



SmartPrise Social Commerce

Deliver Personalized Online Shopping Experience | Increase Customer Engagement | Multiply Your Revenue

Retail and online media businesses are reverberating with the success of social web by leveraging it as a strategic marketing outlet and easily accessed selling mechanism. However, this is just not enough for enduring success. Retail and online media outlets not adaptive to changing market dynamics will be left out.

Presently, retail and online media businesses are crunched with reduced conversion rates and transactionability, despite profound website traffic. To overcome this, it is vital for retailers and online publishers to be responsive to changing consumer behavior patterns. Consumers now demand a more personalized and social experience - **“What is in it for me?”**

Here are few stats that emphasize the fact that personalized social recommendations have become driving factors in increasing website traffic, gaining customer confidence and sales conversions. This further shows that retail and online media houses have to continuously deliver a personalized consumer experience and relevant content.

“Presently, retail and online media businesses are challenged with reduced conversion rates and transactionability, despite heavy website traffic.”

J W T

More than 1/3rd of the respondents said personalization recommendations helps them make decisions more quickly (JWT Trends Survey, July 2011)
45% say they are **influenced** a fair amount or a great deal by reviews on social sites from people they follow (46% say reviews in newspaper or magazine influence them.) (Harris Poll, April 2010)

nielsen

90% of respondents trusted completely or somewhat recommendations from people they know (Nielsen Global Online Consumer Survey, April 2009 / Base All respondents)

Personalized Recommendation

90% of online consumers **trust** recommendations from people they know; 70% trust unknown users, 27% trust experts, 14% trust advertising, **8% trust celebrities** (Econsultancy, July 2009, Erik Qualman, Socialnomics)

Econsultancy
Digital Marketers United

BusinessWeek

70% consult reviews or ratings **before purchasing** (BusinessWeek, Oct. 2008)

COMSCORE

97% who made a purchase based on an online review found the review to be **accurate** (Comscore/The Kelsey Group, Oct. 2007)

Deloitte & Touche

In **10** who read reviews **share** them with friends, family & colleagues thus amplifying their impact (Deloitte & Touche, Sept. 2007)

The four major challenges that bestow stiff competition in retailing and online media businesses are: **Customer Engagement; Customer Acquisition; Customer Retention; Transactionability.** The market foresees Social Web, Contextual Relevance, Rich flow of data by inter-connected web and artificial intelligence as a source to deliver **personalized social recommendation that will act as the key mechanisms to combat these challenges.**

The only way for retail and online media businesses to sustain and improve ROI is to deliver a highly personalized experience relevant to users, which can be achieved by **personalized recommendation approach.**

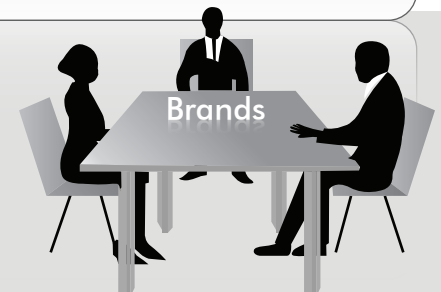
What Consumers Want

- 1 Deals
- 2 Purchase
- 3 Rating User Reviews
- 4 Exclusive Info
- 5 New Product Info
- 6 Share Opinion
- 7 Customer Service

What Brands Think Consumers Want

- 1 New Product Info
- 2 Exclusive Info
- 3 Customer Service
- 4 Share Opinion
- 5 Rating User Reviews
- 6 Purchase
- 7 Deals

Mind Perception Gap



Personalized social recommendations help retailers to bridge the widening gap between what the consumer expects and what is being delivered.

Social will have a transformational impact on shopping



Christopher Payne,
chief of **eBay** North America
at the Internet Retailer
Conference in June 2011.



These are great ways of conversing with influencing customers, especially since the individuals on a social networking site are usually connected to other individuals whom they trust and respect - **recommendations** from the most influential people of all, the prospective buyer's friends and family



Booz & Co Report, July 2011

ZSL's SmartPrise Social Commerce

ZSL's SmartPrise Social Commerce, powered by myBantu's recommendation engine (powering myBantu.com a Smart personal assistant, very similar to iPhone 4S), is a patent pending recommendation technology - based on Natural Language understanding, Social Intelligence, and Social Media outlets such as Facebook, Twitter, etc. SmartPrise Social Commerce empowers online retail and media applications with **intent based personalization** capabilities designed from the consumer perspective.

“SmartPrise Social Commerce is all about empowering your online store & online media properties through personalized social recommendation approach that helps to increase the conversions and transactionability.”



SmartPrise Social Commerce delivers **Personalized Recommendations & Experience** – one among the six dimensions of Social Commerce. The solution addresses the real time challenges in retail and online media markets for transactionability and sales conversions through hyper relevance by adopting “Go social” and deep personalization strategies.

