Omni-Channel & AI

2023 Key products, service, trends & insights, SaaS new features for ***Cartier***

chatail 2.0

Background *Founder's bio*

Parsons School of Design
Bachelor's Degree, Fashion/Apparel Design
2011 – 2015

Shanghai International Studies University
Bachelor's Degree, Advertising
2010 – 2011

Awards

Saks Fifth Avenue Window Display 2015 Finalist
毕业作品被美国百货连锁巨头"Saks第五大道"入选并陈列。

67th Annual Parsons Fashion Benefit Finalist
作品曾入选第67届Parsons晚宴，在贝聿铭先生设计的Jacob K. Javits中心举行。

Eyes on Talent Digital Platform Selected Designer
Eyes on Talent电子平台是LVMH Group创办的线上创意人士内容平台。

Kering x style.com Empowering Imagination 4.0 Finalist
成衣系列作品"Yesterday's Tomorrow"入围Gucci母公司开云集团"未来之星"大奖，并在Style.com封面展现。

Womenswear Designer of the Year 2015 Nominee

Swarovski Sponsorship 2015 Nominee

Jason Wu Fabric Sponsorship 2015 Nominee

Portfolio of the Year 2015 Nominee



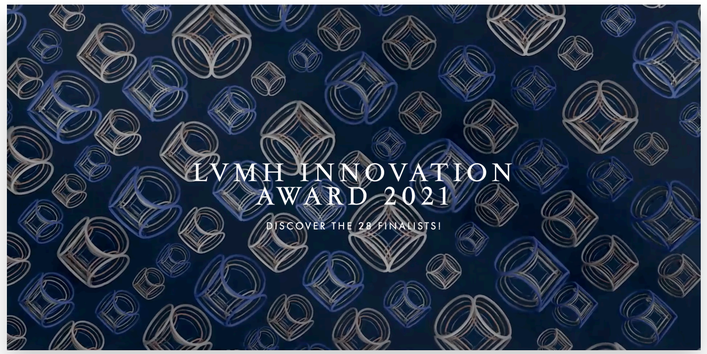


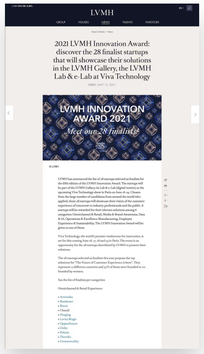
Our lovely clients

GUCCI
PIAGET
Loro Piana
CELINE
PRADA
THOM BROWNE. NEW YORK
GRAFF
BVLGARI
DIOR
HERMÈS
TORY BURCH
L'ORÉAL PARIS PROFESSIONNEL
TOMMY HILFIGER
VALENTINO
LOUIS VUITTON
FENDI
BALMAIN PARIS
CLARINS
ZEGNA
DFS
BOUCHERON
MONCLER
CHANEL
ESTÉE LAUDER COMPANIES
BURBERRY
PORTS
RIMOWA
MOOSE KNUCKLES
TIFFANY & CO.
L'ORÉAL

Awards & Fundraising

LVMH Innovation Award 2021





L'Oreal BigBang Winner 2021





Angel Round：GSR Ventures

GSR Ventures

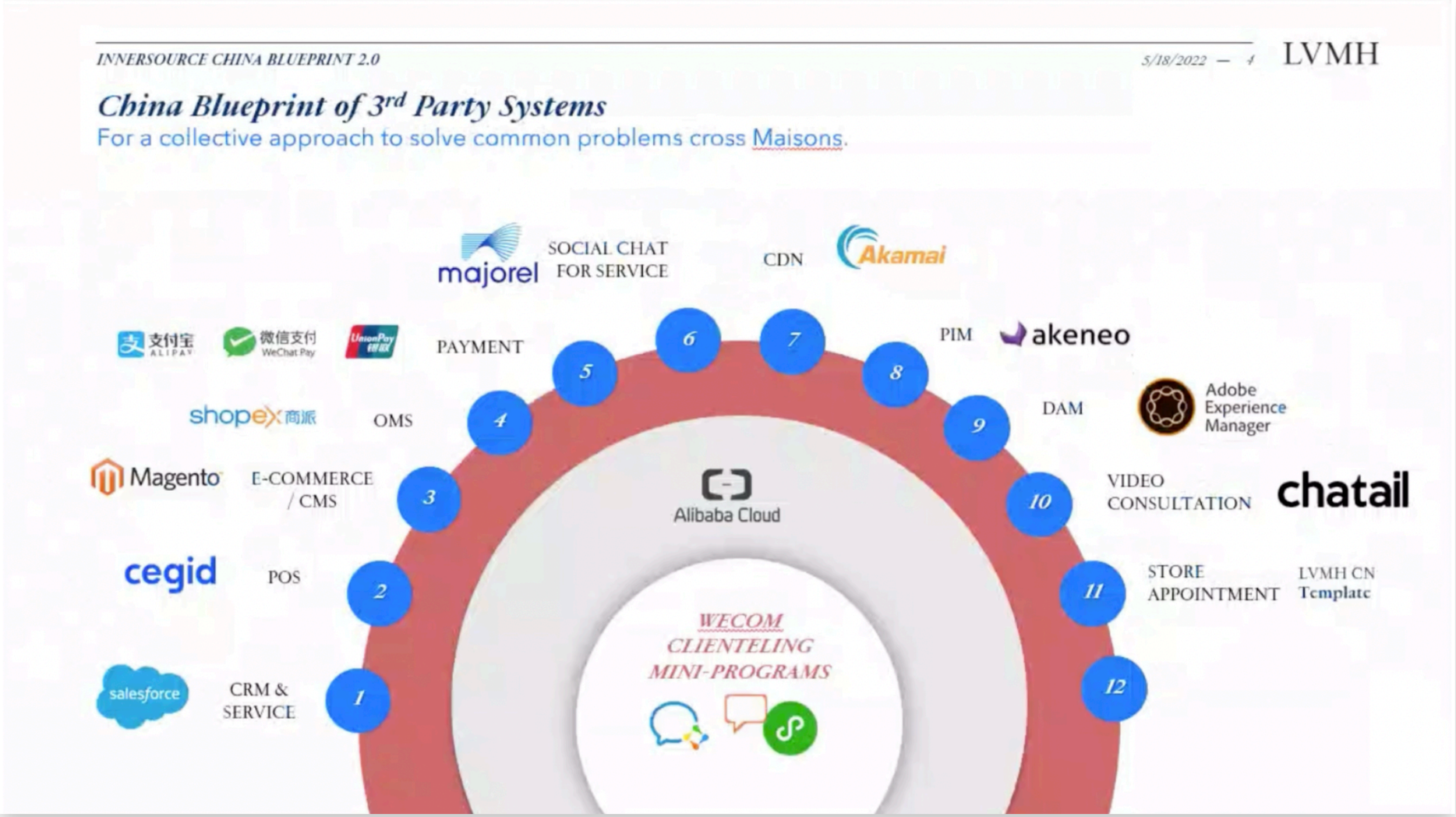
A Round：Cathay Capital

CATHAYCAPITAL

B Round：Qiming Ventures

啓明創投
QIMING VENTURE PARTNERS

Milestones *China Blueprint of 3rd Party Systems for LVMH Group*



Who is Chatail

10 millions

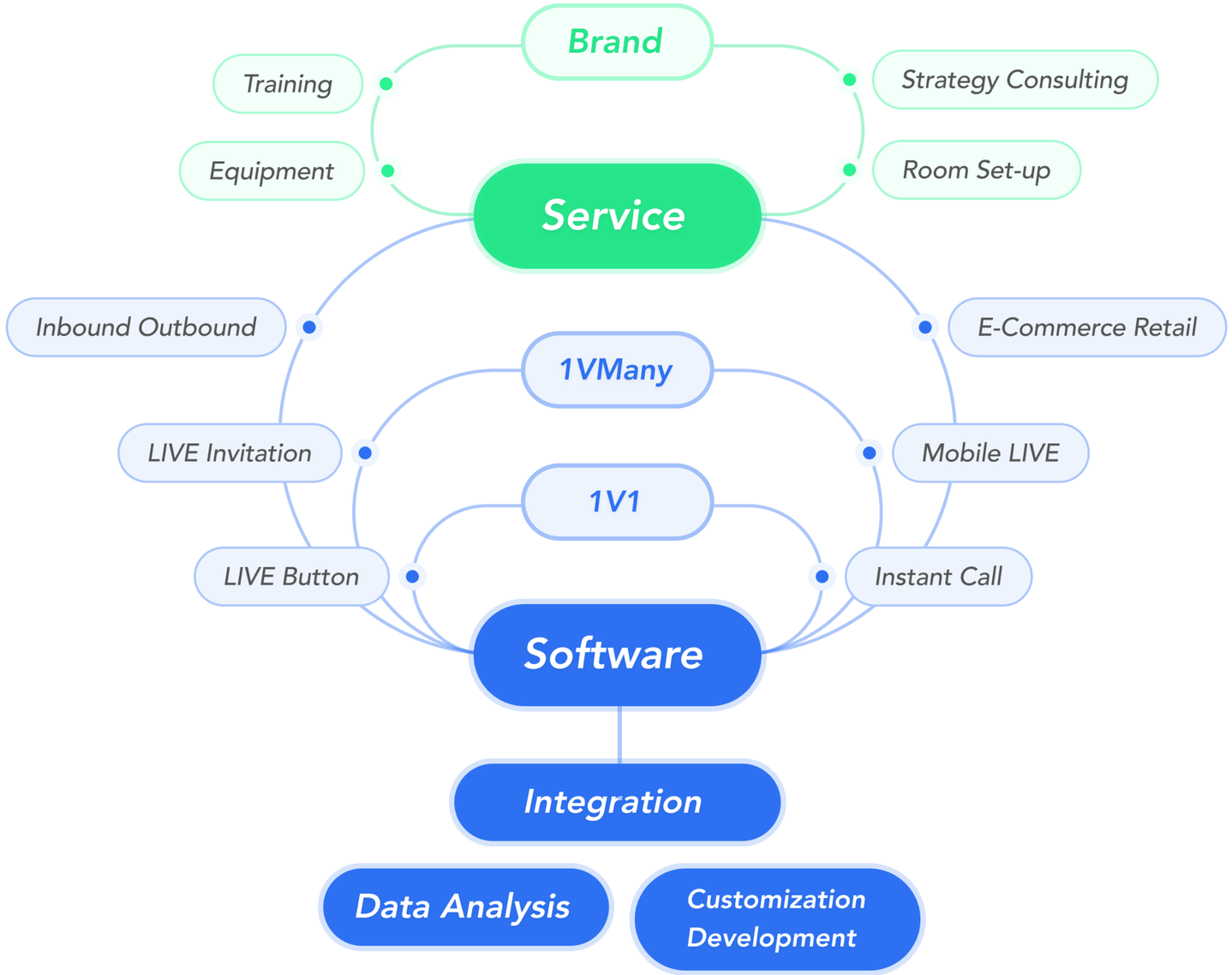
Series B financing round led by Qiming Venture & Cathay Capital

80+

Creative talents chose to work at Chatail

30+

Trusted by premium brands & businesses, loved by people



Product

E-commerce

LIVE Button

Purpose

A service that enable clients to have deeper communication and guidance when purchase on any EC-channels, assistant by premium and professional customer service

Embeds anywhere

Add LIVE Button in PDP/PLP of EC Mini-Program and website, WeChat articles and post , store locators.

Demo before buying

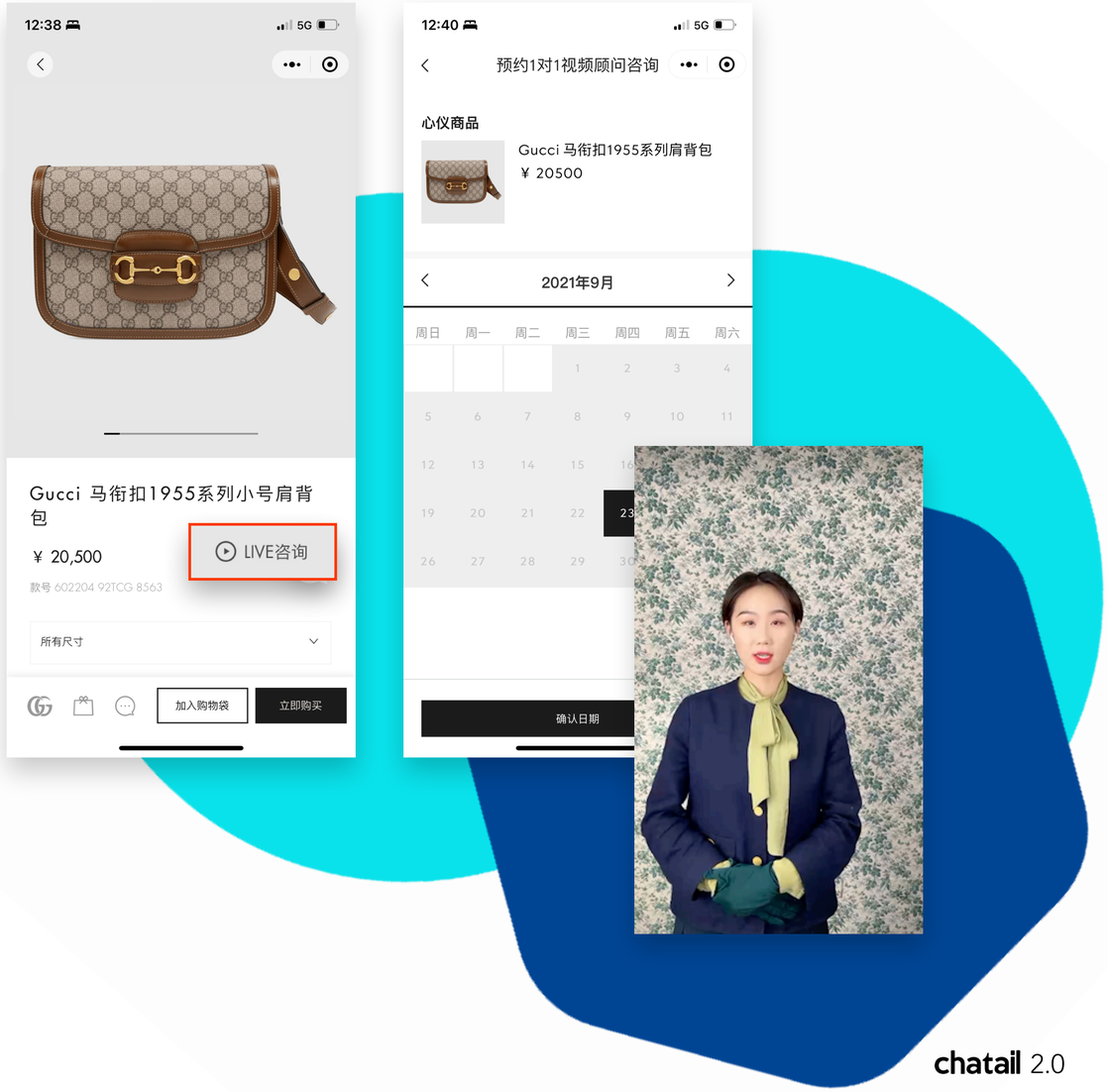
Careful and comprehensive product display or user guidance let client make a better decision

Member recruitment

LIVE Button also help turn organic traffic into brand private member

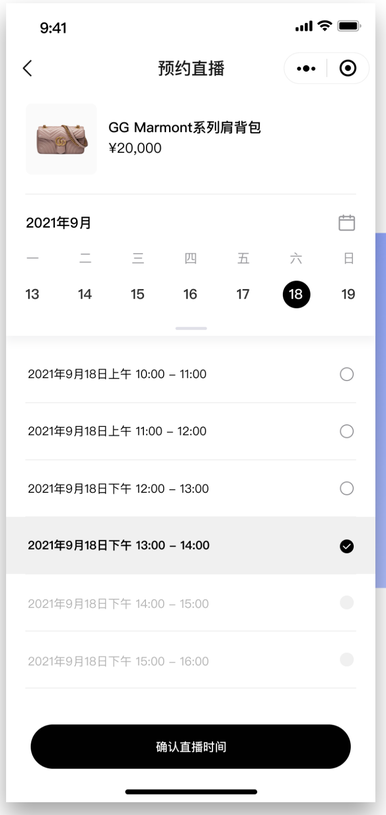
SKU blocking

Blocking allows brand to decide which product need to offer the LIVE Button.



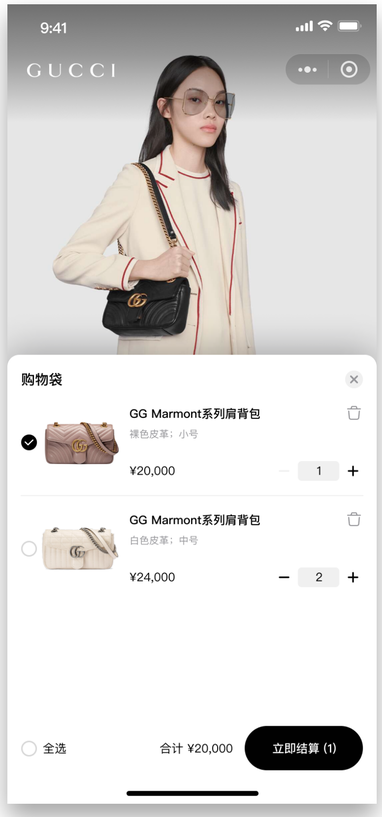
LIVE Button *User journey*

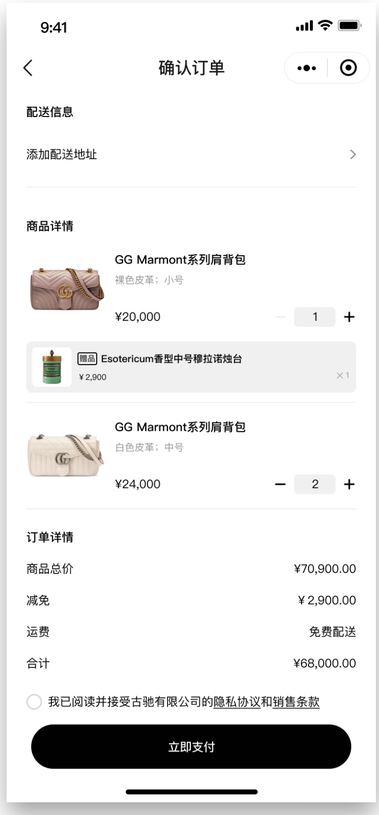
By clicking the LIVE button, customers can book a 1v1 live streaming service to have a more intuitive and in-depth interaction with CS. Fast and direct interaction during live streaming can also make customers more willing to become members of our brand and increase the sales opportunities of CS.











Client can create an live streaming request to CS

Client can select the product that he/she interested and notify CS to display them and purchase online during Live streaming

E-commerce

Instant Call

To be there and now

Instant Call is the fastest way to respond customers needs. With one click, they can connect to brand's experts in real time, and efficiency and speed will help drive conversion rate.

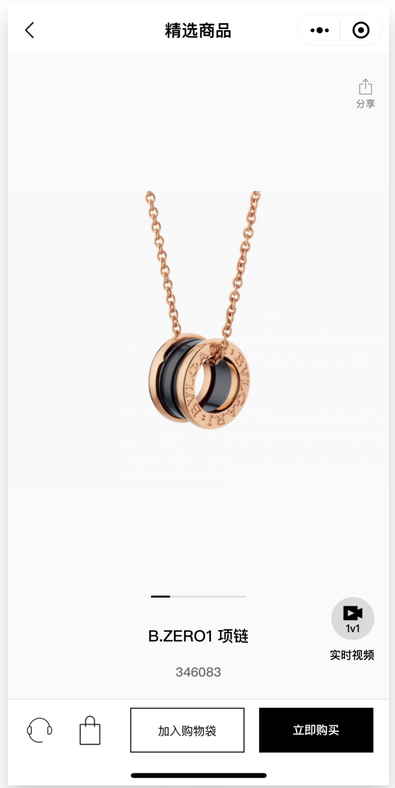
Easy to set-up

The powerful backend operation system allows to block the inconvenient time slot, and manage the schedule among other LIVE solutions.



