

## SOCIAL COMMERCE: THE FUTURE OF E-COMMERCE

### THE CHANGING FACE OF E-COMMERCE

Nothing remains as it is. The world is changing — and nowhere more than on electronic marketplaces and the Internet. Despite rising e-commerce revenues, a large number of on-line shops are at the crossroads. A website that only displays products will have a very difficult time generating constant increases in revenue.

Rising above the mass of offers and targeted inclusion of webshop visitors — social commerce — offers the necessary differentiation and future-proofing that your online shop needs. dotSource GmbH supports you with our over 10 years of experience in ecommerce and years of experience in social commerce.

### SOCIAL COMMERCE ADVANTAGES

If a customer accesses a typical online shop, he will generally find virtual shelves displaying products in a simple manner. Opportunities to do anything but buy in the shop are limited.

The only thing that remains is the checkout, meaning to complete the order process and order the products or to leave the shop without ordering anything.

The webshop that supports social commerce in addition to product display allows customers to actively participate in the online shop happenings. The visitor receives the opportunity to design, recommend, consult, and sell. Online shop customers want to communicate and get advice from other users.

The operator offers the platform and the customer has the possibility to participate in adding value. Through social commerce, customer loyalty is dramatically improved by offering

customers the chance to participate in an organized community. Creating a lively »point of interest« regarding e-commerce provides the perfect foundation to successfully and continually sell more products. It creates a decisive advantage over competitors.

### THE SOLUTION IS CALLED SCOOBX<sup>®</sup>

Social commerce »out-of-the-box« — called »SCOOBX<sup>®</sup>« for short, is a powerful and mature e-commerce solution. It has a large and incomparable repertoire of innovative e-commerce features. The dotSource team performs all modifications that are necessary to be able to operate a tailored e-commerce solution based on SCOOBX<sup>®</sup>.

The SCOOBX<sup>®</sup> standard solution is already available for the Intershop Enfinity and Magento e-commerce platforms as a module or a cartridge. Services round off our offering.



Interactive value creation with SCOOBX<sup>®</sup>

Acquire and keep customers through social commerce. The safe and secure way to move into the future of e-commerce — with dotSource GmbH at your side.

### DOTSOURCE SERVICES

- > Social commerce components
- > SCOOBX<sup>®</sup>
- > Magento Liveshopping Solution
- > Community Management

### DOTSOURCE EXPERTISE

- > Intershop Enfinity Suite 6 Partnership
- > Magento Partnership
- > Social Commerce
- > Long experience in e-commerce

### DOTSOURCE REFERENCES



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### DOTSOURCE PARTNER