Its recommendation engine thrives on the massive volume of data collected from users as they interact over web and social media outlets, while personalized recommendations, references, search, location and other services are based on greater knowledge of the habits and preferences of consumers.

Context Sensitive & Intent-based Personalization

ZSL's SmartPrise Social Commerce solution is context sensitive and its uniqueness lies in its recommendation engine's ability to anticipate desire from various social-behavioral factors - then, graphing the relevance and providing recommendations which are personalized and unique to a user/buyer rather than recommending the likes or interests for similar users/buyers.

The solution quickly grasps and identifies your user needs and intentions, based on their behavior patterns determined by several factors – location, purchase history, brand affinity, pricing affinity, search items, favorites, responsiveness to a social post, navigation patterns and more.

SmartPrise Social Commerce delivers recommendations personalized to **YOU** rather than recommending interests or likes for people **similar to you**.

“SmartPrise Social Commerce makes it possible to deliver a relevant personalized experience to the consumers and achieve great deal of customer satisfaction.”

Socially Intelligent Recommendations

SmartPrise Social Commerce's social recommendation engine has a great interoperability capability with various social web applications. This enables to follow your customers on social platforms & online portals and gather social intelligence from friends, peers, colleagues and users of similar interests. The solution enables your consumers to perform relevant searches, and delivers recommendations relevant to their likes and interests

Real-time Social Influence for Increased Transactionability

The SmartPrise Social Commerce solution provides a platform for users to connect, engage and get instant opinions, reviews or referrals on a product from their trusted friends, relatives, peers, colleagues or anonymous users of similar interests from within the store or portal with no necessity to leave the site. This social influence paves the way for greater probability of conversions of web traffic to transactionability, resulting in increased sales and improved ROI.

Intuitive User Interface

Today, technology has brought a taste of sophistication to the consumer experience, where SmartPrise Social Commerce resonates to its users through an enriched easy-to-use interface. The solution provides a real-time interactive platform, simple navigation features, single click provisions, relevance grouping, instant messaging and more. This helps to drive web traffic and retain visitors for a longer engagement.

Consumer Engagement & Retention

SmartPrise Social Commerce guarantees repeated customer visits through its intensified, personalized relevance, and lively interactive web experience. On-time right recommendations, referrals, advanced search options and a simple to use one stop platform for social engagements through various social media outlets, promises a delightful customer service experience..

Up-sell & Cross-sell

SmartPrise Social commerce has a built-in customer behavioral analysis capability which helps to identify up-sell and cross-sell opportunities.

Reduced TCO & Increased Sales

SmartPrise Social Commerce drastically reduces SEO/SEM budgets as its built-in social recommendation and search engine boosts behavioral tracking and visibility over the web through its seamless interaction with various web and social applications. More web traffic results in increased sales conversions while reducing TCO.

Multi-Channel Commerce

SmartPrise Social commerce is available for all types of customer touch points including web, mobile, stores and social apps.

Business Impacts

SmartPrise Social Commerce enables retail and online media companies to achieve their revenue and profit goals with

- Up to 150% increased consumer engagement
- More sales conversions
- Increased Consumer Transactionability (visit to buy) with 10-20% sales lift
- Repeated customer visits and retention rate growing stronger by up to 70-80%
- New consumer-base (5 to 9%) acquisition through powerful viral loops
- Raised AOVs for retail stores, up to 120%

ZSL SmartPrise Social Commerce Offering

SmartPrise Social Commerce for Retail

- ➔ Social Commerce & Personalization Solutions for mid-market Retail
- ➔ F-commerce (stores in **facebook**) & M-commerce Solutions:



iPads iPhone Android + more...

- ➔ Social Commerce & Personalization Solutions for **IBM** Smarter Commerce



SmartPrise Social Commerce for Online Media

- ➔ Personalization Solutions for Online Media



SmartPrise Social Commerce Solutions & Consulting

- ➔ Strategic Consulting on Social Commerce & Personalization Solutions
- ➔ **IBM** Smarter Commerce Consulting & Staff Augmentation
- ➔ Magento Commerce Consulting & Staff Augmentation



About ZSL

Zylog Systems Ltd (ZSL) is a leading ISV, Global Systems Integrator & Business Solutions Provider based in Edison, NJ with more than 4000 employees worldwide focused in developing and delivering enterprise IT solutions and services using the emerging technology platforms to keep the TCO low and ROI high. ZSL is a pioneer in providing business aligned technology solutions to enable the growth and make the enterprises responsive and agile. ZSL's Technology Leadership and value added R&D helped the enterprises globally to achieve their business goals cost effectively. To learn more about ZSL and its solution offerings, please visit <http://www.zslinc.com>.