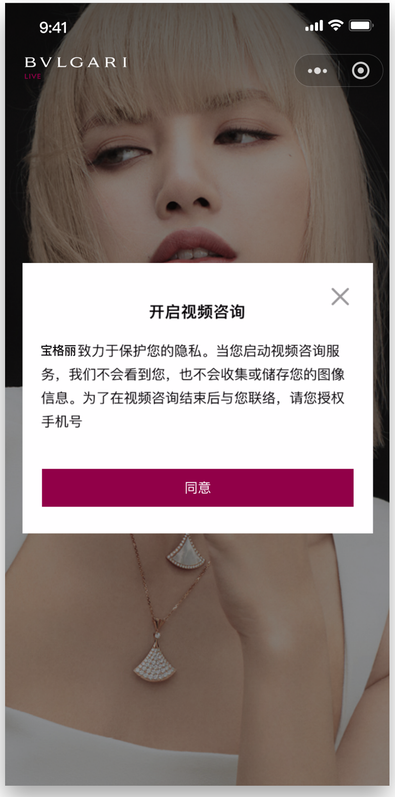
Instant Call *User journey*

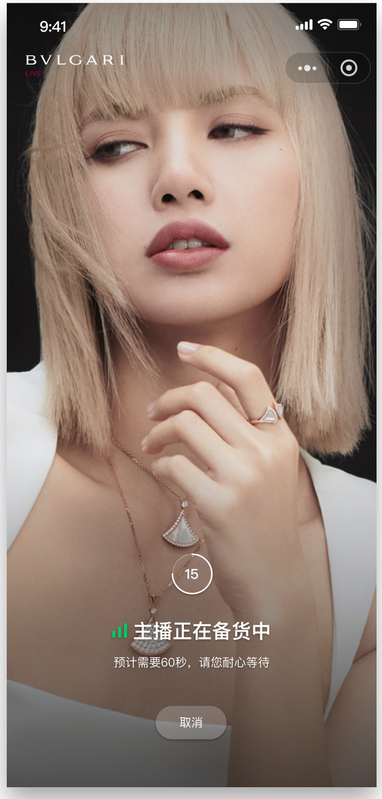
Instant Call Entrance



Usually the Instant Call access will be added in EC MP PDP page for product consultant

Waiting for Connect





Before client can join the live streaming they will need to agrees to the private policy for live streaming. Then the waiting/connecting page will be displayed

Connected





Once the call is connected, the client can start talking to the host with an authorized microphone

Omni-channel

LIVE Invitation

Purpose

A service that allow Brand's CS or offline store SA to invite their clients to enjoin the exclusive live streaming service and purchase online

Products & Time Manage

Invitation allows brand to customize the products & available time slot for live streaming

Use Scenarios

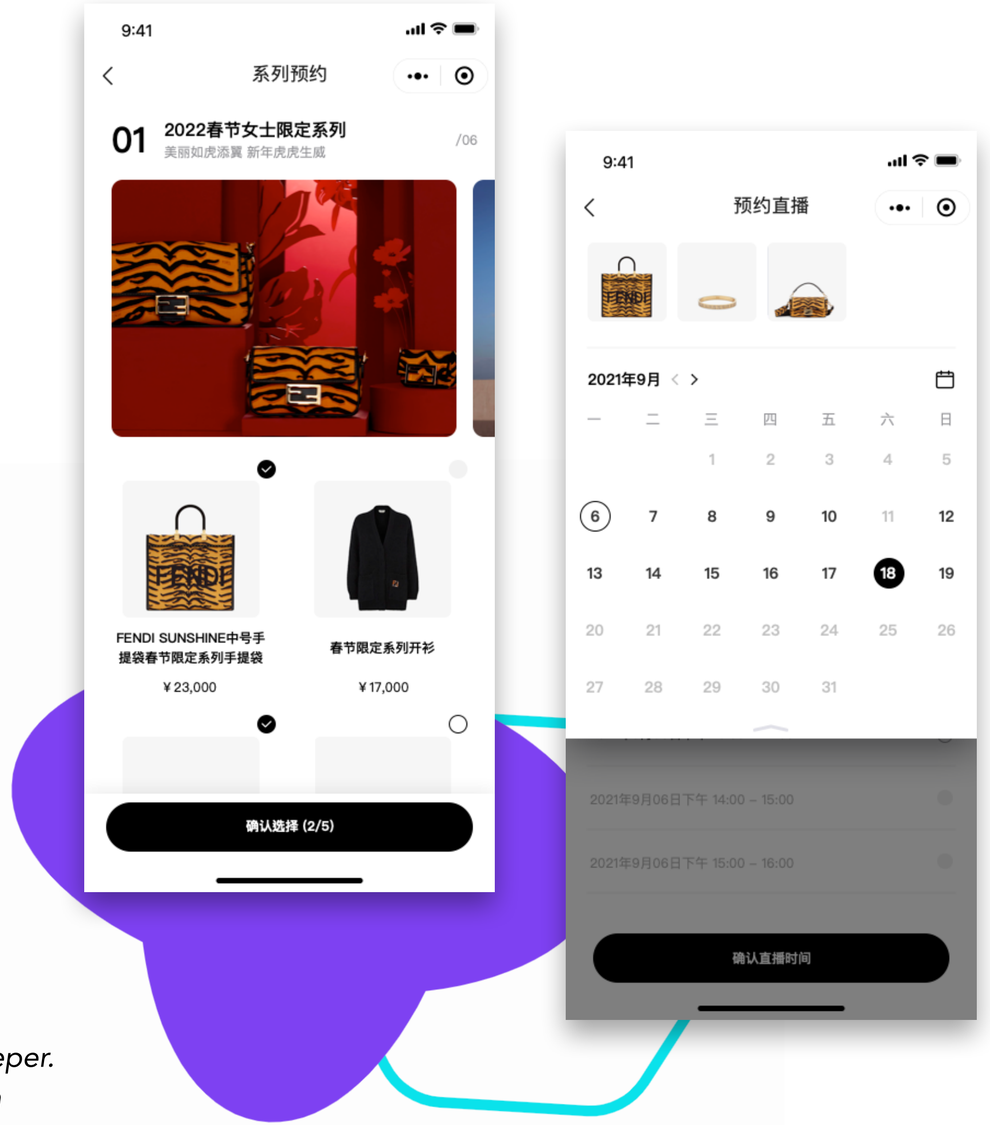
- *Daily communication with client*
- *Brand exclusive offer for event and campaign to reach VIP*

Premium service

Bring offline exclusive experience into online, build brand's premium omni shopping experience

Privacy & Whitelist

- *One side video communication protects customers privacy and gives a sense of security and trust so they can engage deeper.*
- *Whitelist means only some customers can receive and check the invitation*



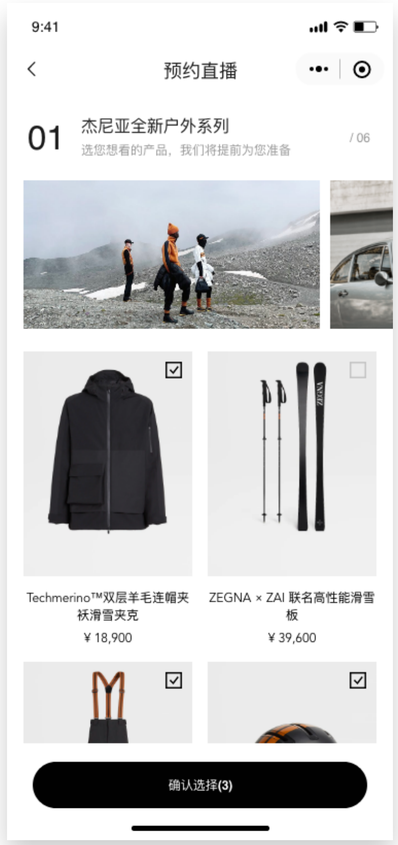
LIVE Invitation *User journey*

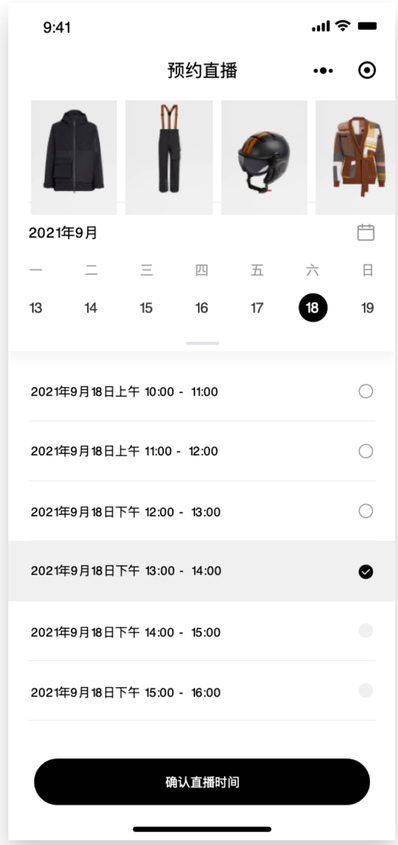
When client received the invitation sent by CS / SA, he/she can accept it and select the product they want to ask from multiple product collections, and they can find their available timeslot to book an appointment with live streaming service.





Client can access to the Chatail MP by scan the QR code of Invitation to check more details





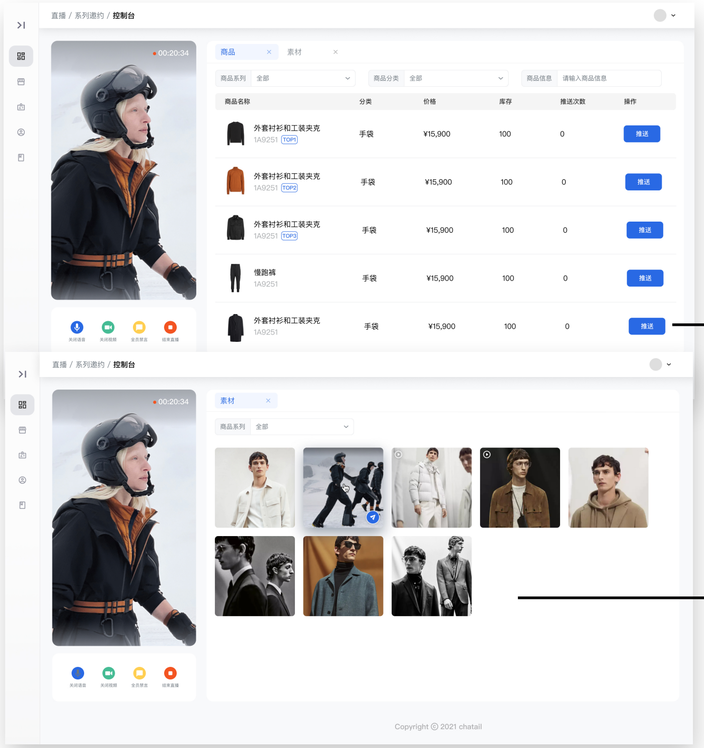
Client can select the products they like and book the live streaming time slot



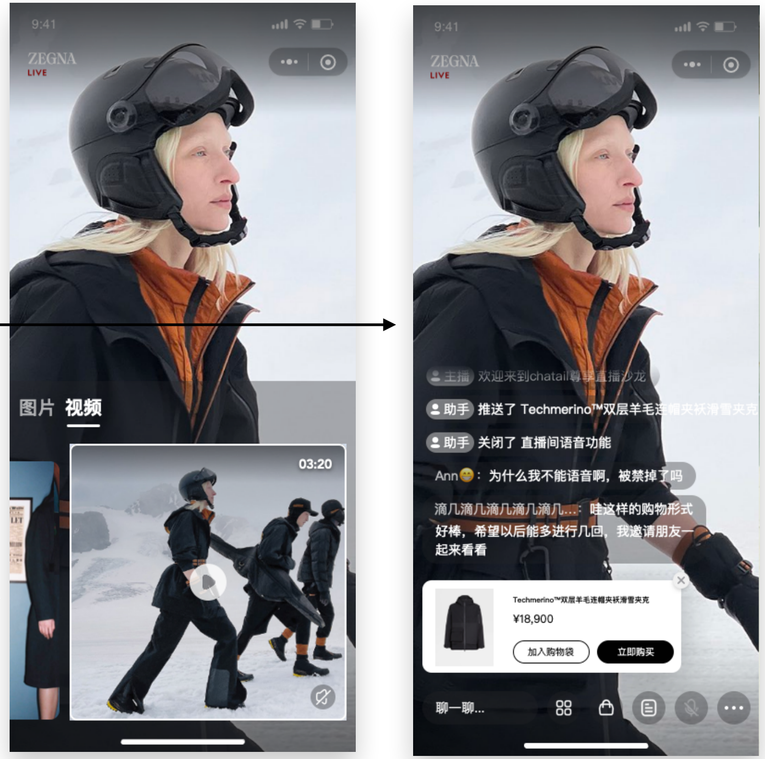
Brands policy terms will be showed before clients submit the appointment

LIVE Invitation *User journey*

CS / SA can upload and organize products and pictures at Chatail backend and send to client during live streaming. During live streaming, clients can view all the products that listed, and they can add some product in to shopping cart and purchase them online.



CS / SA can upload and organize products and pictures at Chatail backend and send to client during live streaming



Client can receive a product card that CS / SA is displaying, which can be added into their cart or checkout right away

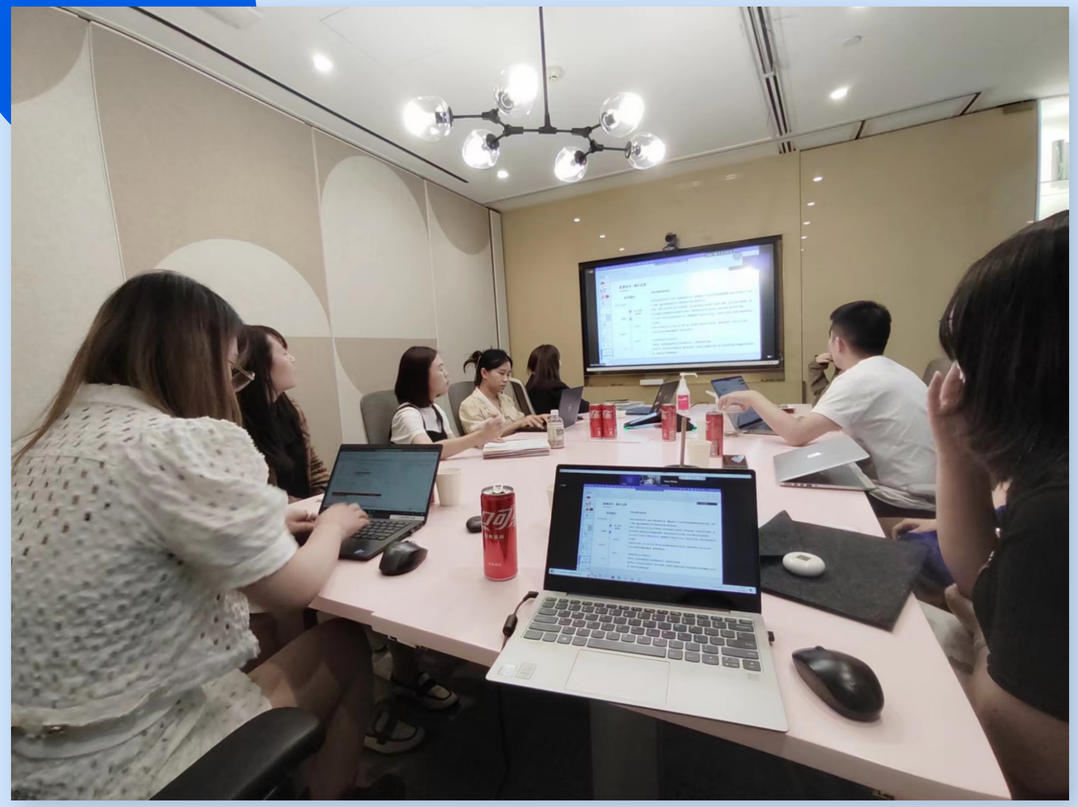


After client finish the payment, they back to live room and continue to watch the LIVE



When the live streaming ends, rate the service and host

Service



Training package *that end user really likes*

System training

OBS training

Key steps before sending invitation

Useful hooks & sentences when invite

Difference techniques of LIVE Button & LIVE Invitation

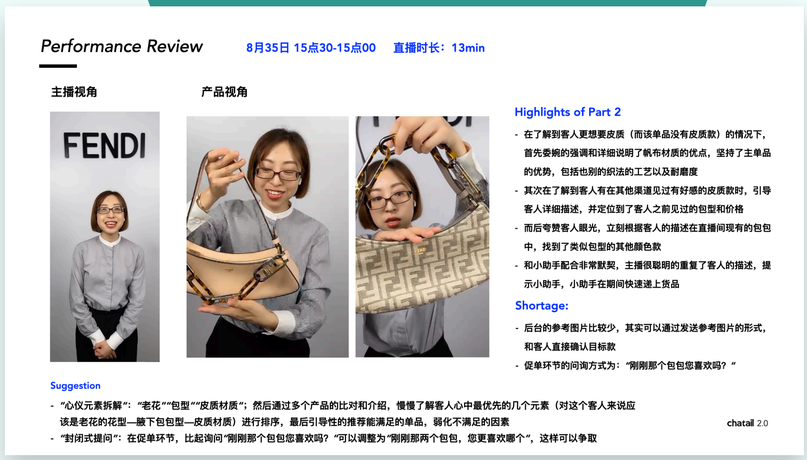
Follow-up sale techniques sharing

Techniques on different segmentation of clients

Gestures & tones training

Customization training (outsourcing)



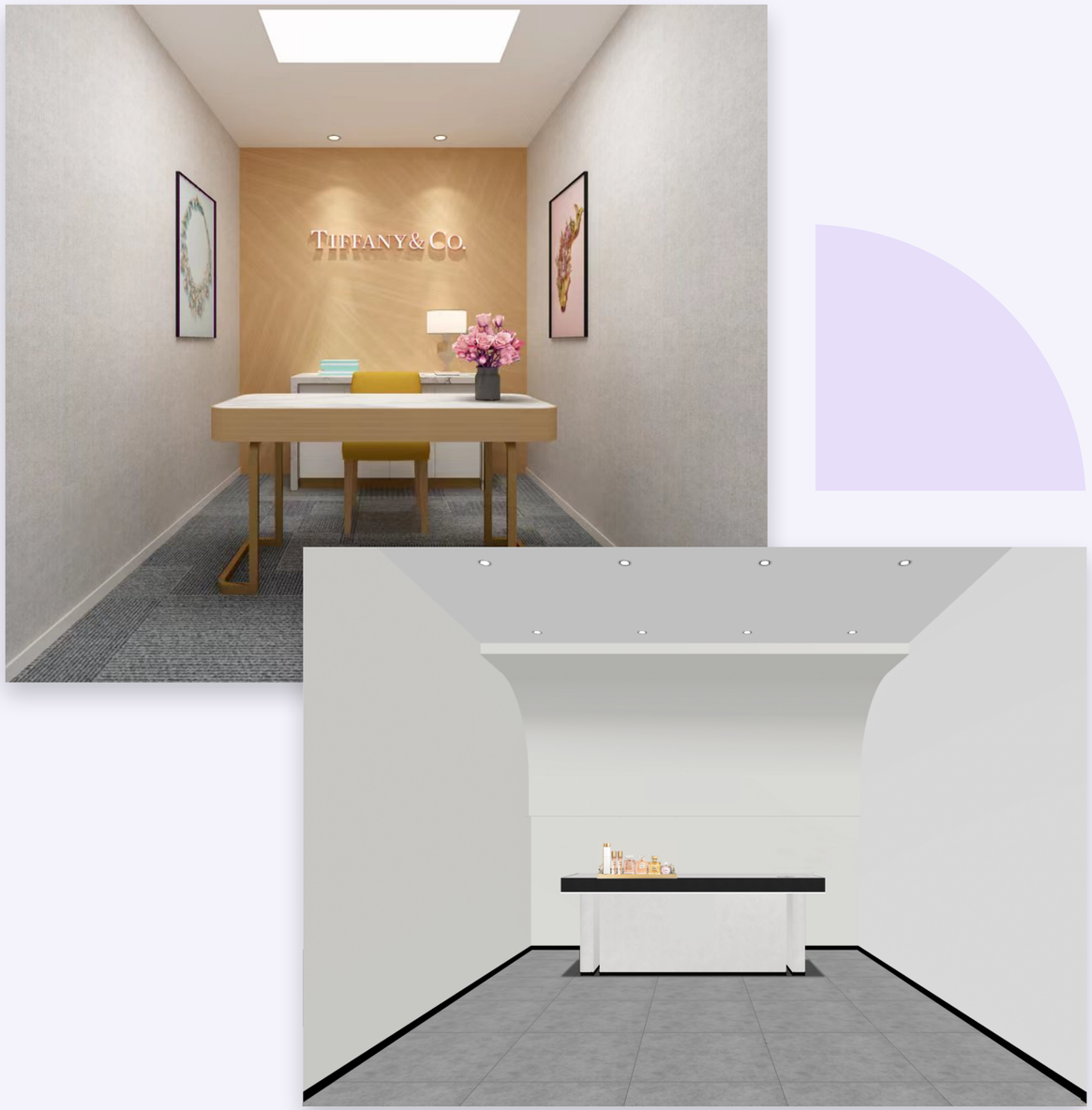


Customization live review *helps hosts grow their business*

Highlights

Shortages

Suggestions on individual hosts



Live room design *aligns brand's visual identity*

Live room concept consulting

Live room site & location investigation

Live room network condition check-out

Design according to brands VM

Design support









Equipment purchase & set-up *makes easier to start the first show*

Equipment plan & case sharing

Equipment evaluation

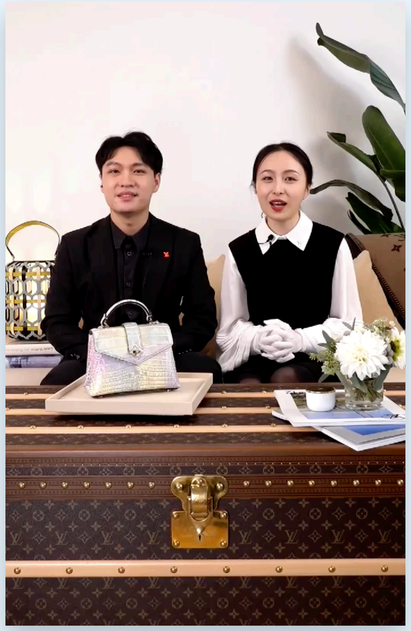
Equipment renting or purchasing

Equipment set-up

Equipment testing

For e-commerce office & Shanghai stores







On-site support *guarantees the quality of live event*

Photography & camera man

Backend host

Event director (outsourcing)

