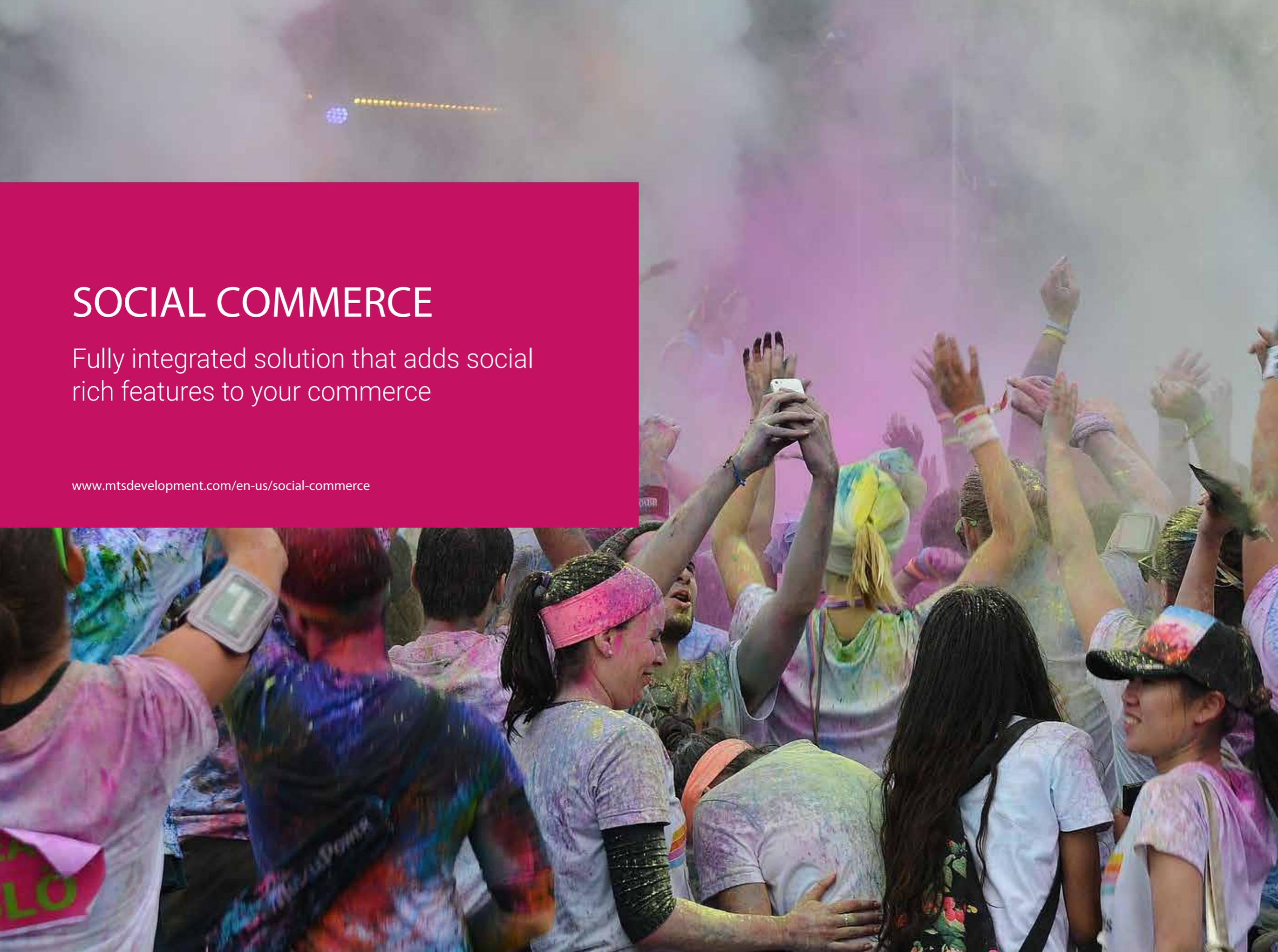# SOCIAL COMMERCE

Fully integrated solution that adds social rich features to your commerce

www.mtsdevelopment.com/en-us/social-commerce

MTS SOCIAL COMMERCE
Fully integrated solution that adds social rich features to your commerce

The dramatic shift of customer shopping behaviors and the set of today's social communications tools, made customers more informed and connected than ever before. This opens a new horizon to the shopping experience. Customers are expecting a relevant experience as they are traveling between channels, consistent product information and personalized understanding of their needs.

