
- Email
- SMS
- Influencer marketing
- In-store signage
- Flyers and coupons
- In-package inserts





Don't forget that live shopping can be used as a conversion tool. Consider adding a callout for your live shopping in abandoned cart emails or greet returning online shoppers who haven't checked out with a pop-up inviting them to get on a call to complete their order.

Although your live shopping program is fully active and ready to roll at this point, you may want to test promoting live shopping through a few select channels to start generating interest and demand. Starting out with a full-channel blitz could cause a dramatic spike in traffic that may overwhelm your live shopping team and create a poor customer experience.



Checkpoint Checklist

Finalize your live shopping plan by using this handy checklist to start your live shopping program.

What live shopping setups will your program use?	What equipment will you require?
□ In-store □ Studio	iPhones or iPads
☐ At-home	Lighting
Who will staff your live shopping experience?	Microphones, headsets, or earbuds
□ Retail employees	Backdrops
Dedicated associatesCustomer service staff	Phone mount
Specialty associates	Wifi
Who will be in charge of overseeing training materials for associates? What areas does your training need to cover, apart from technical training?	Charging cables, plugs, adapters, etc. Who will oversee the
Presentation and scripting	procurement, management, and security of this equipment?
Brand messaging	
Product knowledge	What target audience should
Customer service	you use for your Friends & Family pilot?



Frequently asked questions



We've powered hundreds of thousands of transactions for some of the world's leading retailers, and along the way, we've seen and heard it all. These are some of the most frequently asked questions retailers have when starting their own live shopping experiences, as well as our recommended best practices.

What happens if my team receives too many calls?

Launching a pilot program should give you a good idea of how to appropriately staff your live shopping team. However, there may always be times when your team simply can't keep up with demand, for example, with the launch of a new and hotly anticipated drop. In these instances, you can always toggle off the entry points into your live shopping experience. Shoppers that are already in the queue won't be ejected, but no new shoppers will be able to join. You can also encourage shoppers who don't want to wait to book an appointment and get called back at a time that's convenient for them.

What if a customer does not wish to checkout during the call?

Depending on your site settings, the cart should remain intact after a call ends. If a customer wants to continue browsing independently, needs to validate their purchase with someone else, or has another reason to not check out on the spot, they will be able to return to their cart later. GhostRetail includes delayed attribution that will still allow you to track which sales are attributed to Ghost beyond what transactions are completed within a call.

Can I schedule my live shopping hours?

Just like with any live chat support, you can set operating hours for when your live personal shoppers will be available. Brands also have the option to simply open and close their live shopping experience at will, preventing new people from joining the queue. In the event a shopper clicks to initiate a video call and no one is available, they can always schedule a time for your associates to call them back.



How can I give my associates a break?

Every associate can toggle their availability in real time using GhostRetail. If an associate needs a break or is busy with another task, calls can simply be picked up by other associates. You should also consider breaks when scheduling live shopping associates, or planning appointment slots.

What happens if a call comes in about a customer service issue?

We recommend giving associates a guide to what topics or inquiries are out of scope for the support provided through live shopping. Ultimately the primary purpose of your live shopping channel is to provide a guided shopping experience for customers looking for more information to help their purchase decision. Beyond that, it's up to you to determine what should be trafficked to more traditional customer service channels.

What if a customer walks in when my associate is on a call in a retail store?

You may need to allocate dedicated resources in retail locations to answer calls, and our staffing calculator can aid with this. However, don't discount the value of having your customers see or experience a live shopping call secondhand. It can function as a great promotional tool to encourage them to try a live video shopping call for themselves in the future.

How are associates able to stay on top of the queue?

When shoppers join the queue, they will see what number they are in the queue and be given an estimated wait time before their call is picked up. They can either wait, or book an appointment to receive a call back. Associates who are not currently on calls receive an in-app push notification (visual and auditory) letting them know a new customer has joined, meaning any associate can pick up a call at any time.