Extra equipments renting





chatail | *Live Service*

Mock demo for headquarter *simplifies internal alignment*

Mock demo in store or office room

With brand visual journey (standard)

Mock demo summary & report

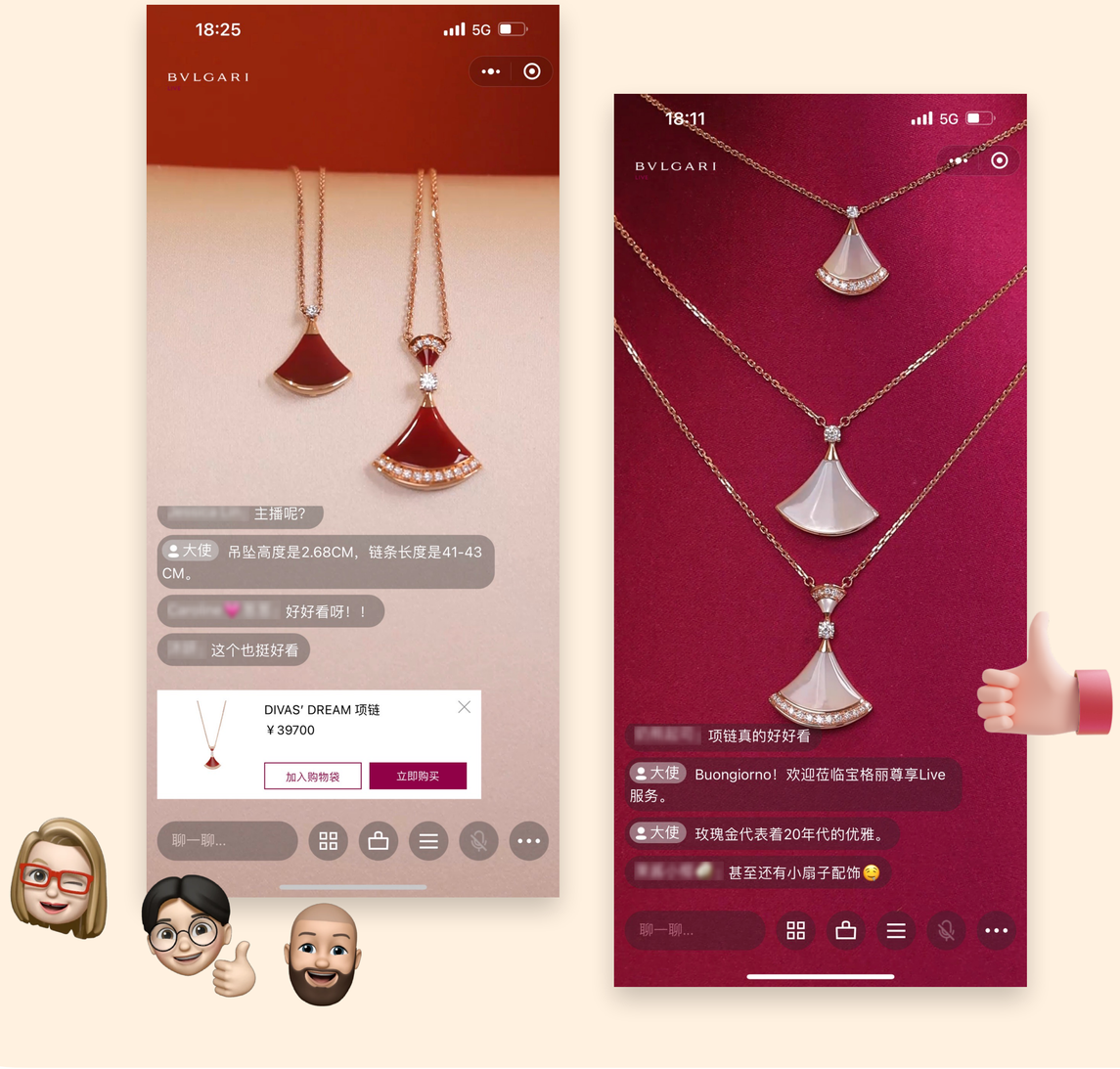
Trends & Insights

From 1v1 To 1vMany

80% *Brands subscribed Chatail are covering 1vMany format*

20+ *1vMany populations most of the brands flavored*

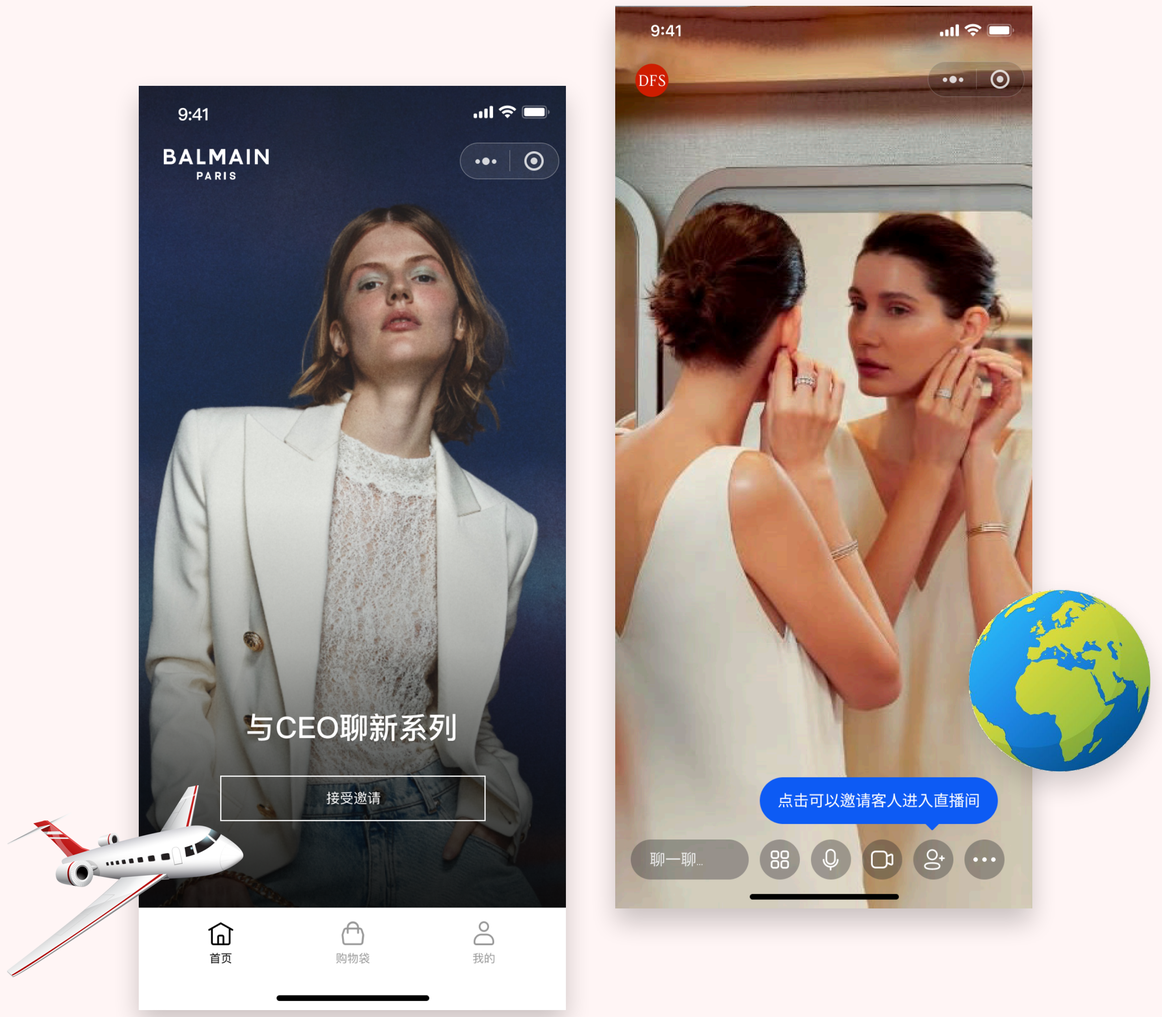
300 *The peak populations in 1vMany format in Q4 2022*



From local To oversea

Balmain team chose to go live in Paris, CEO of Balmain opening the live with Chinese while clients can enjoy in beautiful lounge or hotel in China.

DFS team launch the live service in Macau & planning to roll out into other markets like Japan and Singapore.



More high-end products

300K *Highest record of ATV in 1v1 format of live*

150% *Live duration grows 150% from 12mins to 30mins*



More boys & gentleman

83% vs 17%

Female clients vs male clients, 2020
Data from Chatail 1.0 version

75% vs 25%

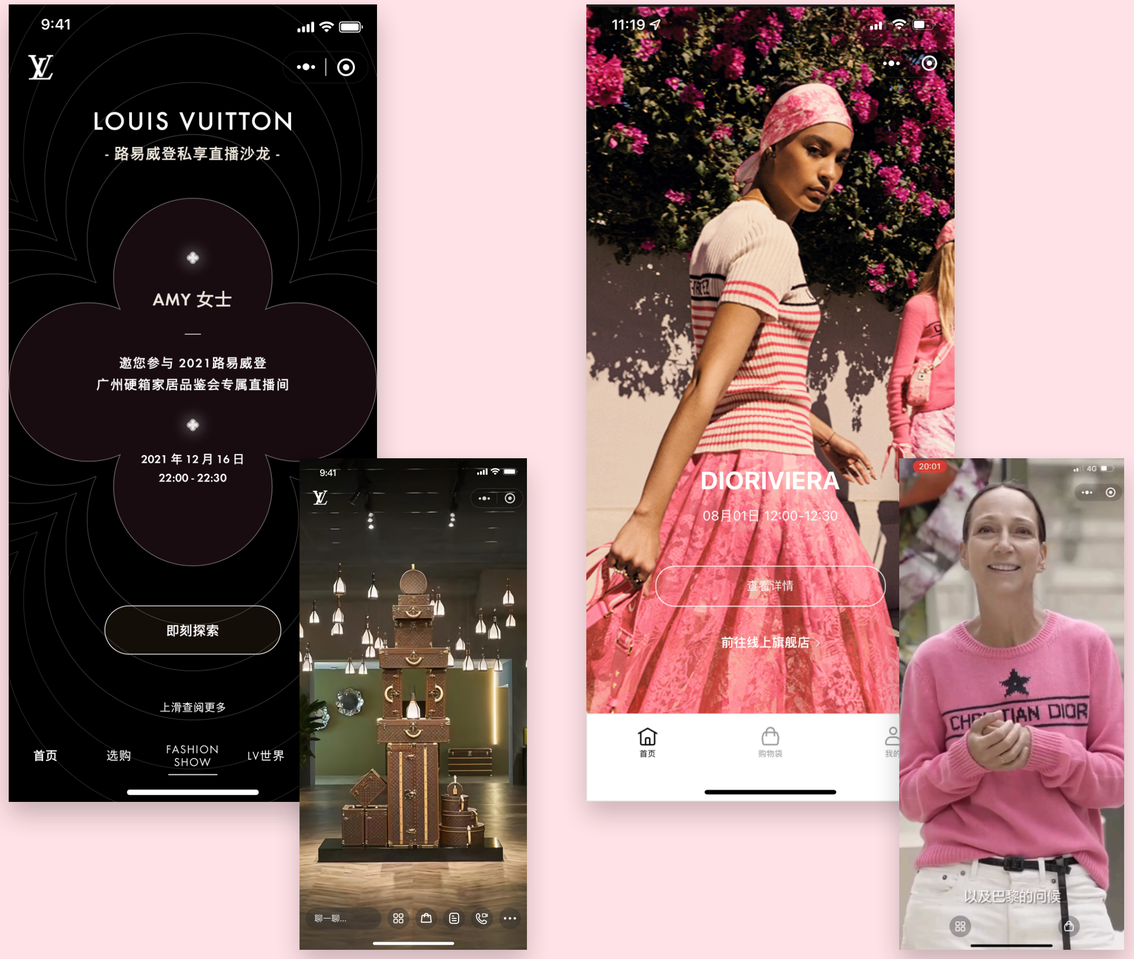
Female clients vs male clients, 2021
Data from Chatail 2.0 version (to Nov)



More offline events

Louis Vuitton team bring exquisite luggage exhibition to online in 1v1 live format, clients who is influenced by Covid-19 can participate at same time

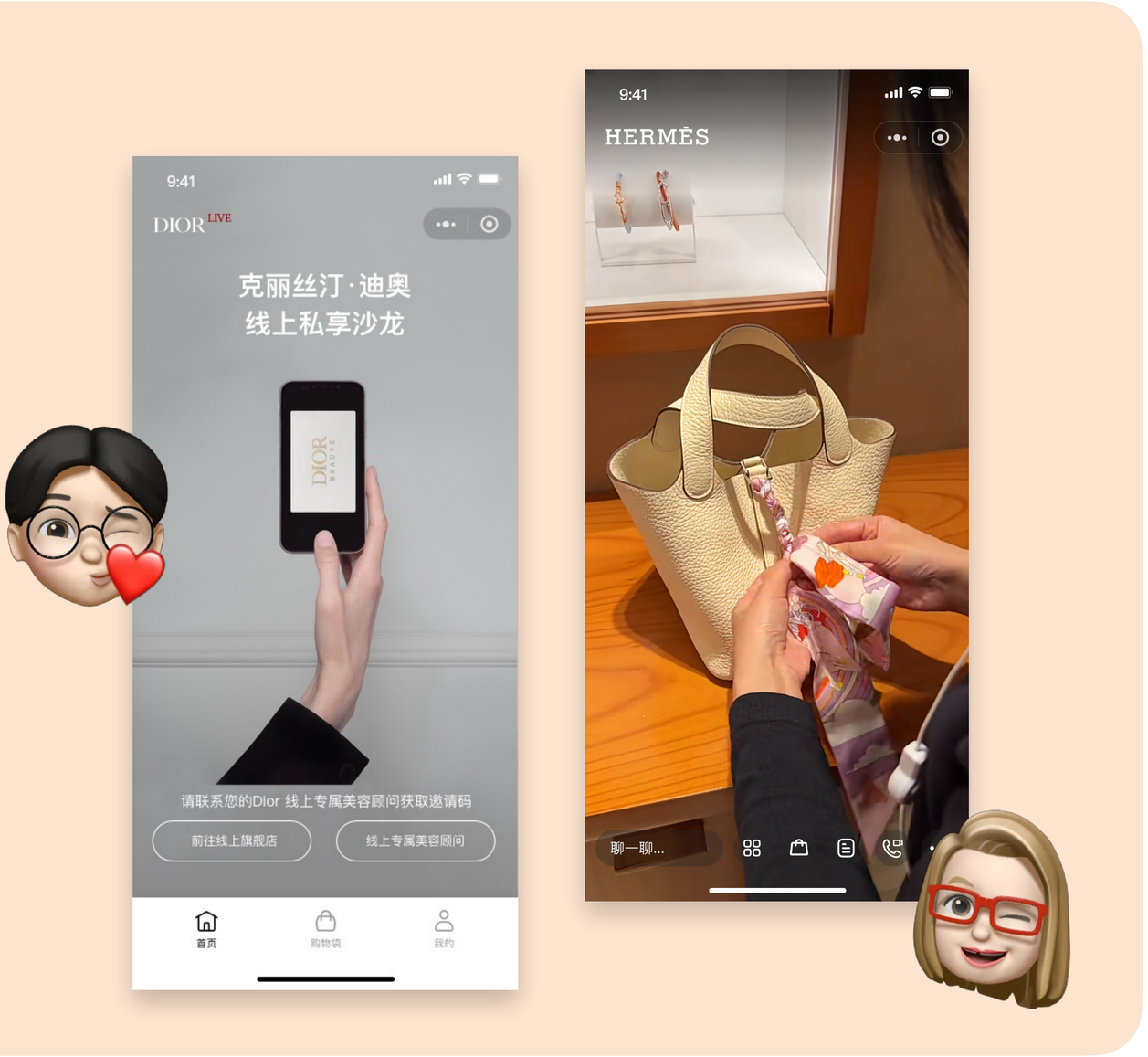
Dior Couture team provide new collection launch event with 1vMany live format in Hainan, led by marketing and EC team.



More content & clientelling

PCD team send samples kits to clients before livestream, creating anther touch-points for customer engagement

Hermes team providing clients with content driven live services, such as teaching vips on tie a silk scarf on bags



Omni-Channel

Omni-channel

Mobile LIVE

Easy Start

SA can use their mobile phone to start the live streaming right away

SA able to provide services based on offline store stock availability and provide online purchase service to client

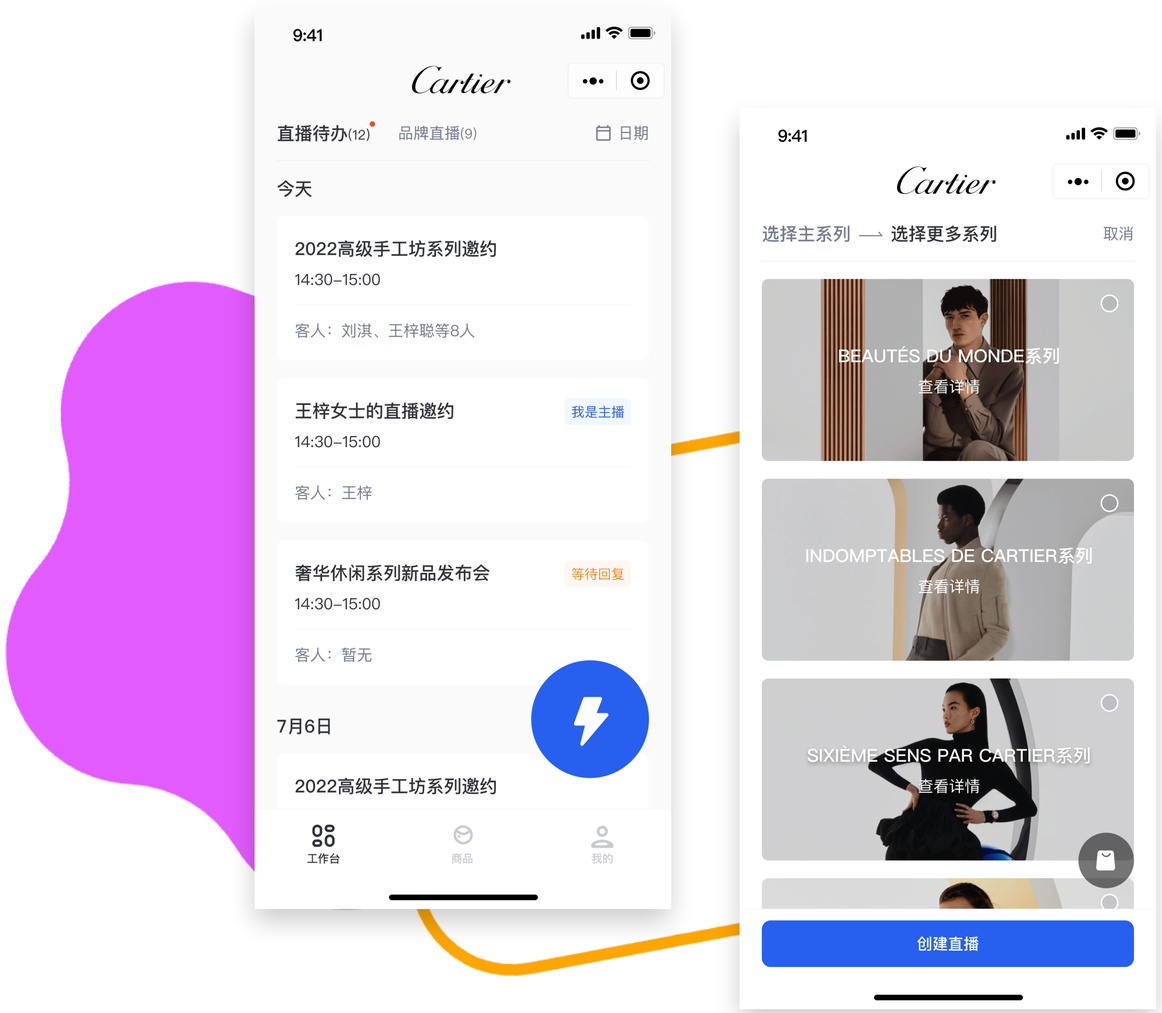
Omni Channel Sales

Brand HQ center live streaming and store sent invitation - Two approaches to get in touch with Client