As your customers interact with your brand, they are ready to share what they love between friends and family. This is where the role of social selling comes into the place. While a few years ago social commerce was some good to have, it has become today a critical part of your omni-channel commerce.

MTS Social Commerce is an integrated part of a complete, omni-channel commerce platform that focuses on strengthening your social presence and increase opportunities, producing more and better relationship for your brand with your customers.

MTS COMMECE PLATFORM
Rich and engaging experience across all channels.

MTS Commerce Platform is a unified and complete, omni-channel commerce solution.It's more mobile, more social and the only omni-channel commerce solution that allows a rich and engaging experience across all channels. From the first touchpoint, it creates a relationship between your customer buying journey and your brand.

Growth requires a robust foundation, a system that responds to rapid business changes, MTS platform is a high scalable solution built on a robust infrastructure that scale as your business grows. It allows multi-sites, multi-region and can be adapted with your business model. With clustering and loading balancing, we ensure maximum availability and high performance.

MTS SOCIAL COMMERCE

Touch Points

| Web | Mobile | Store | Social | Contact Center |

Content Engine
- Content Management
- Search Advisor

Recommendation Engine
- Experience Management
- Personalization
- Merchandizing

Product Information Management

Promotion Management | Product Configurator

Supply Chain Management
- Warehouse/Store Management
- Procurement Management

Order Management
- Distributed Order Management
- Fulfillment
- Sourcing

MTS COMMERCE PLATFORM

Listen, Engage and respond to your customers

Ratings, reviews, recommendations, and comments power Q&A-type experiences around products, enable shoppers and organizations to interact around product features, benefits and use cases and reduce the return rate, by responding to feedbacks and offer a solution in the early stage.

Drive more visitors to your omni-channel arsenal

By deploying a social, search-optimized content on their sites, retailers organically can increase their search engine page rank and attract in-store and online-store visitors through targeted content and promotions. As shoppers have adopted social technologies, merchants have to get benefit of those channels and increase opportunities by selling more products to more customers.

MTS Social Commerce Highlights

"Social media increases brand recogintion by 46%, Sales by 29%, Community engagement by 40.3%, fan tracking by 35.5%"

Soruce: Australian Bureau of Statistics

- Fully integrated solution that adds social rich features to your commerce

- Listen and work with your customers for a better experience.

- Engage social communities' visitors with promotions, discounts, coupons and more targeted content.

Increase conversation rate and revenue

Social commerce drives conversion among new, engaged visitors. By leveraging social technologies that allow shoppers to discuss product benefits, features and use cases, retailers enable those shoppers to influence each other in the purchase process.

## Targeted promotions, coupons and discounts

Issue promotions, coupons and discounts with ease to the social communities. These types of offers can work in physical and online store. This will encourage your customers to talk about your brand with friends and family and engage with your products and your organization. Being social driven enterprise will ensure your brand commitment to surpassing customer expectations.

MTS Social Commerce Highlights

- Increase average order value and cut the time to the buying decision.

- Give your customers the opportunity to share knowledge, insights and opinions that drive credibility.

- Reach new audience and increase revenue.

- Drive traffic to your online and physical stores.

