

Go Instore, HP and Currys PC World join forces to drive growth in online revenue for HP products achieving up to a 4.5x increase in conversion and positive uplift in average order value

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The innovation delivers an in-store experience to online customers, averaging an impressive 4.7 out of 5.0 in customer satisfaction

Go Instore (<https://www.goinstore.com>), a leading provider of immersive omnichannel retail experiences for personalised ecommerce, today announced the success HP inc have had in providing human-led digital user experiences for their retail partners' online customers.

Go Instore (<https://www.goinstore.com>) is providing HP's online shoppers with authentic, physical in-store experiences. Following an immersive live one-way HD video and two-way audio conversation with a HP in-store sales expert, Currys PC World have realised an increase in HP product purchases and the company is seeing an uplift in average order value (AOV) against the standard.

The Go Instore (<https://www.goinstore.com>) partnership is enabling HP to recreate the emotional appeal and informative nature of the in-store shopping experience for their online customers by connecting them with the best suited HP in-store sales expert via video.

This establishes positive emotional connections and builds trust, which allows the store professional to recommend products based on the customer's interests, tastes and preferences, as you would in a store environment.

Go Instore (<https://www.goinstore.com>) and HP have further configured the service to prioritise the location of the customer's nearest HP in-store expert, ensuring future in-store customer visits benefit from a continued conversation, that was started online.

"We understand the power of our HP in-store sales experts in building trust and brand loyalty - we wanted to deliver the same sensory experience to online shoppers!" said Brian Chavrimootoo, EMEA Trade Marketing Manager at HP. "The Go Instore deployment with Currys PC World has delivered impressive results. Customers quickly embraced the initiative and feedback has been overwhelmingly positive, with over indexed customer satisfaction metrics. Sales, conversion rates and average order value increases have all exceeded expectations."

Rising demand for online engagements sets the stage for expansion

Since going live in the summer of 2018, Currys PC World one of HP's major European retail partners has seen a steady increase in the number of HP 'live' video engagements. Online customers receive a call-to-action button on HP product web pages, giving online shoppers fast and easy access to in-store HP sales experts. "Working with Go Instore, we handled a record number of online interactions for HP products," said Simon Swanborough, Senior Project Manager - Connected Channels at Currys PC World. "Across the stores that are active with the Go Instore service, store experts spent an average of 34% of their time engaging with online shoppers, with our Bristol store in particular, spending 70% of their available free time in a call. The success with HP has resulted in switching on the partnership to

cover a greater proportion of the country.”

Go Instore (<https://www.goinstore.com>) helps join up the in-store and online experience and takes a unique approach with its customers to deliver the most authentic physical retail experience possible for online shoppers. The service intelligently appears on the retailer’s website, giving online customers two-click access to in-store expertise for a human-led live video consultation.

“The success HP is having in engaging online shoppers cannot be underestimated,” said Andre Hordagoda, co-founder of Go Instore. “They are building a dedicated team to manage Go Instore internally, as well as in-store sales experts to specifically manage Go Instore calls. To meet the growing demand for immersive online shopping, HP are embarking on a European rollout with other major consumer electronics retailers.”

Go Instore has growing partnerships with numerous brands and retailers across Europe, including MADE, The Perfume Shop, Le Coq Sportif, MediaMarktSaturn Retail Group and an upcoming activation with La Redoute.

-ENDS-

About Go Instore (<https://www.goinstore.com>)

Go Instore, a leading provider of immersive omnichannel retail experiences for personalised ecommerce, creates a human to human authentic physical in-store experience for online customers - bringing digital experiences to life. Go Instore addresses the disparity in customer experience and conversion rates between in-store and digital channels by combining HD one-way video with two-way audio to connect online customers to the best suited live sales professional, enabling companies to boost online conversion rates and average order value.

With headquarters in London, UK, Go Instore was founded in 2015 and is revolutionising the online shopping experience across the globe.

For more information, visit Go Instore at www.goinstore.com

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About HP (<https://www8.hp.com/uk/en/home.html>)

HP Inc. creates technology that makes life better for everyone everywhere — every person, every organization, and every community around the globe. Through our portfolio of printers, PCs, mobile devices, solutions, and services, we engineer experiences that amaze.

This is our calling. This is a new HP.

About Dixons Carphone plc (<https://www.dixonscarphone.com/>)

Dixons Carphone plc is a leading multinational consumer electrical and mobile retailer and services company, employing over 42,000 people in nine countries. We Help Everyone Enjoy Amazing Technology, however they choose to shop with us.

We are the market leader in the UK & Ireland, throughout the Nordics and in Greece. With a full range of services and support, we make it easy for our customers to discover, choose and enjoy the right technology for them, throughout the life of the product. Our core multichannel operations are supported by an impressive distribution network and sourcing office in Hong Kong and a state-of-the-art repair facility in Newark, UK.

Our brands include Currys PC World and Carphone Warehouse in the UK & Ireland and iD Mobile in the UK; Elkjøp, Elgiganten and Gigantti in the Nordics; and Kotsovolos in Greece. Our Dixons Travel brand has a presence across several UK airports as well as in Dublin and Oslo, and our services are provided through Team Knowhow in the UK, Ireland and the Nordics.

We also offer B2B services, predominantly through Currys PC World Business and Carphone Warehouse Business.