For some products that are not available in offline store, SA able to check online stock and send to client to purchase online

Store and SA management

All the activities and performance of each store or SA , brand could have clear review in Chatail backend system



Mobile LIVE *Quick start a LIVE or send invitation to clients, all in mobile*

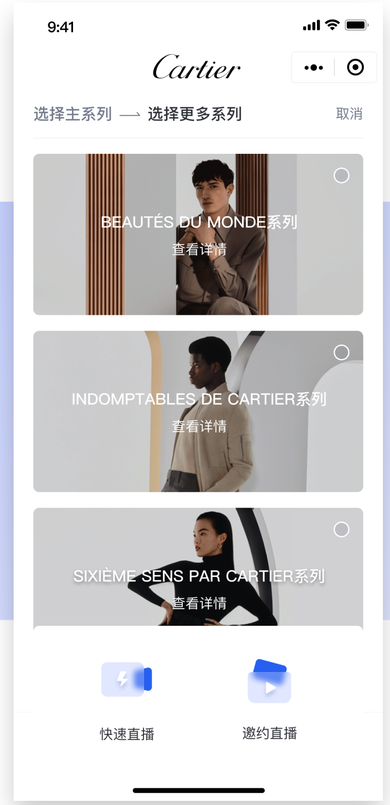
Quick LIVE Journey

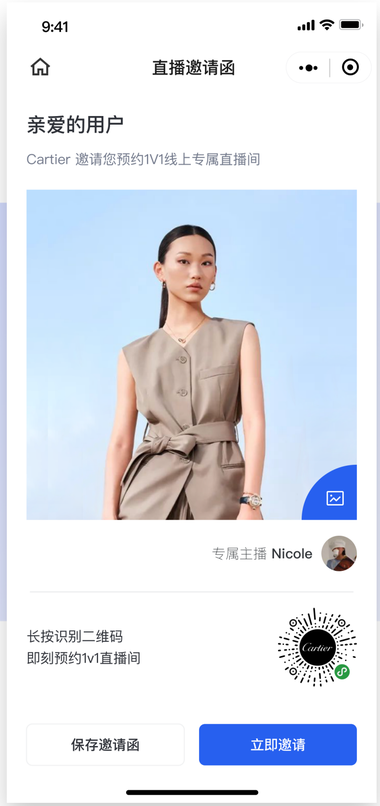




Click the "thunder" button to quickly start a live streaming when clients reach you from WeChat or WeCom

Invitation Journey





Select collection or product to generate an invitation, targeting to activate silent clients

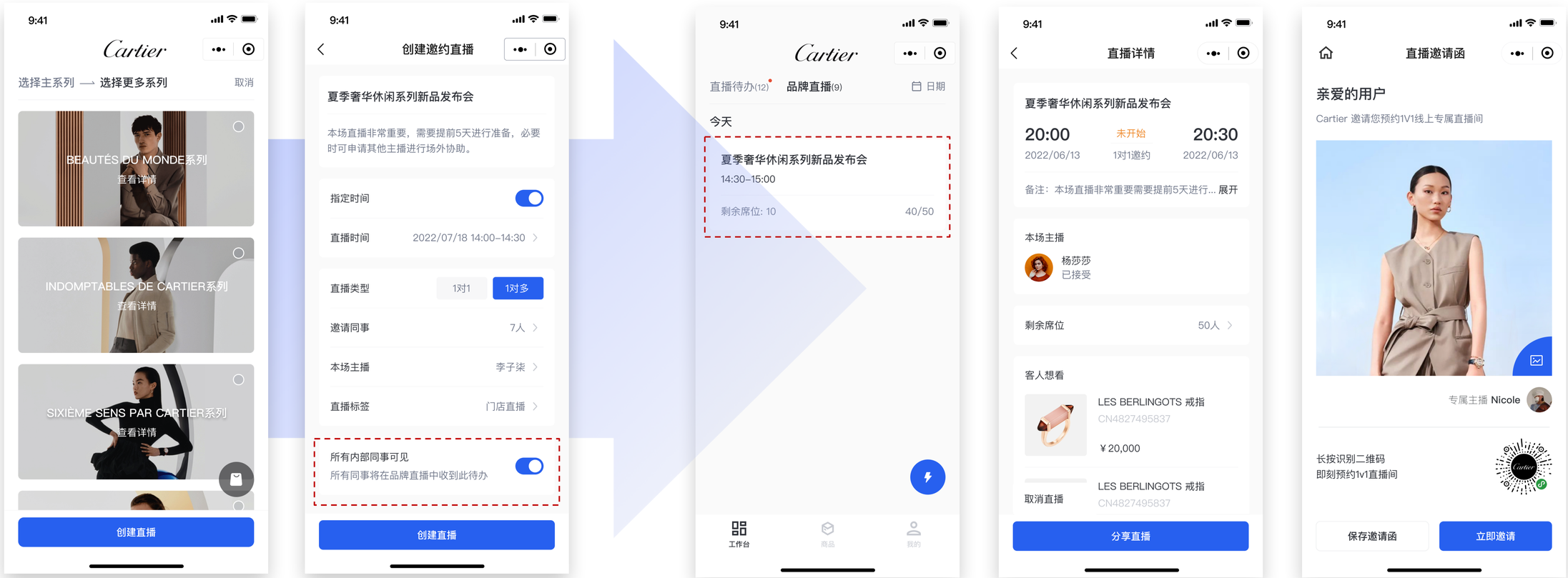


Sent to clients in format of mini program card or invitation

Mobile LIVE *Scenarios - Campaign invitation task from HQ center to SA*

Brand HQ Center

SA



Create a 1V Many Live Streaming task that every staff can see

SA can heck the task in Workspace and invite clients by sharing the invitation card from WeCom. SA could edit the invitation title and banner by theirselves

Mobile LIVE *Scenarios - Campaign invitation task from HQ center to SA*

Brand HQ Center

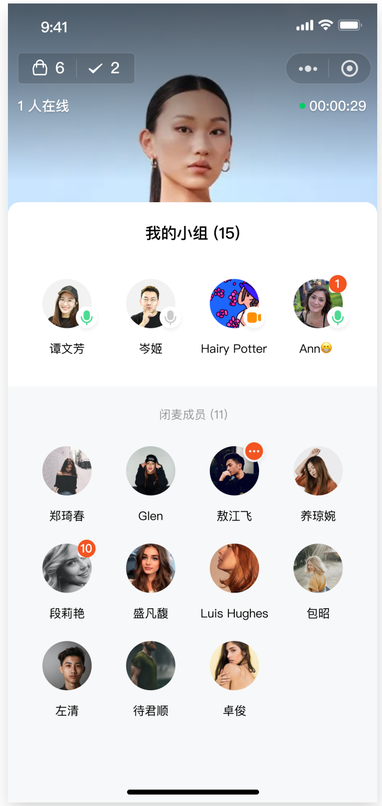


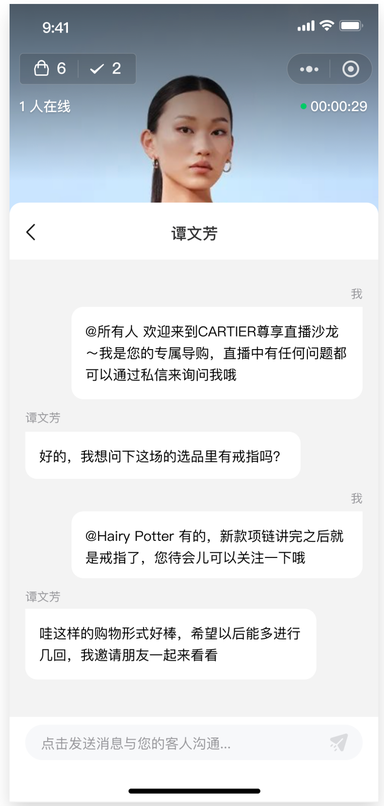


HQ can check how many staffs invite how many clients

SA







SA who invite successfully clients will receive a WeCom notification to accompany clients to join live streaming together and chat with clients privately

Mobile LIVE *Scenarios - SA invites colleague as LIVE host*

SA





Central Team or other SA







SA could select the Host from other stores to help them to serve client

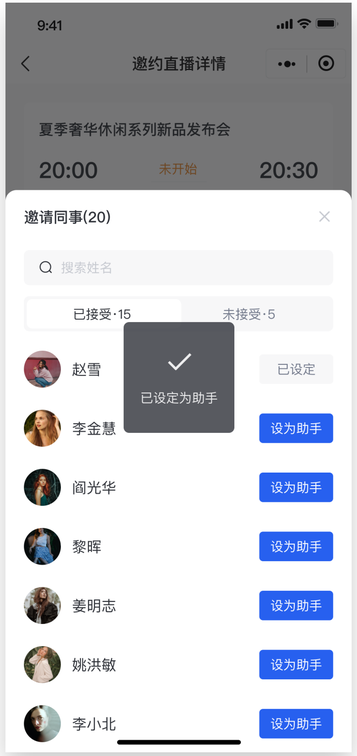
The colleague has been invited can receive a WeCom notification and start the live streaming after accept the invitation

Mobile LIVE *Scenarios - SA invites colleague as LIVE assistant*

SA



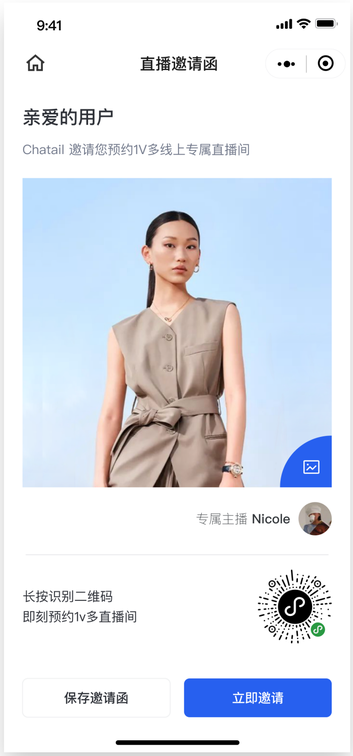




SA could select the some colleagues from other store to help them to serve clients

Central Team or other SA







Colleagues invited to be assistants will receive a notification confirming their participation and may invite other customers or chat during LIVE streaming

Omni-channel

LIVE Station

New brain for retail store

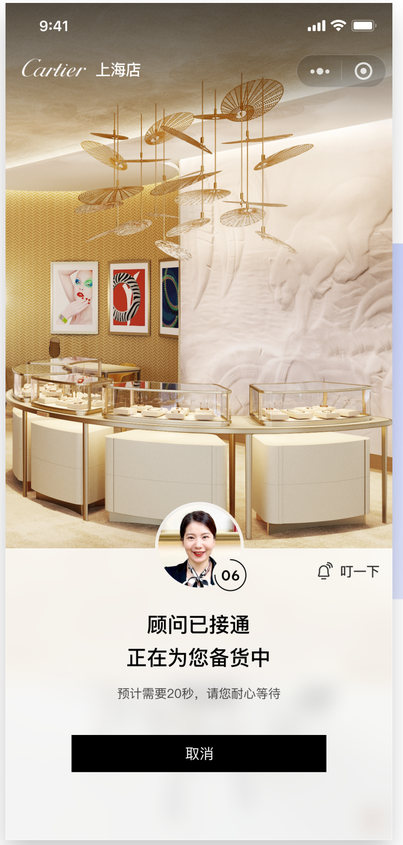
LIVE Station is the new brain for a retail store, it served as online LIVE reception as well as the queuing system for call in LIVE service request

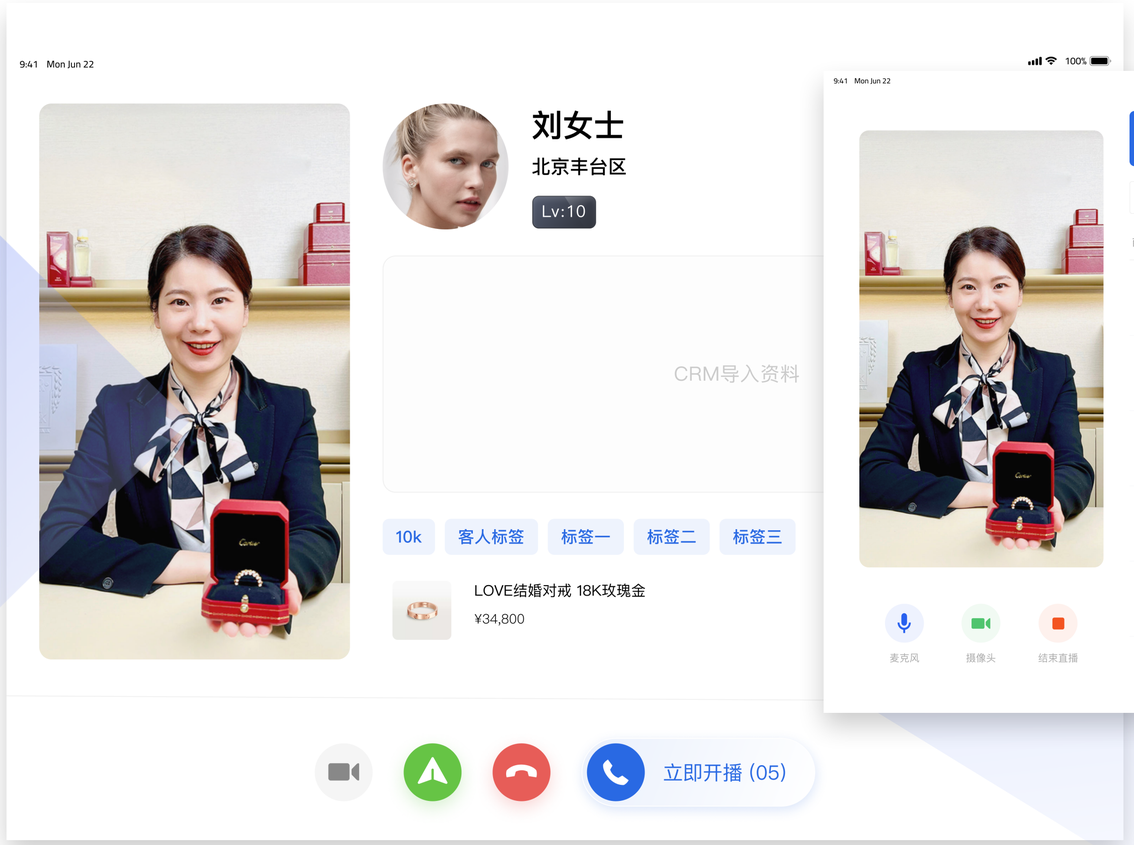
Design for retail scenario

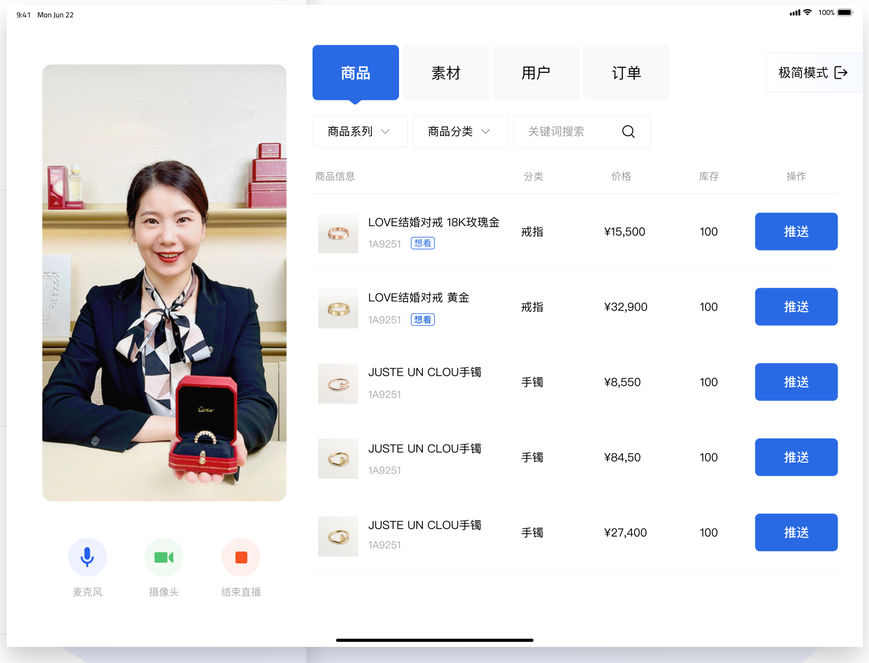
We understand that the retail store environment is complex and unexpected, so the simplicity of a product and operation experience is rule of thumb



LIVE Station *A real time store LIVE connector*









Clients will see the video/store live when clicks instant call

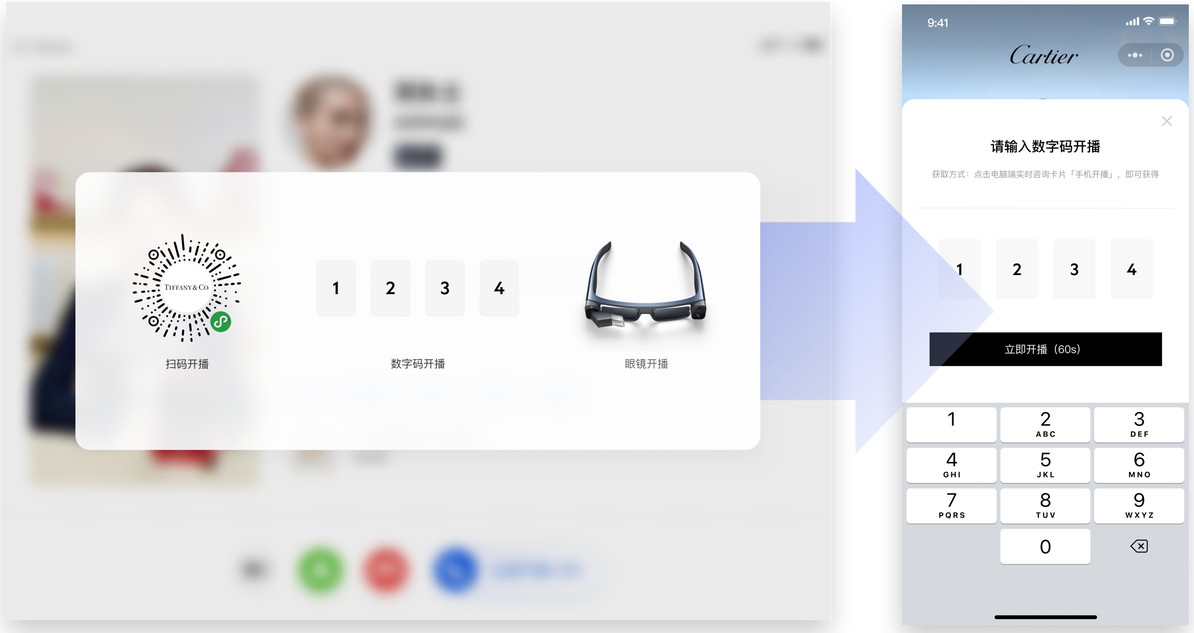
When a clients making an instant call to store, the iPad will show the clients info in the dashboard, the CRM info can be integrated as well.

LIVE Station *Multiple way to start an instant call LIVE*

Station runs best with iPad, when clients is calling for an instant service, SA can directly using iPad to host live streaming, if the SA decide to run live streaming in another room or device (phone or camera, even glasses), SA can choose to switch.