"A visitor coming from a social media site is 10X more likely to make a purchase online than an average visitor(7% vs 71%)"

Source: Study on social commerce impact on consumers
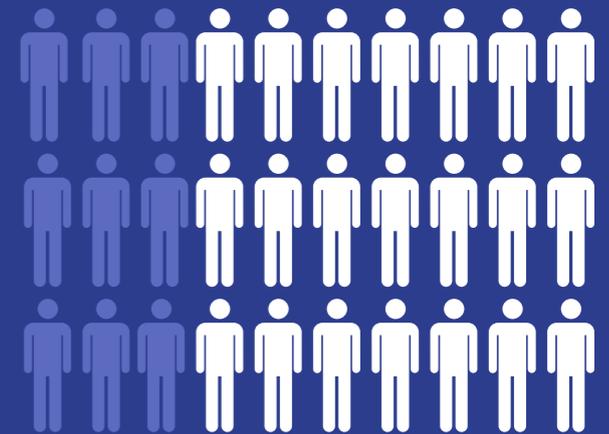
MTS DEVELOPMENT
Committed for outstanding experiences for our partners.

MTS Development provides high quality enterprise-level applications designed to help standard and specific industries with state of the art business solutions using a proven methodology from E-Commerce systems to Enterprise resourcing plan (ERP), Customer Relationship Management (CRM) and Supply Chain Management (SCM).

Next Step

Every day, enterprises around the world are discovering what a MTS Commerce platform, can do to help them adopt an omni-channel commerce platform. Work with enterprises in the digital era to implement a customer centric experience.

Join the growing community of enterprises that are choosing MTS Commerce Platform, as their go-to commerce platform. For more information on how MTS Commerce Platform can be your next big thing.

1-323-592-3071

Visit www.mtsdevelopment.com/en-us/contact-sales
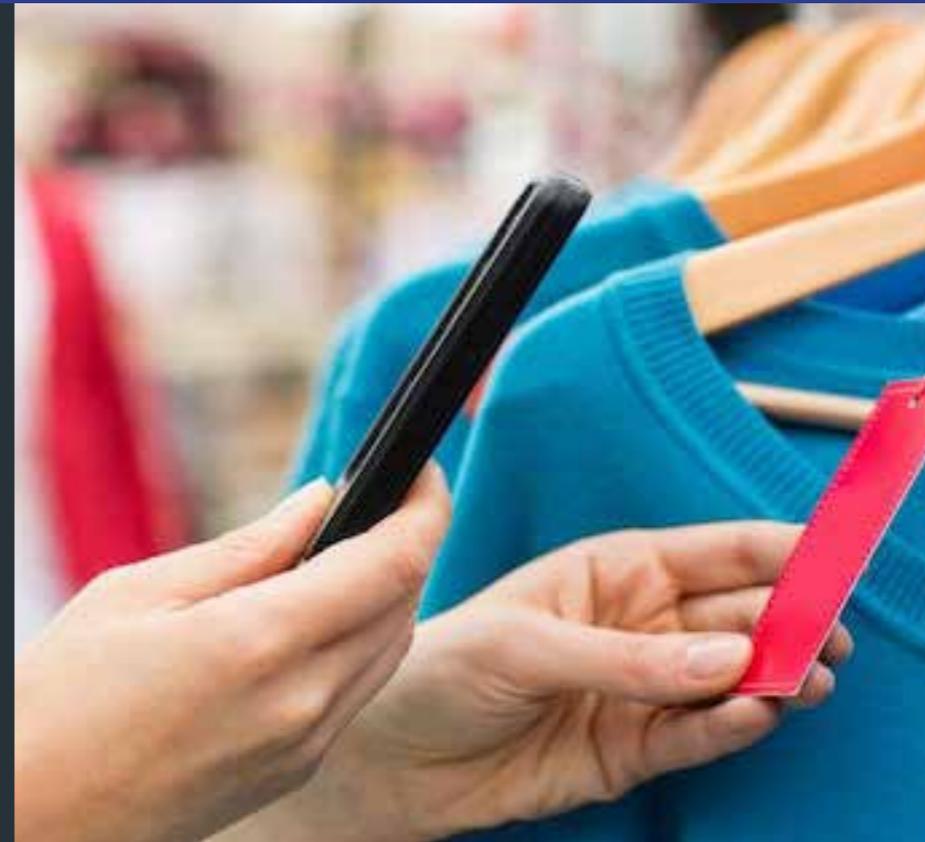
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