



## **iAdvize launches ibbü in the UK to connect online shoppers with knowledgeable peers**

- ibbü is an on-demand pool of experts that provide online customers with advice and support to enhance customer experience and boost sales for brands.
- Brands using ibbü in France have increased their turnover by an average of 10% through the introduction of conversational commerce and ibbü experts.
- ibbü experts can earn an average of £150 per week to top up their income.

**London, UK, 18 October 2016:** iAdvize, the European leader in conversational commerce, today announces the launch of its on-demand pool of experts, ibbü, in the UK.

ibbü provides brands advanced software and a pool of experts to chat to customers who visit their website at any time, which ultimately enhances customer experience and boosts sales for brands in a variety of sectors.

Research shows that 60% of online purchases take place when the customer service teams are 'offline' in the evenings or on the weekends. ibbü experts, are a community of knowledgeable savvy peers, who are paid to provide online consumers with real-time authentic advice via a company's website at any time of the day or night.

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Experts get paid to share their knowledge to prospective customers on behalf of a brand in beauty, travel, fashion, high-tech, gardening and DIY. ibbü's savvy peers can work on a part time basis, which can earn an average of £150 per week to supplement their income.

Julien Hervouet, Co-Founder and CEO at iAdvize, says: "Retaining customer loyalty can be a challenging task for brands in this digital age and marketers are continuously looking for ways to wow the customer and drive sales. We believe the future of marketing is conversational commerce, where brands use genuine fans to improve the customer's experience of the brand."

Nicolas de Rosen, Strategic Director at iAdvize, continues: "Customers often have doubts when they make an online purchase. Up to 85% of online shoppers trust opinions coming from their peers more than customer service agents. That is why our peer-to-peer advice system is so vital for businesses. Our savvy peers are knowledgeable in their field and will always offer premium, authentic unbiased customer advice."

For further information about ibbū, please visit [www.ibbu.com](http://www.ibbu.com)

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## **NOTES TO EDITORS**

### **About ibbū**

ibbū is your online access to an on-demand pool of expert enthusiasts who can support your customer service team and boost online sales. We source the experts, test their skills and knowledge so you can then select those who would best match your brand. They then can chat with your customers from the ibbū app. You pay them per contact or based on their performance. Track your results in real-time with more than 150 KPI's. More at [www.ibbu.com](http://www.ibbu.com).

### **About iAdvize**

iAdvize is a conversational commerce platform that enables businesses to engage their customers and prospects whether they're on the website or social media from one messaging solution (chat, voice, video). Visitors can get real-time advice from customer service but also from advocates, members of the brand community. Clients include House of Fraser, MatchesFashion, Interflora, Christian Dior, TUI, BMW, Europcar and others. More at [www.iadvize.com](http://www.iadvize.com).

### **Media Inquiries for iAdvize:**

Gem Griffiths

Mobile: +44 7545 768 602

Email: [iadvize@thecrowdandi.com](mailto:iadvize@thecrowdandi.com)

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