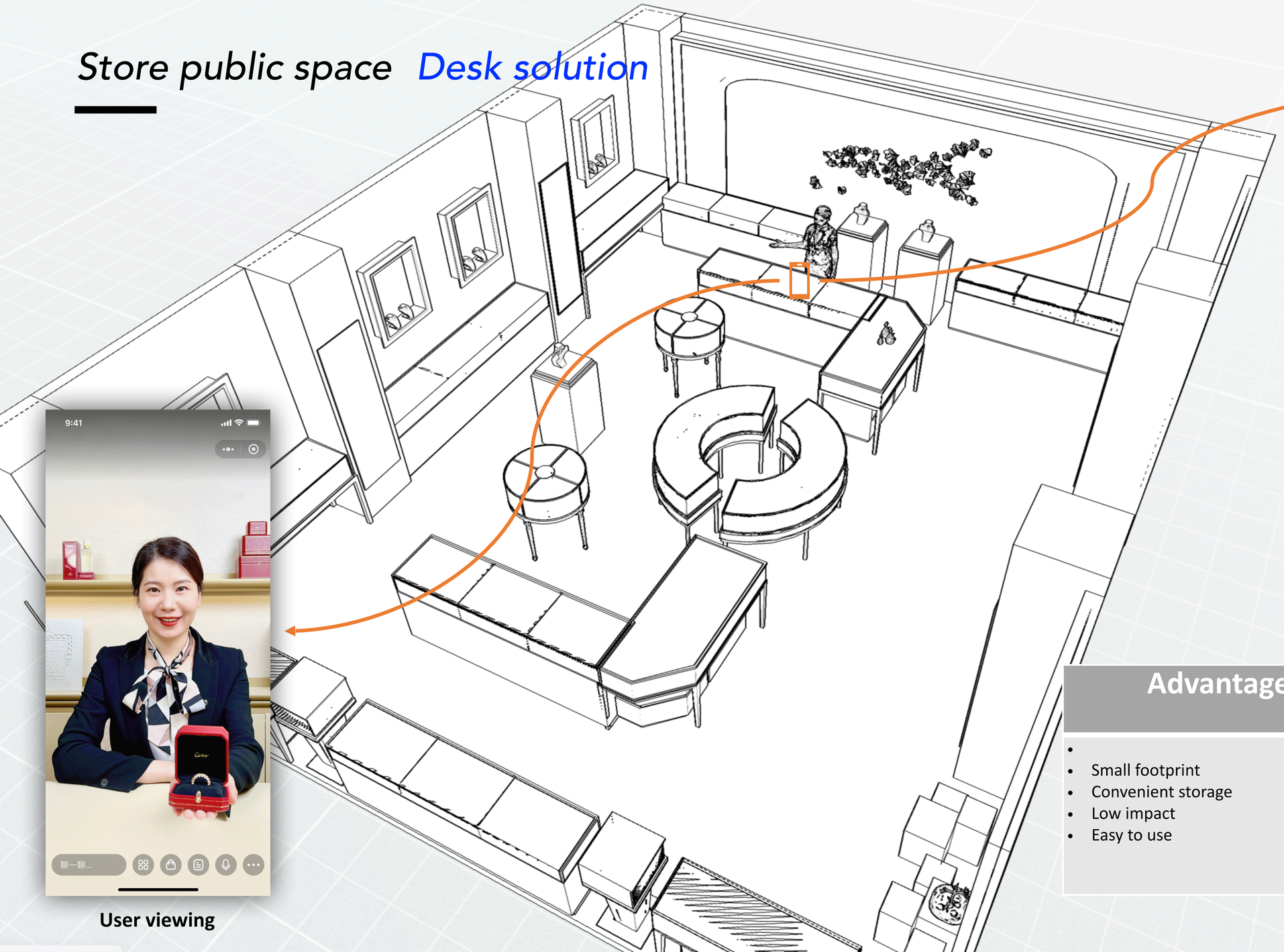


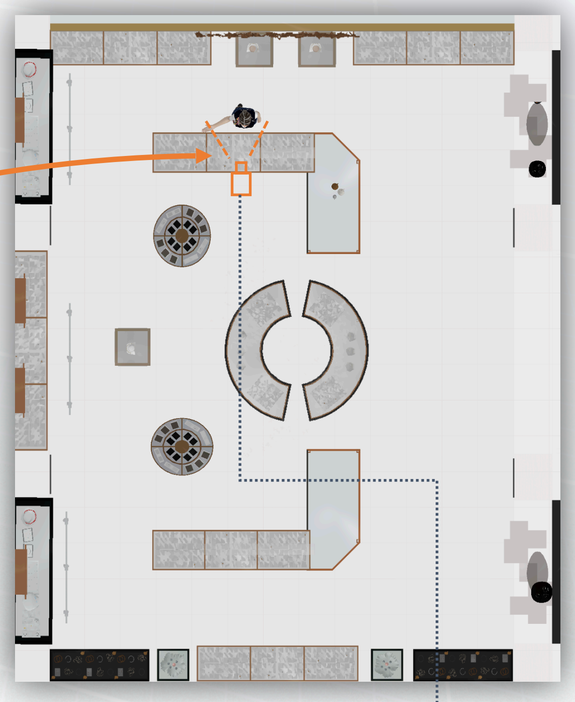
The screen of iPad will turning to be a spotlight effect when SA using iPad to start the instant call live, the sidebar will turn to be a push card station



SA could select the some colleagues from other store to help them to serve clients

Store public space *Desk solution*



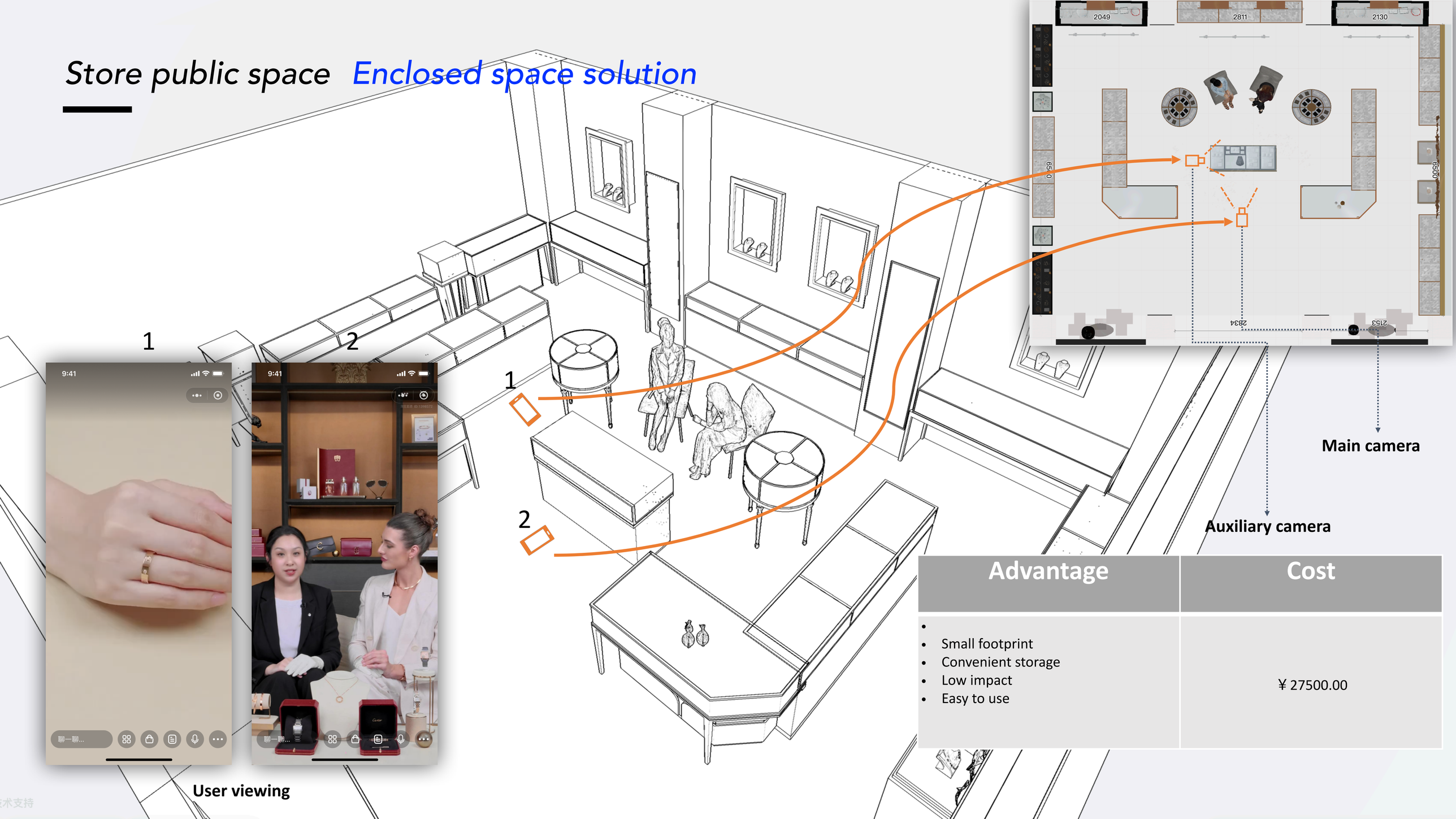


Anchor scene hunting

User viewing

Advantage	Cost
• Small footprint • Convenient storage • Low impact • Easy to use	¥ 26000.00

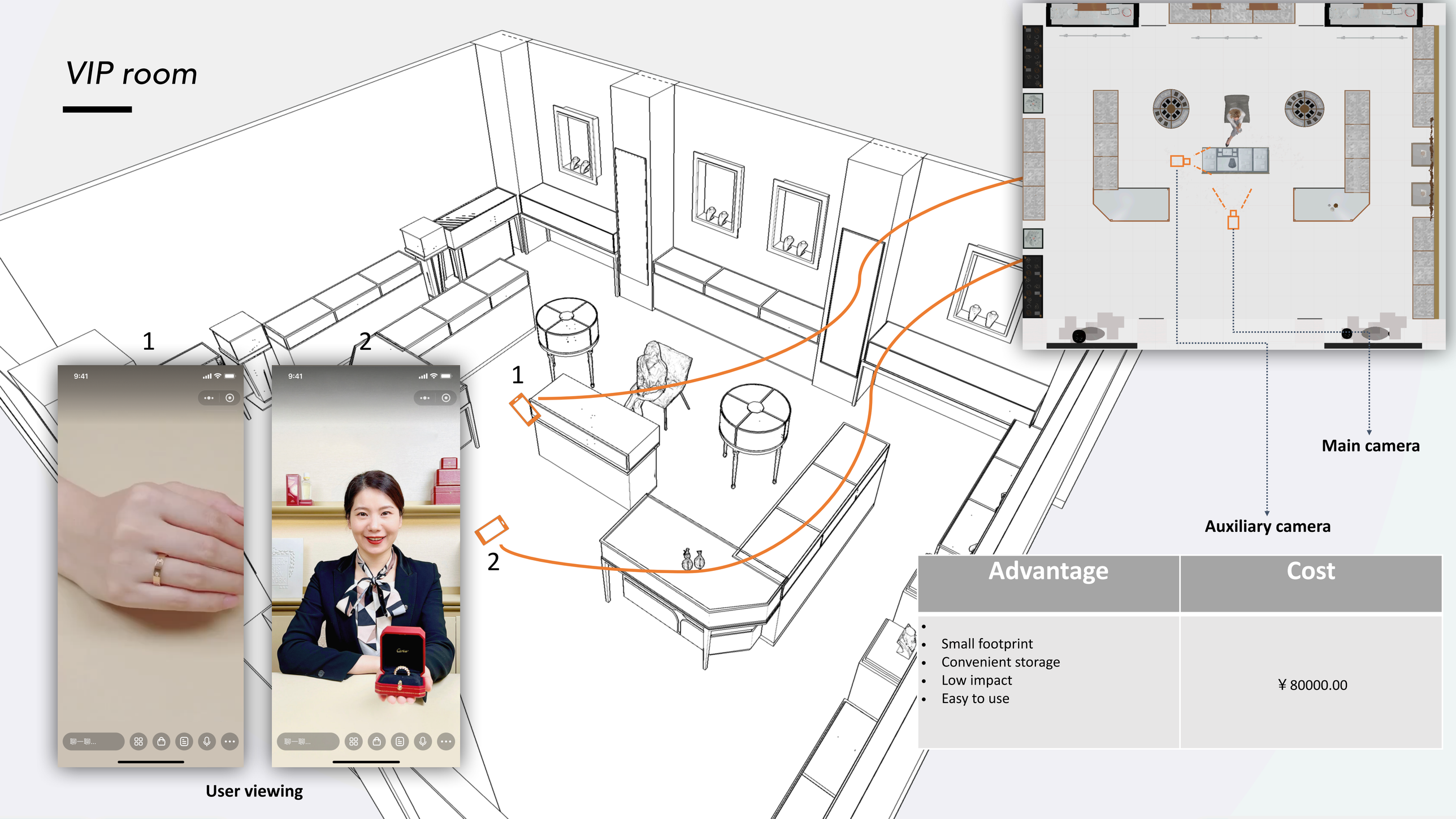
Store public space *Enclosed space solution*



User viewing

Advantage	Cost
• Small footprint • Convenient storage • Low impact • Easy to use	¥ 27500.00

VIP room



User viewing

Advantage	Cost
• Small footprint • Convenient storage • Low impact • Easy to use	¥ 80000.00

Partners *SuperHexa in retail store LIVE streaming*

Live in retail store facing equipment set-up and walking-in traffic problems, finding a solution that can free hosts hand, creating a effective and seamless workflow is essential for SA.



Before



After

chatail × SUPERHEXA

A powerful glasses-camera that captures what your eyes can see.







chatail × SUPERHEXA

Easily connecting with Chatail's backend, 2 steps to start live in store.



chatail × SUPERHEXA

Free SA's hands, focus on presentation & interaction with clients. Perfect for store environment.

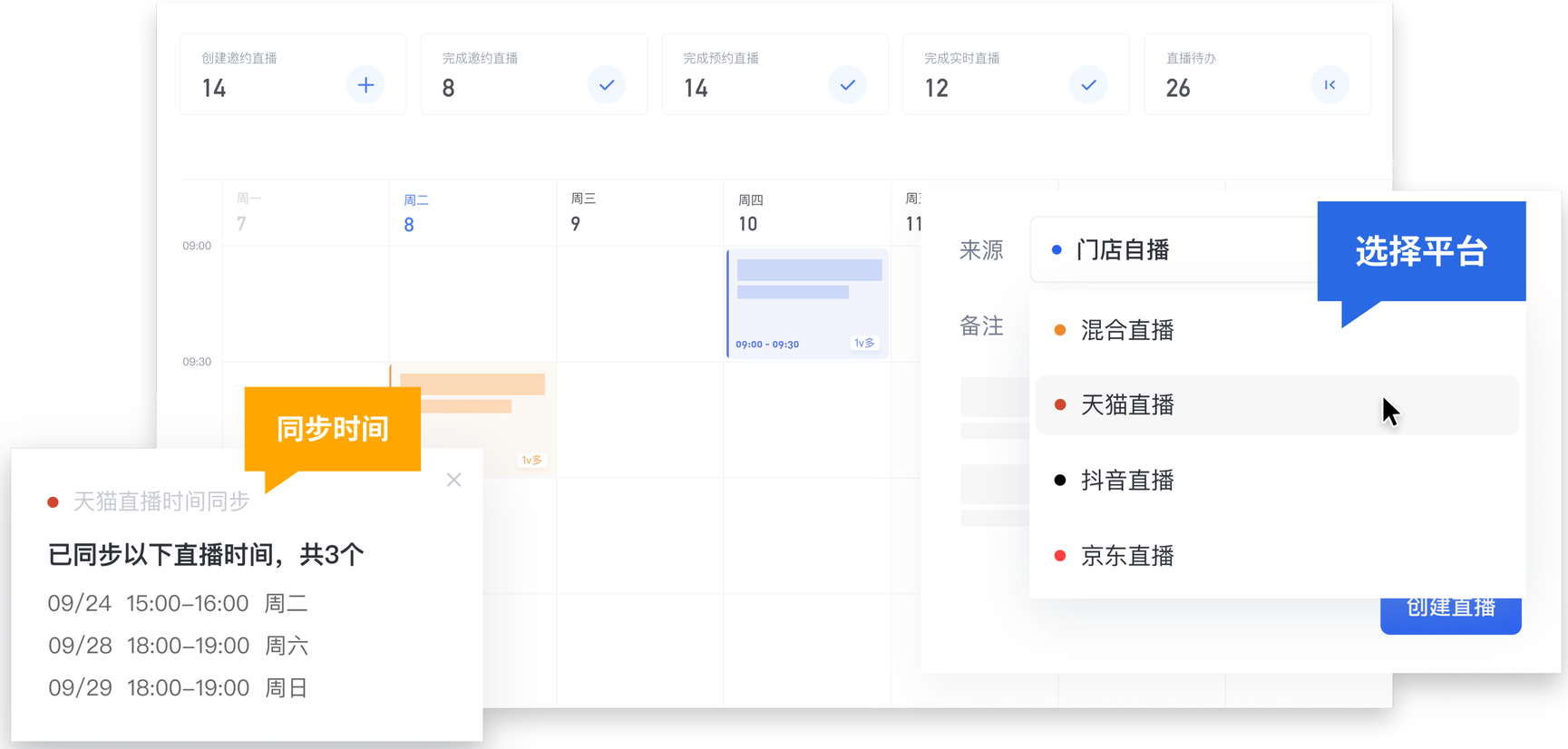




Multi-Platform

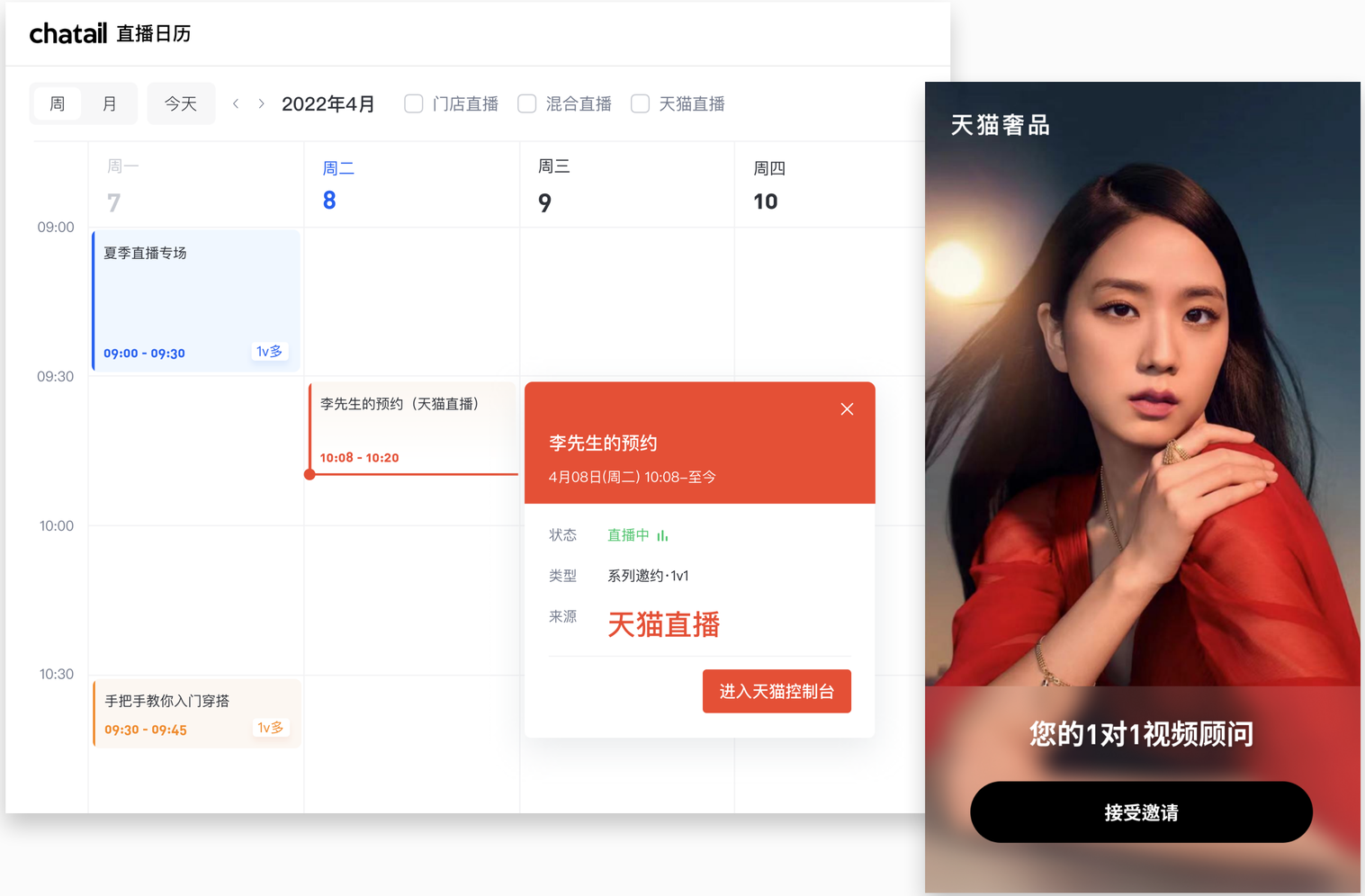
Multi-Platform *Platforms that do private LIVE streaming*

Merging different platforms' private live streaming in Chatail's format, including calendar and mini program, lower the overall cost and leverage the roi.



