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VASSIT' | UK

The value of making things simple



Social E-Commerce Connector

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The modern ease of networking has transformed the ways in which customers can communicate and stay informed. However, social platforms are also changing the process customers use to select and purchase products online.

There is nothing new in the fact that buyers have always trusted their friends, family and other informed connections in the decision-making process. Feedback from direct user experience is the strongest influence on a buyer's perspective, but now businesses are beginning to apply this information to their merchandising efforts. Tapping into the available social channels and the interaction happening on them, companies are using the online tools accessible to them to tailor their marketing strategies.

Simply, it allows businesses to better understand the customer's wants, providing a base from which sales generation and conversions can be improved and increased.



Our technology approach:

There are 5 stages our social consumer process:

1. **Problem Recognition** - Identifying social media as an effective method of marketing stimuli, in order to help the user identify something they are likely to need and/or want.
2. **Utilising Social Data** - Using available APIs from Twitter and Facebook to form a knowledge base of social metadata on the products that are available on the site. Taking advantage of each of their strengths is crucial.



Twitter can provide useful general information regarding trends and unsolicited natural feedback from user experiences. With Facebook, information can be personalised to the current user.



Canon 5D #canon5d #5d



Nikon D800 #nikond800 #d800

Customers trust Social Media channels in such a way they will just buy or not based on what they find on them. VASSIT e-commerce Social Connector runs queries against Twitter and Facebook API to determine the relative popularity of product in the catalogue

Using the Facebook API, it is possible to tell which pages and companies users have liked provided the user is logged in. Products can then be promoted based on this information.



3. **Search & Promotion** - Providing customers with tailored results while browsing the product or category pages. Reordering products in real-time based on current social popularity, trends and relevant market data.



4. **Easy Product Availability** - Once customers are identified along with some indication of their buying preferences, it is important to provide the relevant product to the customer quickly.

This can be achieved simply using reserved promotion areas and also using widgets such as 'you may like', or 'similar to' - both of which provide more natural means of guiding the customer journey.

5. **Purchase** - The idea of reducing the steps to purchase is not exclusive to this platform, but still requires strong emphasis. If customers are making an emotional purchase on a product they are invested in, conversion needs to be a quick process to minimise hesitation, Amazon's '1 click' button is a great example of this.

SiteCore delivers an exceptional Shopping experience.

Together with SiteCore technology, VASSIT Social Connector can deliver the best shopping experience.



When too many results clutter the relevant information “Invenio” can narrow these down and get more specific results by using the People & Expertise Search advanced filters. Some of the filter criteria include, but are not limited to, company, location, experience, skills or job title amongst others.

Make Your Site Your Business Hub

Create an optimal experience throughout the entire customer lifecycle. With SiteCore E-Commerce, you can:

Easily manage the customer lifecycle, including payment processing, shipping, product information management, price and catalog management, inventory management, and order management

Create and manage online product offerings using faceted search to locate and update specific product details

Group related products in ways that are the most intuitive for your business and your customers

Integrate your ecommerce site with your ERP, customer databases and other back office applications

Drive Deeper Customer Engagement

Sitecore E-Commerce gives you the tools you need to effectively manage the customer lifecycle and deliver a rich, compelling experience. With Sitecore, you can:

Improve productivity: With all the tools at their fingertips, your marketing team can quickly and easily manage and customize the entire customer lifecycle

Drive more conversions: By managing and optimizing the customer experience, you’ll drive more conversions and increase revenue



Improve customer satisfaction: A well-managed site helps ensure an optimal experience that increases customer satisfaction and keeps them returning to your site