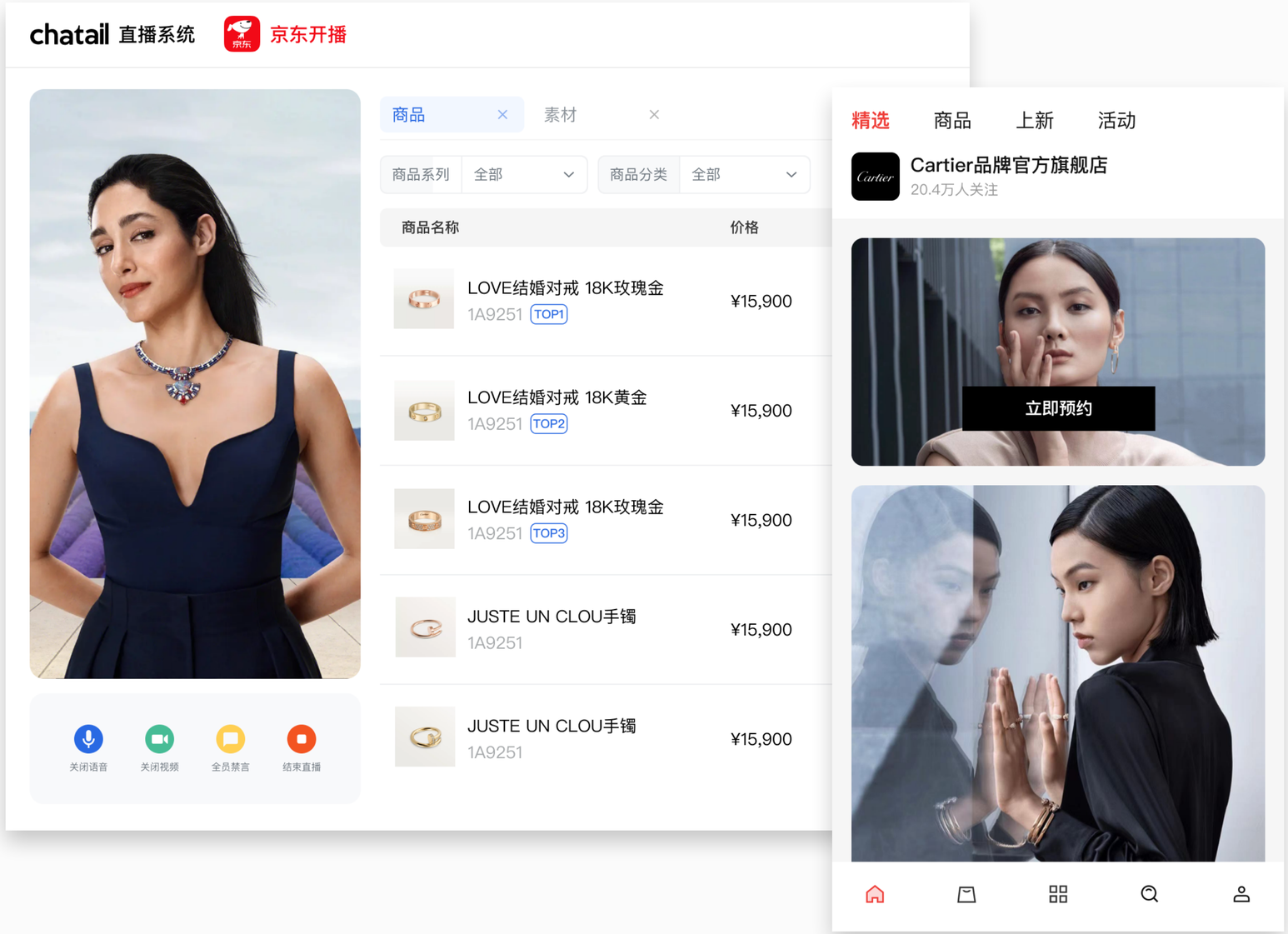
chatail × 天猫

Integrate Tmall's private live reservation calendar



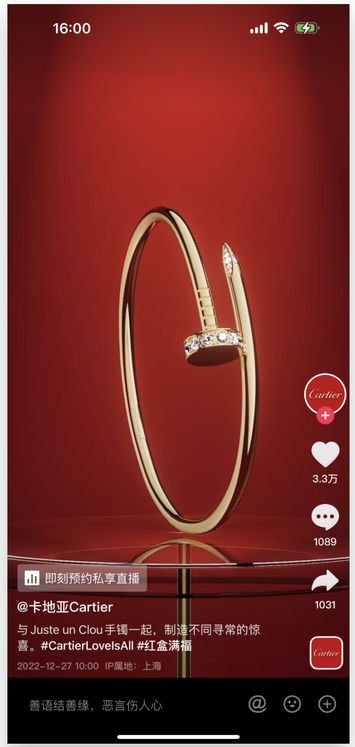
chatail ×

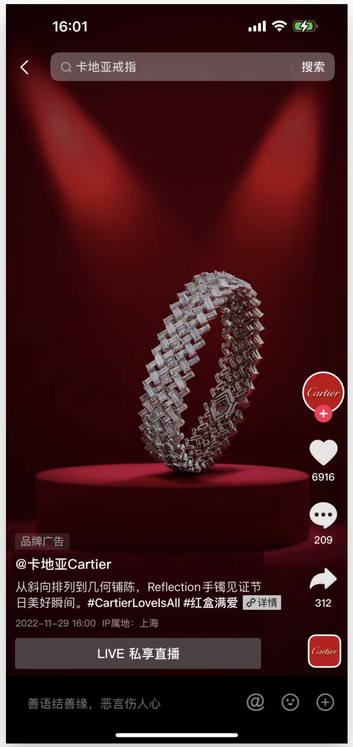
Use Chatail's backend to start private live in JD's mini program.



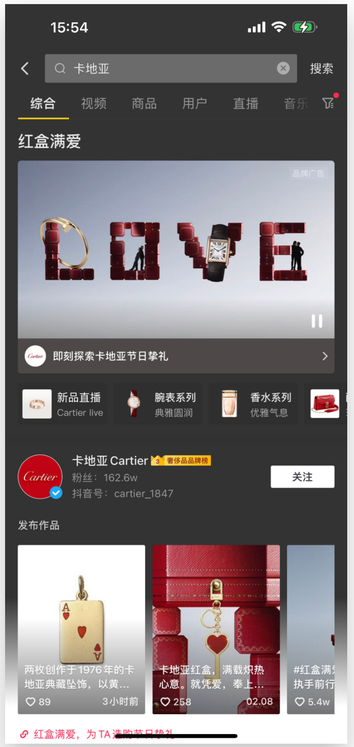
chatail ×

LIVE Button embedded in video, creating sales opportunities from public to private domain.







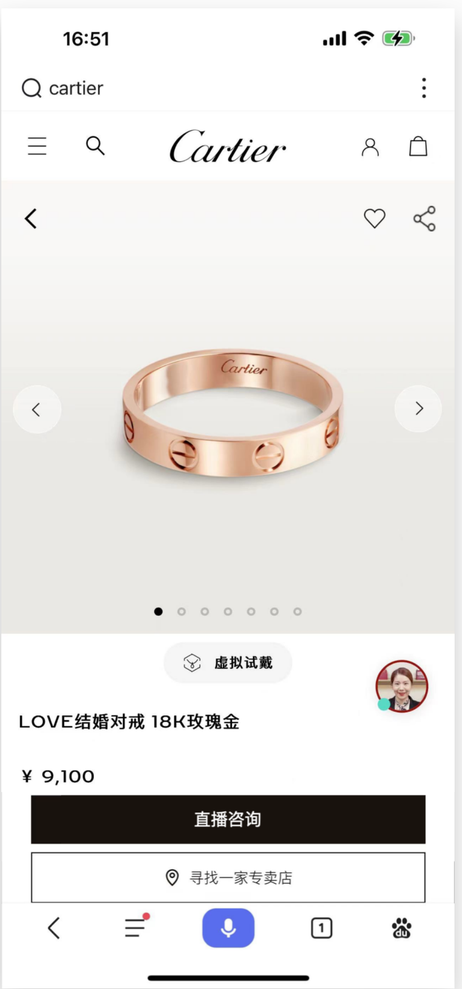


chatail ×

Drive search traffic to offline retail store through Baidu Map or to online official website through mini program.

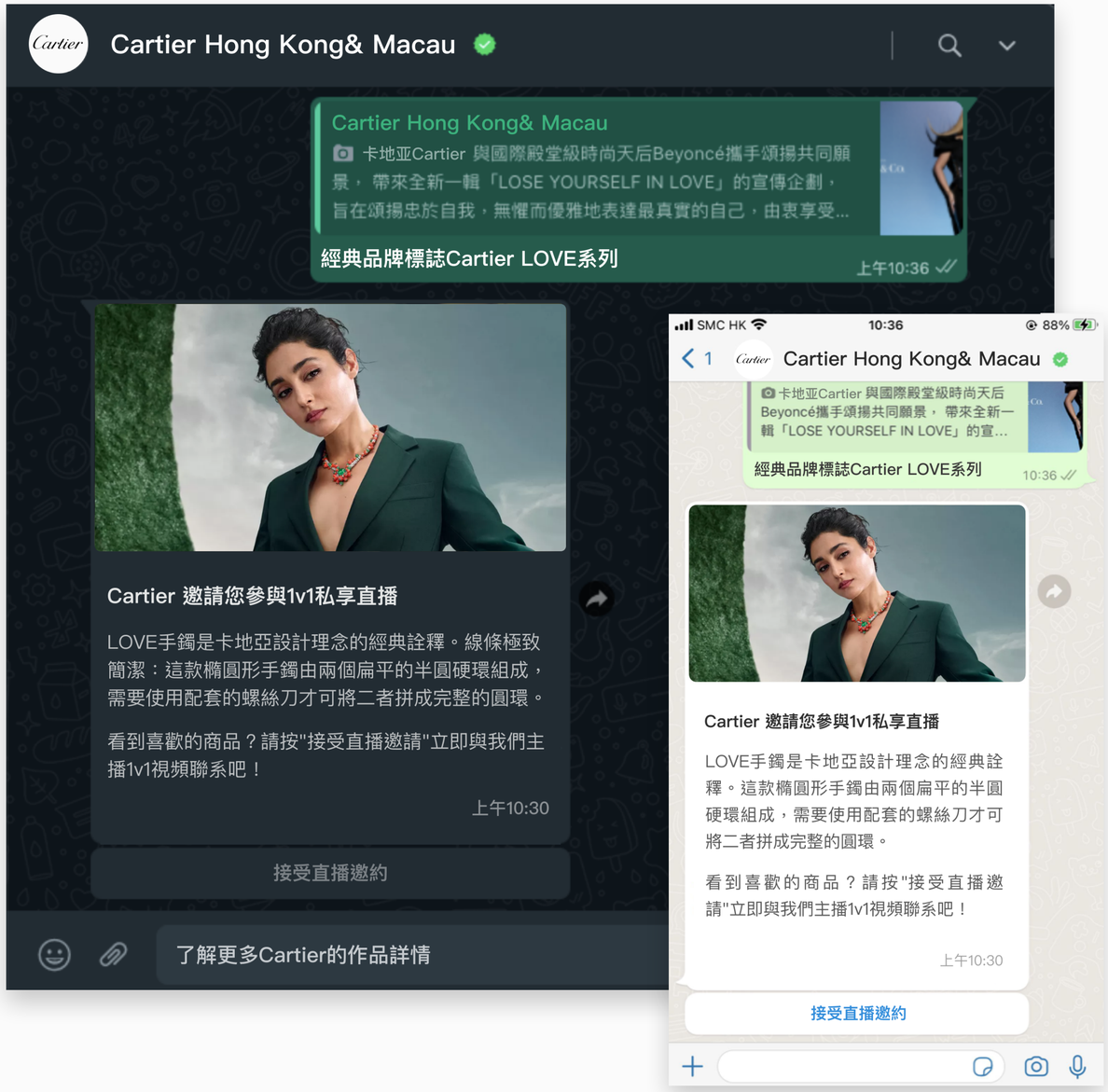






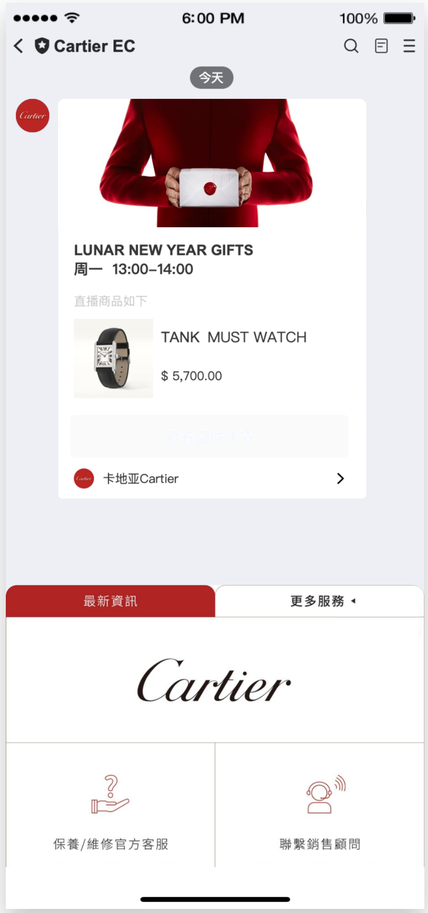
chatail ×

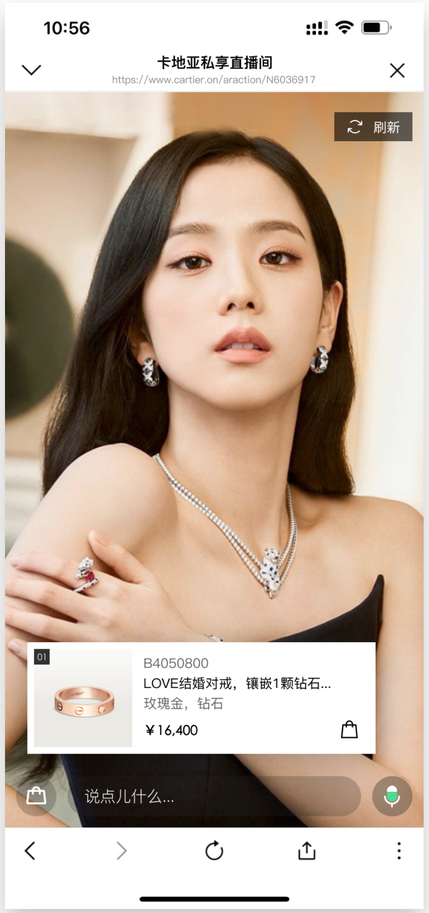
Together with MatrixForce, Chatail allows to build private live journey in Whatsapp.



chatail × LINE

Chatail developed both Liff & Mini-app solution in Line for Japan market.





Liff Solution



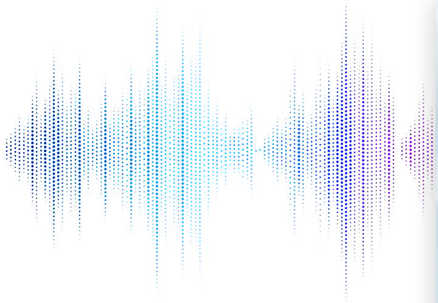
Mini-app Solution

AI Engine

Insight *The components of a good 1V1*

Components	*Features*
它有互动的开场	*SOP*评分：开场问题 / *Scoring*
它是基于商品的*Conversation*，不是自我演讲	对话占比/ *Proportion of Interaction in Dialogue*
它的沟通节奏是令人愉悦的，不会过快或过慢	语速检测/ *Real-time monitoring speed of speech*
它让我们理解客户的真实购买诉求，并抓住了使用场景	*SOP*评分：场景问题 / *Scoring*：*Purpose & scenario*
它让客户收集到了关键采购与决策信息	*SOP*评分：利益点讲解 / *Scoring*：*Benefits*
它让客户感受到了商品很适合*Ta*	*SOP*评分：产品介绍 / *Scoring*：*Product keynotes*
它可以不是直接成交的，但通过沟通收获了丰富的跟进素材	客户洞察/ *Voice-to-Text*
它可以清晰地告诉销售如何跟进客户	客户洞察/ *Voice-to-Text*：*Clients feedback*
它可以更便捷地帮助销售完善客户的数据	自动标签/ *AI Tag*
它可以解读出销售没有意识到的客户洞察	客户洞察/ *AI notes before & after LIVE*

Proportion of Interaction in Dialogue *Review consultation quality*



With Advanced Speech Recognition (ASR) technology, we can precisely analyze each audio stream of host and customers, then break them down into sentence fragments. We calculate the total effective communication time between host and customers by accumulating the time taken by these clips. Finally, we evaluate how interactive the conversation is by calculating the ratio of the interaction time between the two.





Real-time monitoring speed of speech *Host side*



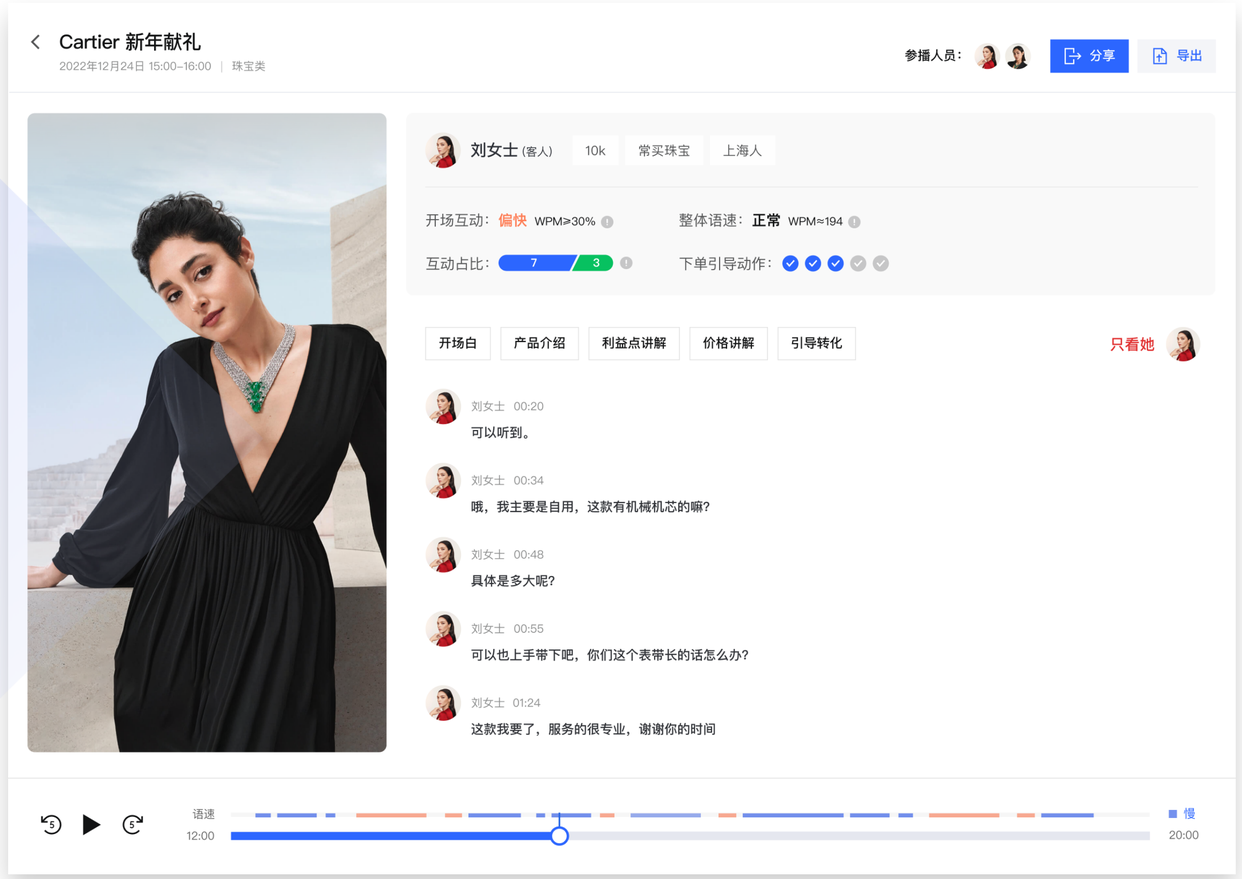
语速偏慢 WPM：230

语速偏快 WPM：330

语速正常 WPM：280

Clients feedback *Extract the client's comments from the 1v1*





Scoring *Reflects the completion of 1v1 according to SOP*

大使：您好刘女士，我是您的专属大使孙晓，欢迎来到卡地亚1v1专属直播间，请问可以听到我的声音嘛。

客人：可以听到。

销售人员：看到您预约了我们经典的Tank系列手表，这里是您选择的作品，现在切到近景为您做详细介绍。

...

大使：您这次挑选作品是自用还是送人呢，我们这里还为您准备了其他两个尺寸供您参考

客人：哦，我主要是自用，这款有机械机芯的嘛。

大使：有的刘女士，在这里您可以看下，这款41毫米*31毫米，表盘会大一些。

...

大使：您如果选择线上下单的话，可以拿上小票和身份卡到全国任意一家门店享受表带长度定制服务的，如果不方便到店也可以将您的尺寸告知大使，我们会将表带长度处理好再快递给您，卡地亚为您提供免费配送及签收之日起30天退换货服务的。

大使：现在为您展示的就是我们的小号TANK MUST 腕表上手的效果，表盘尺寸是29.5毫米X 22毫米，厚度：6.6毫米。您如果觉得合适可以点击卡片直接进行一个购买和下单，在私享直播间下单我们也会再额外提供一个专属的卡地亚表盒。

客人：好的，我看下

销售人员：如果您还需要再考虑一下，也可以长按下方二维码，添加孙晓的企业微信，后续您有任何诉求也可以随时在企微与我沟通

...

开场互动

场景覆盖

下单引导

建联引导

7分

本场评分

AI Tag *Extract clients tags from conversation, learning from existing clients*

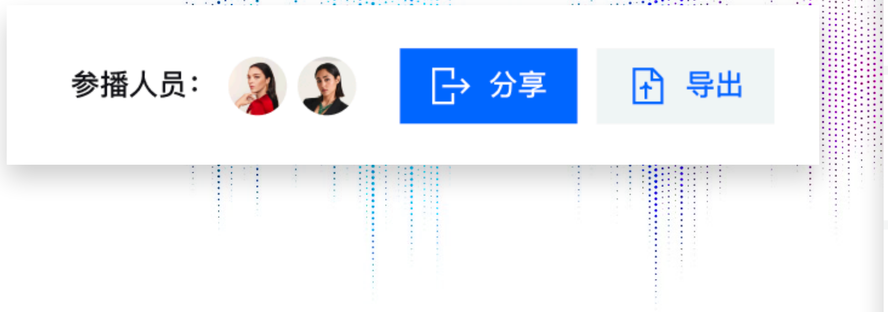
```python
    translator = Translator()

    all_text = ''
    all_text_en = ''
    structure_data = []
    index = 1
    for vad in json_result["lattice"]:
        sentence = json.loads(vad["json_1best"])
        # print(sentence)
        # print(sentence)
        st = sentence['st']
        rl = st['rl']
        bg = st['bg']
        ed = st['ed']
        whole_sentence = ""
        for rt in st['rt']:
            for ws in rt['ws']:
                for cw in ws['cw']:
                    word = cw['w']
                    whole_sentence += word
        time_info = f'[{int(bg) / 1000}\'-\'{int(ed) / 1000}]'
        role_name = role_name_dict[rl]
        output = role_name + " : " + whole_sentence + time_info i
        output_en = translator.translate(output, src='zh-CN', des
        all_text += output + '\n'
```



Our team conducted a thorough analysis of the CRM of our existing clients and extracted and merged highly valuable user tags with commonality. These tags not only help us better understand customer needs, but also aid us in predicting their future behaviors.
We utilized the most advanced technology to define and train a model with these tags. This technology is based on artificial intelligence and automatically analyzes conversation content, quickly and accurately extracting customer tags.
The AI tag library is at the core of our customer analysis capabilities and provides unprecedented personalized services and accurate predictions for our clients.

Review sharing *Each 1v1 is a opportunity to understand client better*









New Features

Useful new features

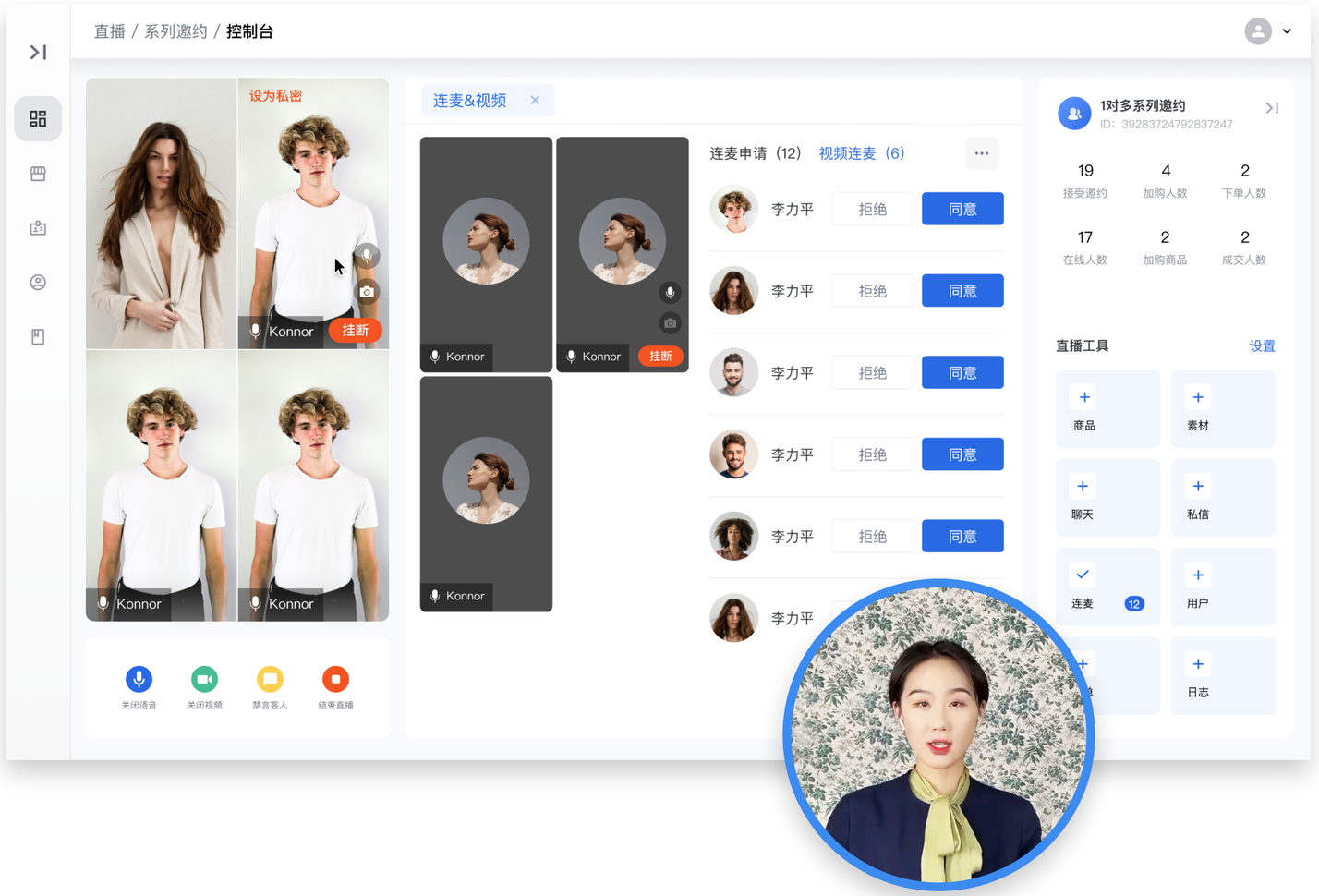
Video on client side

Features

Clients can request to video chat with host, host/assistant can approve the request

Business can choose internal view or share the video with other clients

Both 1v1 and 1vMany available



Useful new features

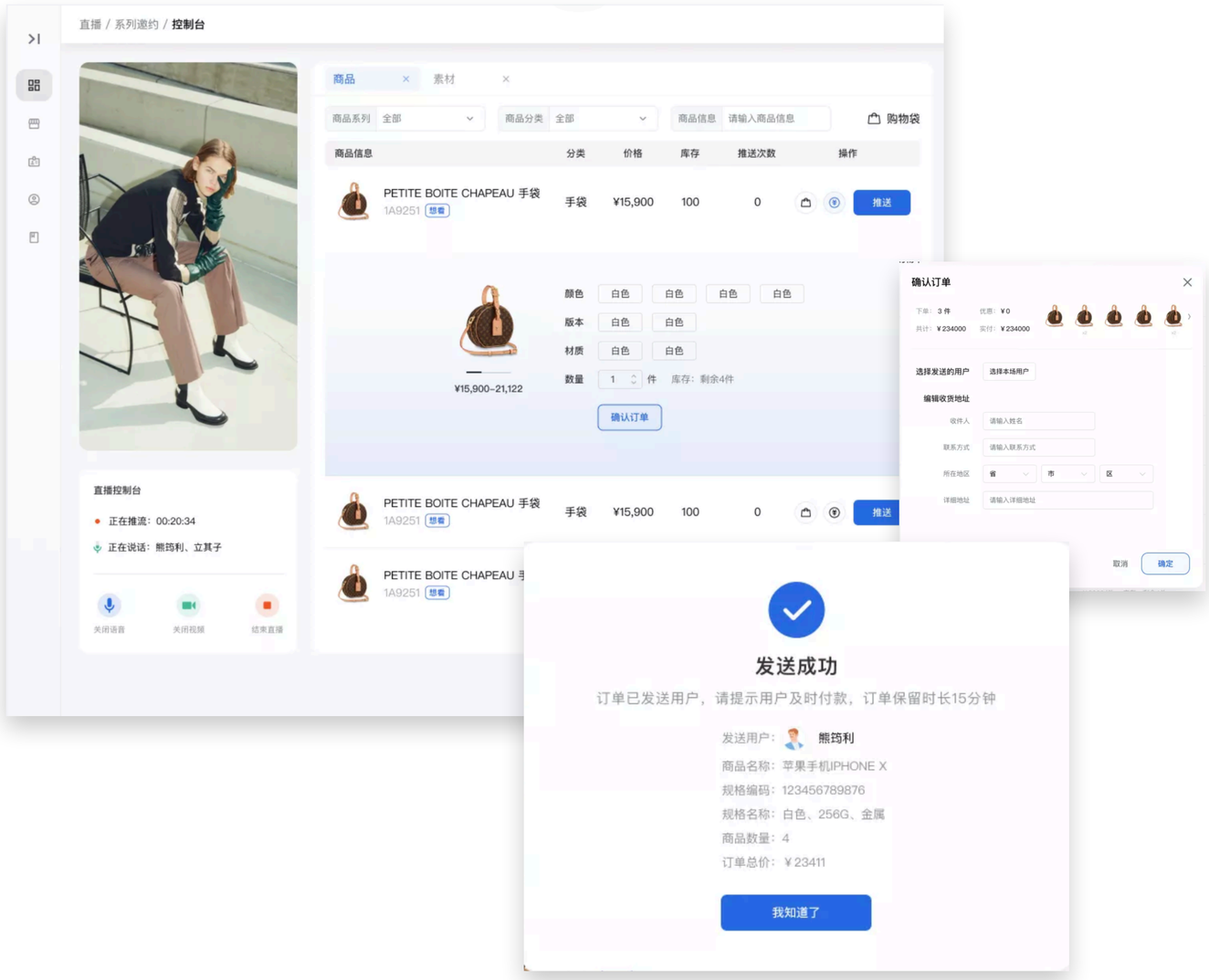
Order-place for clients

Values

Reducing the procedure for clients, creating better experience

Create a list of product client interested the most when live ended

Leverage the advantage of real time communication, place order with precise needs & avoid unnecessary return



Useful new features

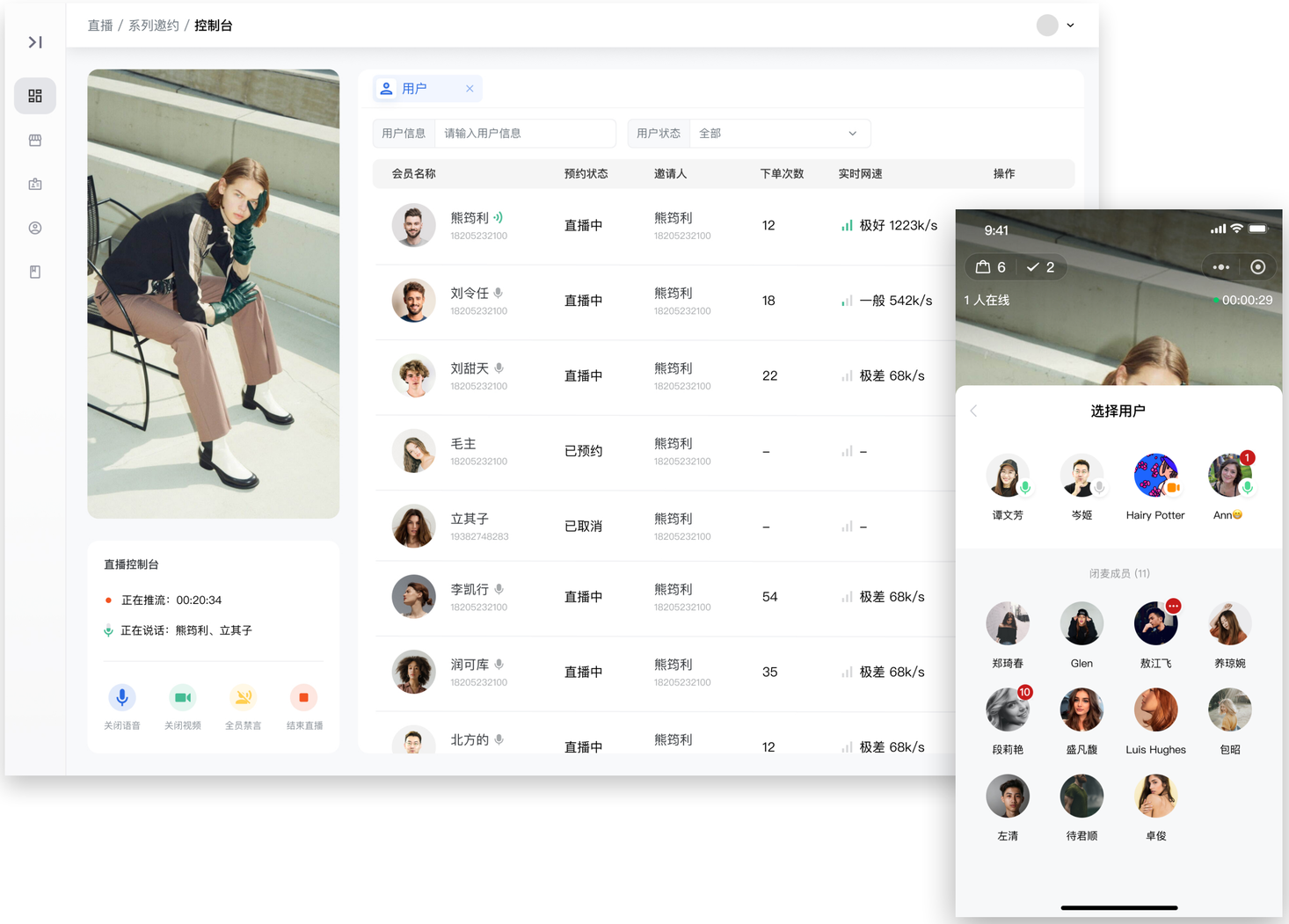
Private 1vMany

Scenarios

***1-200+**: brand's shows or new product launch*

***1-50**: suitable for targeting groups of clients shared same product interest*

***1-5**: vip-oriented group live potentially drive more similar clients*



Useful new features

Direct message with SA

Enable clients to chat directly to their Sales associate, SA can chat clients when they enter live streaming. Enable to switching different clients as well.





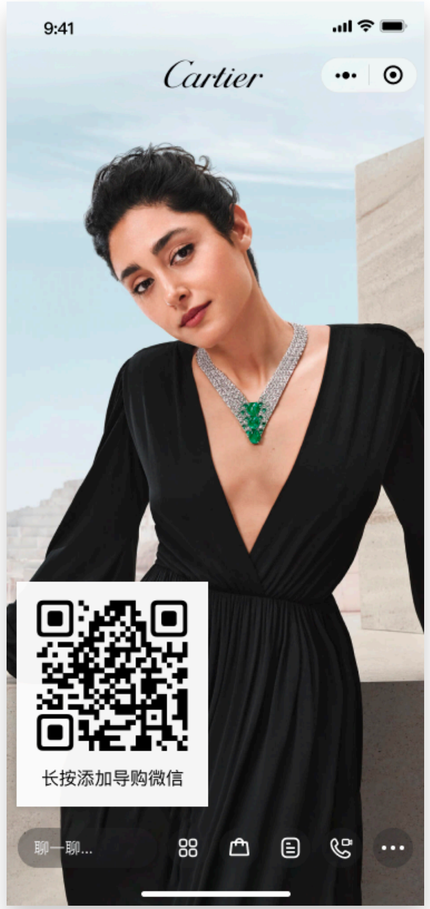
Useful new features

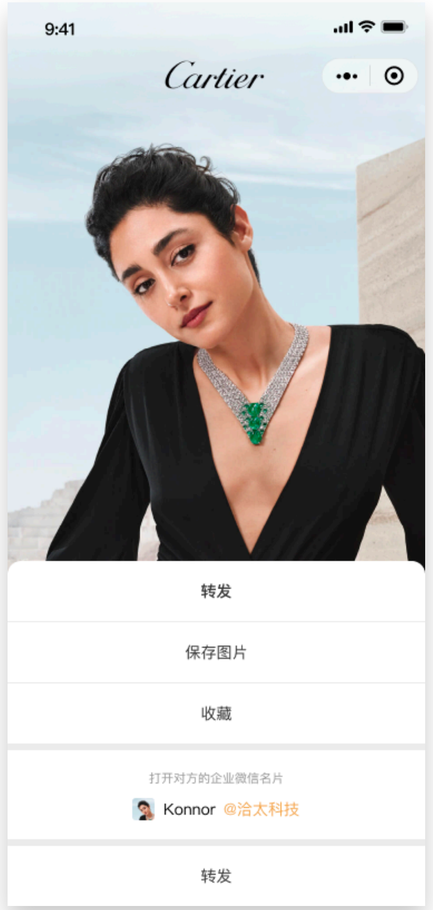
Add WeCom

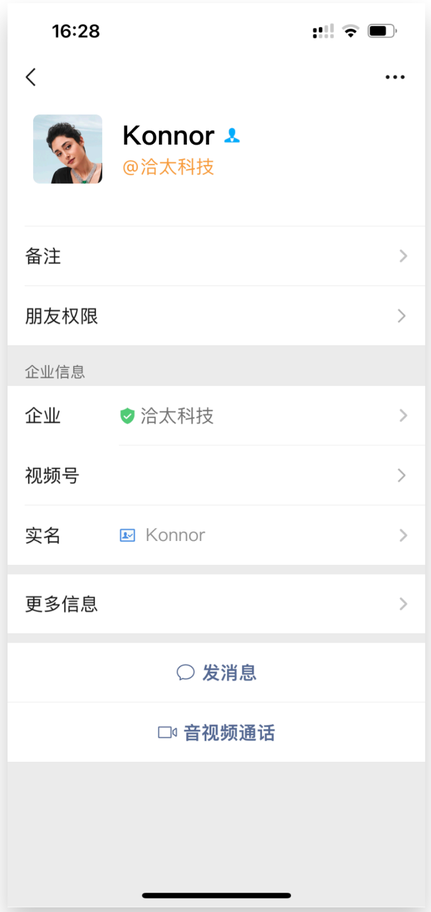
Scenario

1vMany live is a great method to add new clients into private domain, lower the online CAC and its efficiency

Depends on scenario, it can also used as way to direct traffic to offline





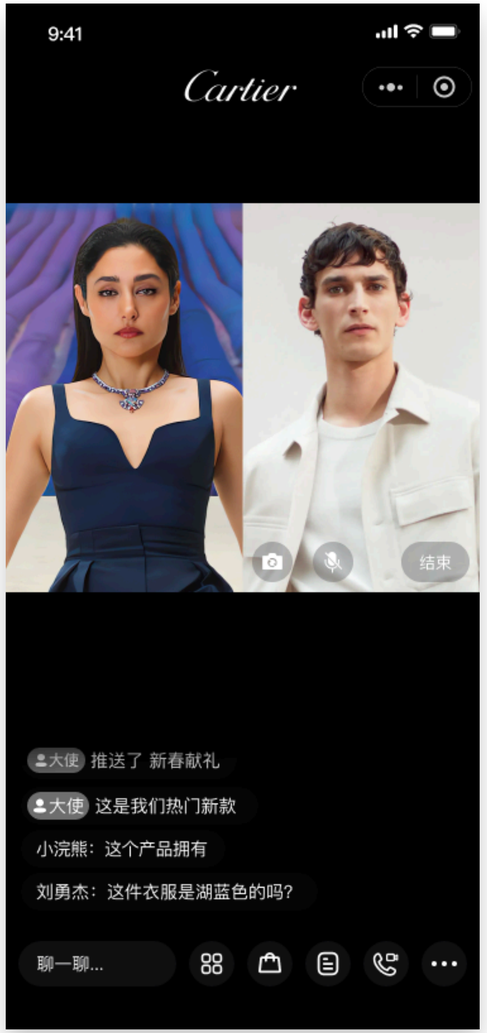


Useful new features

Cohost

Invite your colleague to cohost a live streaming service before or during live.

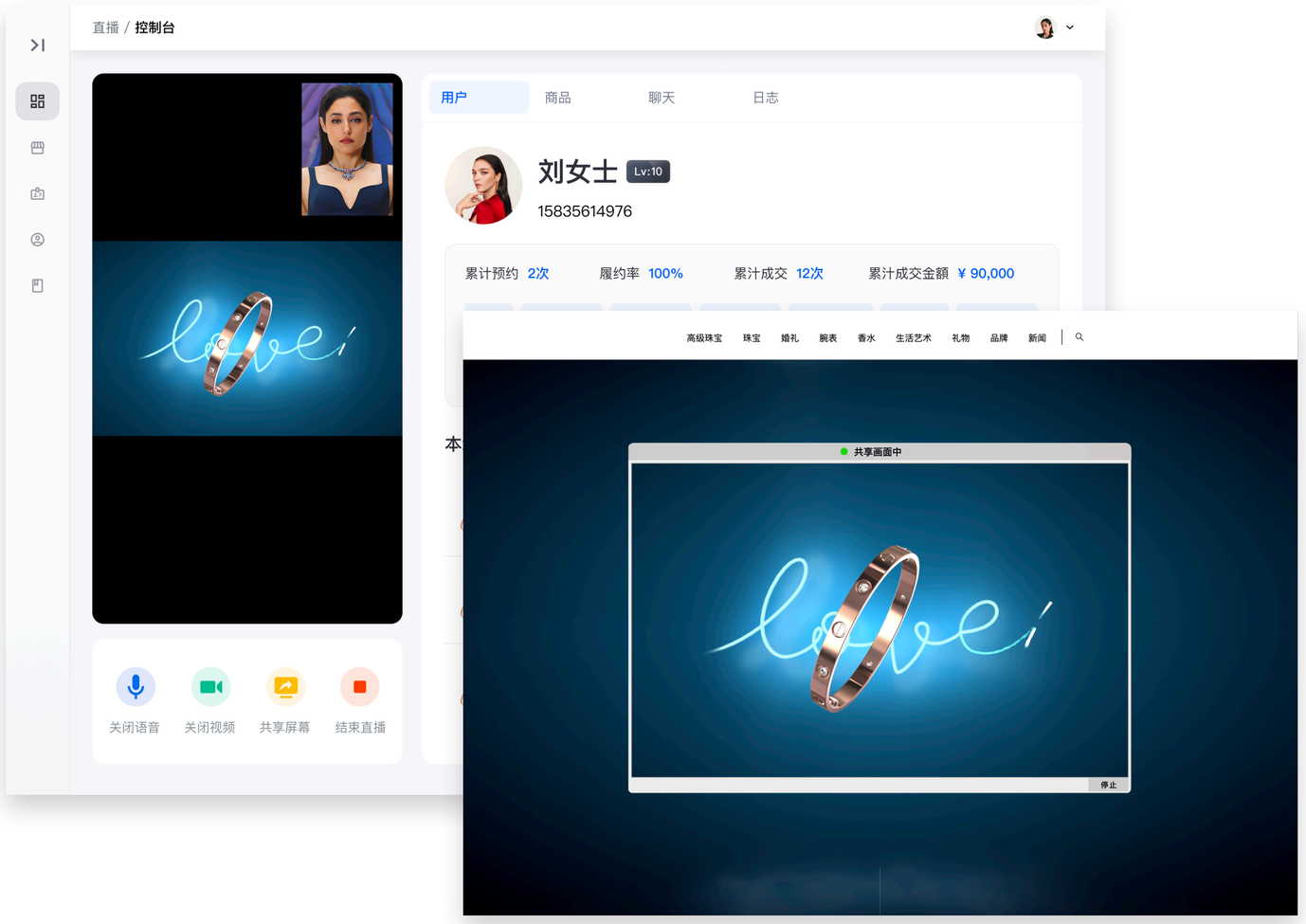




Useful new features

Screen sharing

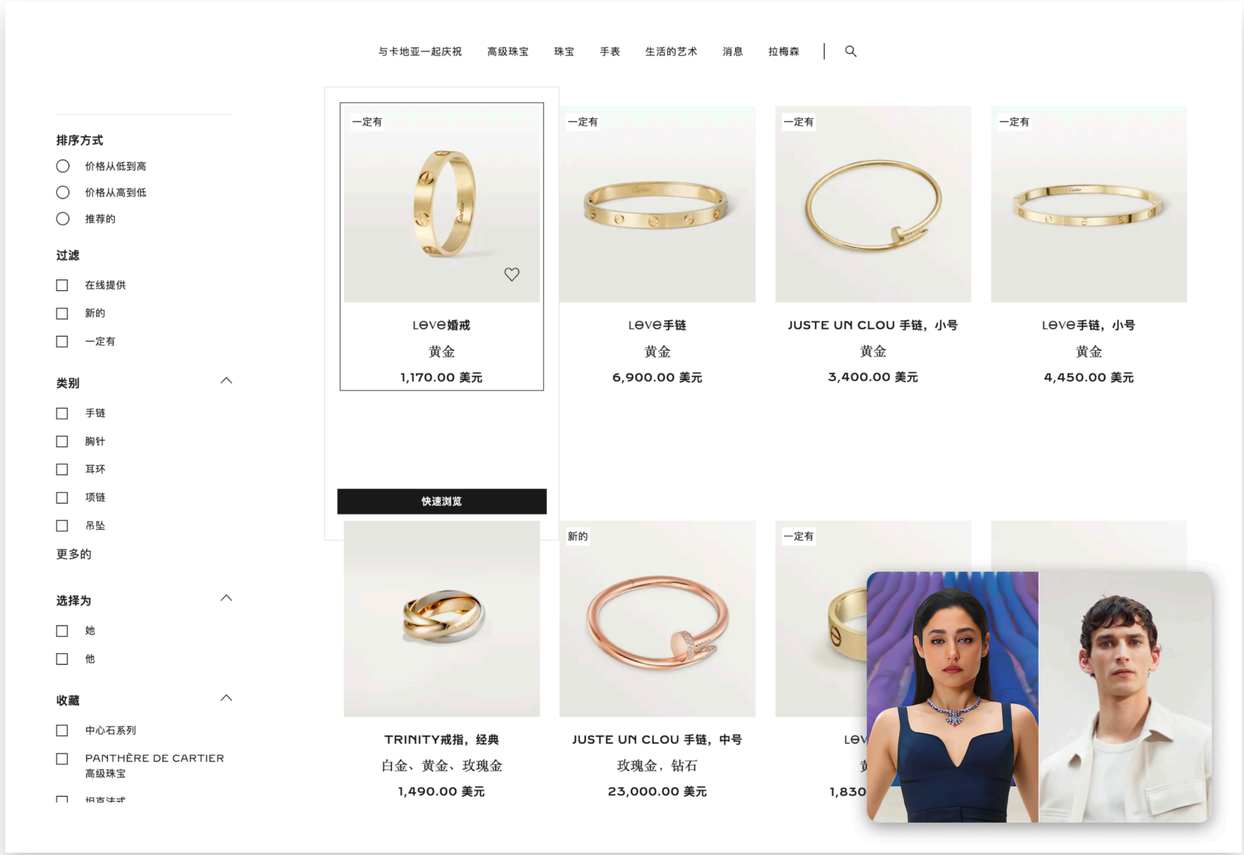
Screen sharing will guide your clients attention to the topic you really care about, and boost the efficiency when sometimes just want to show them a pdf.



Useful new features

Cobrowsing with clients

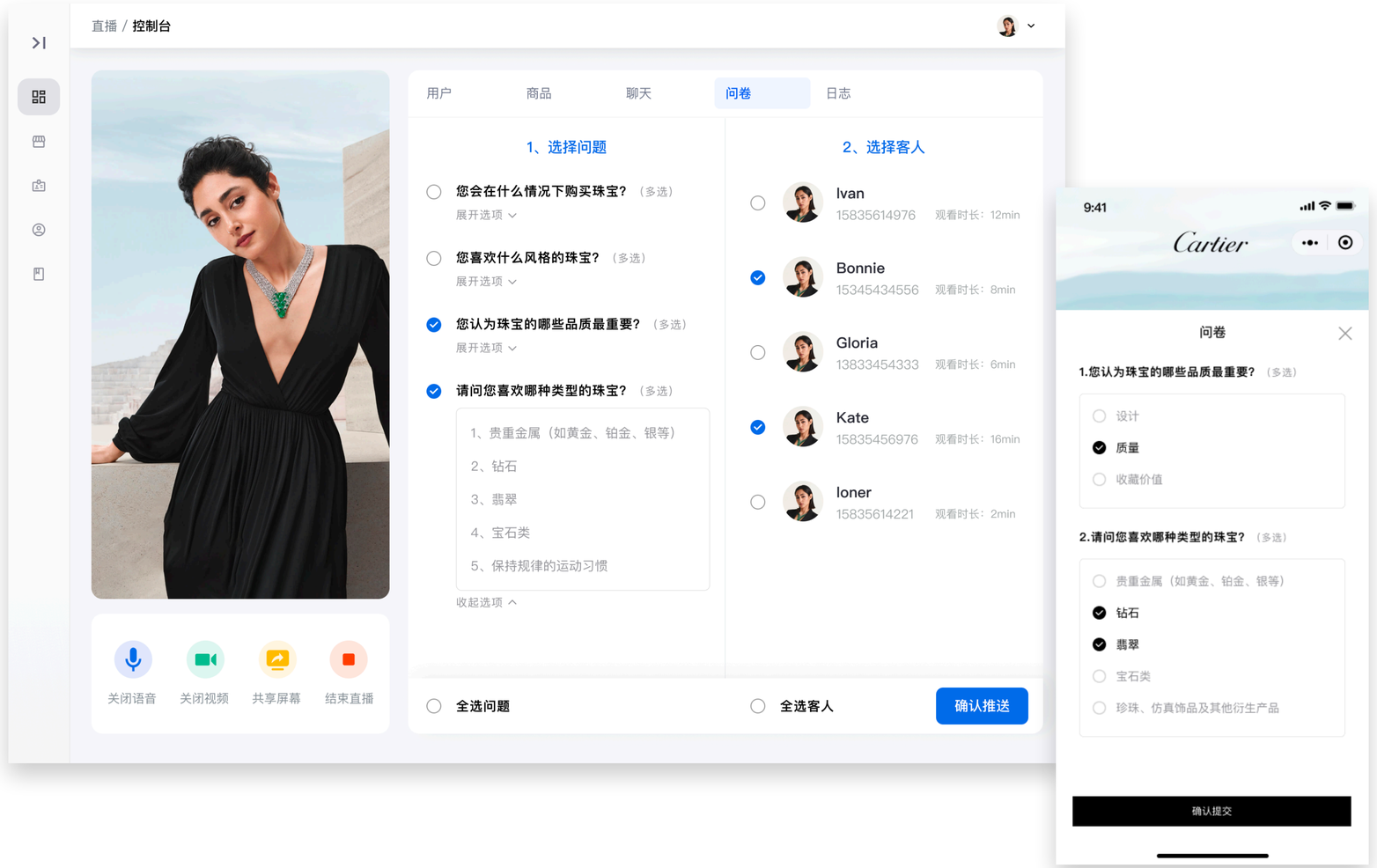
Cobrowsing enables SA and clients to collaboratively browse products on your native site together in real-time.



Useful new features

Survey cards

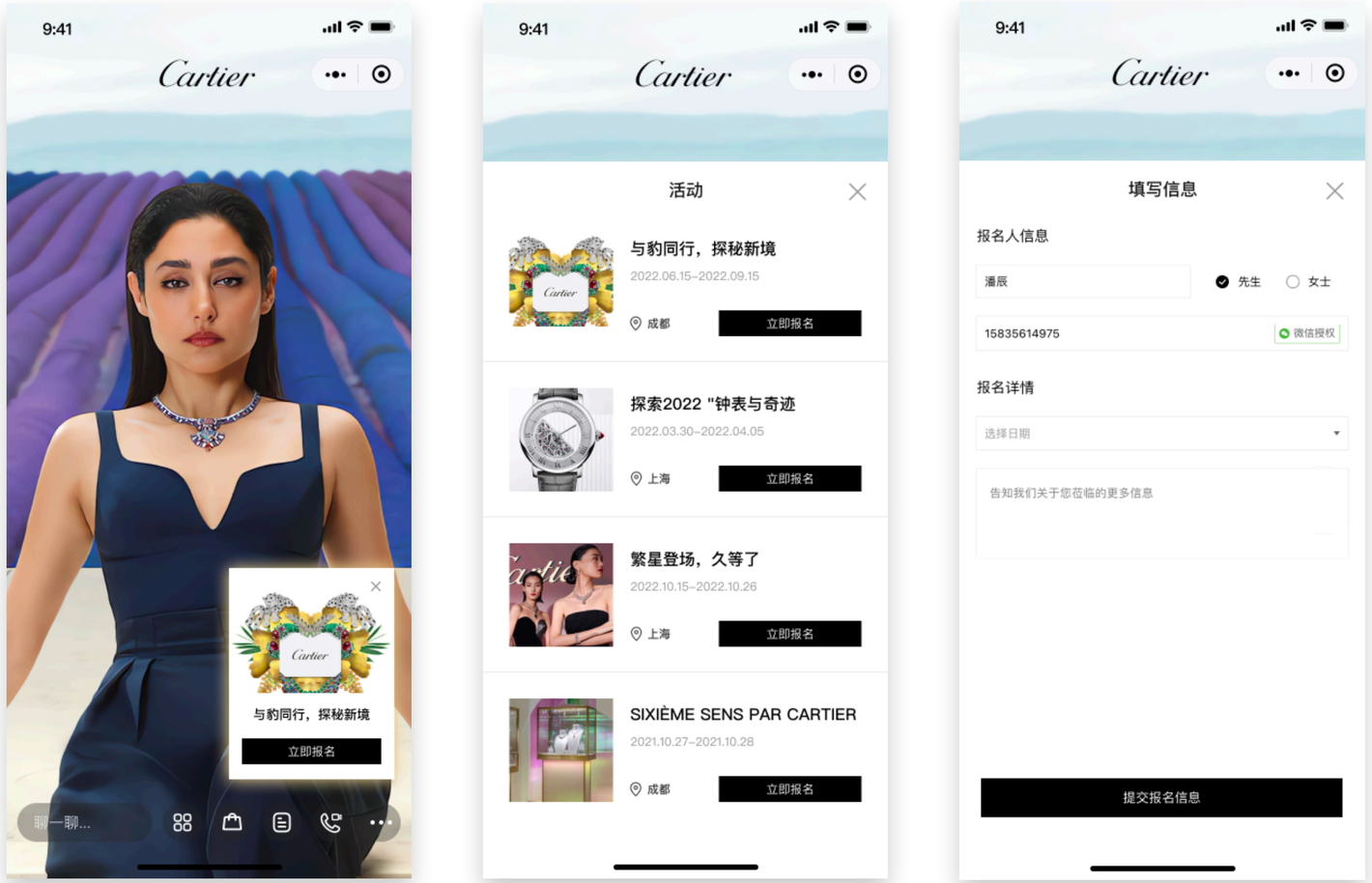
Collect the right answer from your clients, support send the survey card to individuals and groups of targeted clients, result will assemble when live ends.



Useful new features

H5 cards

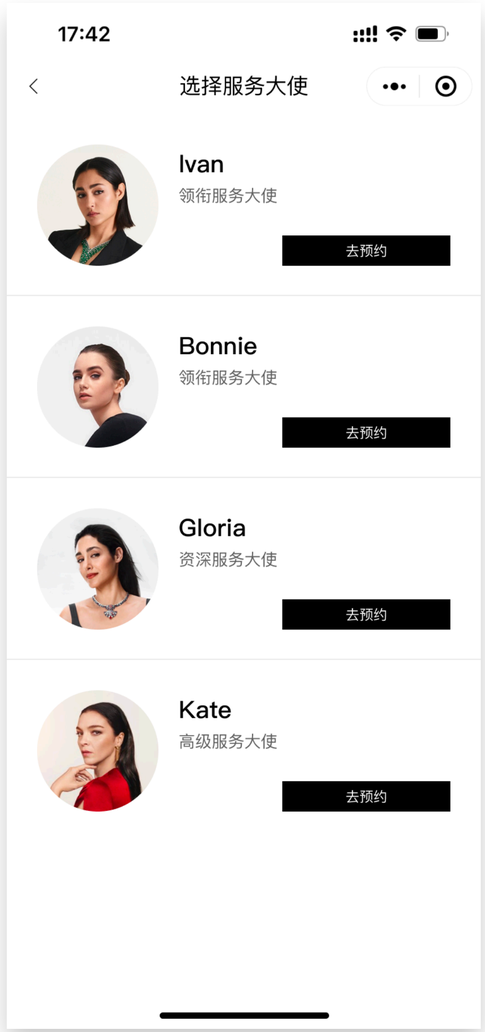
H5 cards allow brand to redirect clients to the targeted weblink, example: nearby stores, recent omni events, other live stream sessions

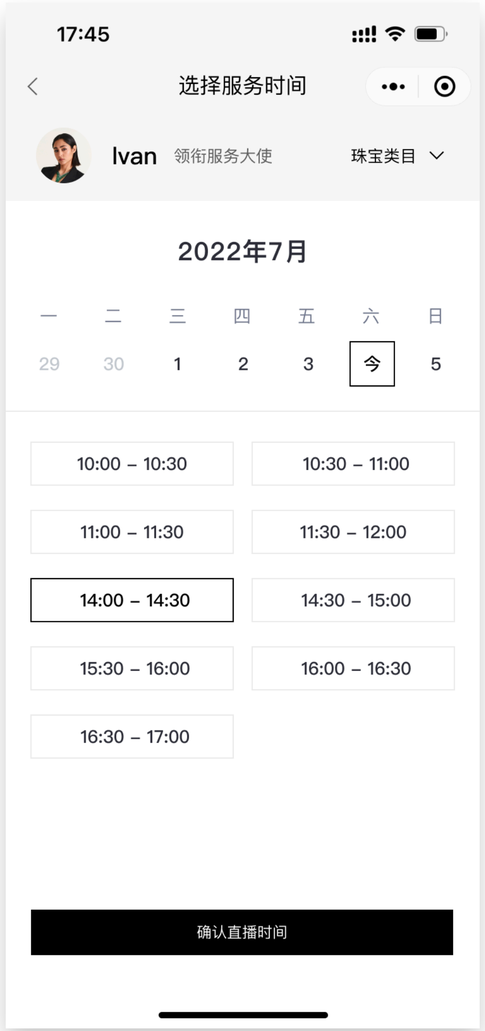


Useful new features

People as live service

Select an expert who has amazing knowledge about certain tops, will strengthen the client relationship, shop feature embedded.

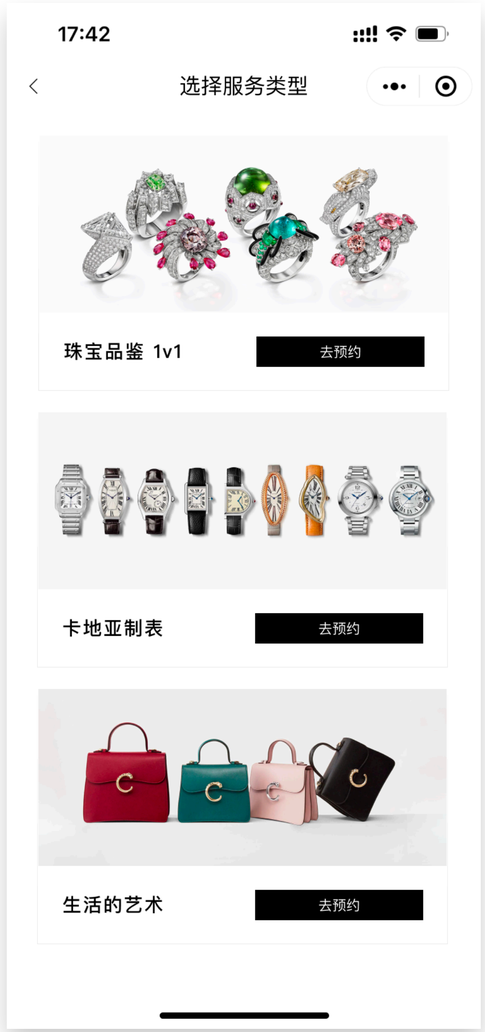


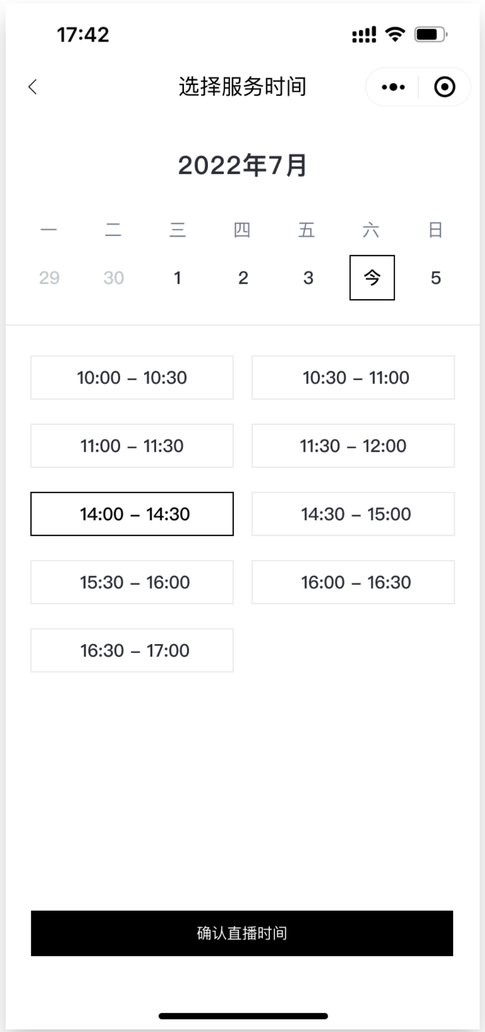


Useful new features

Content as live service

Clients also have their choices on selecting the content that suit them, supporting both 1v1 and 1vMany.





Thank you.