Live Commerce January 2023 Releases
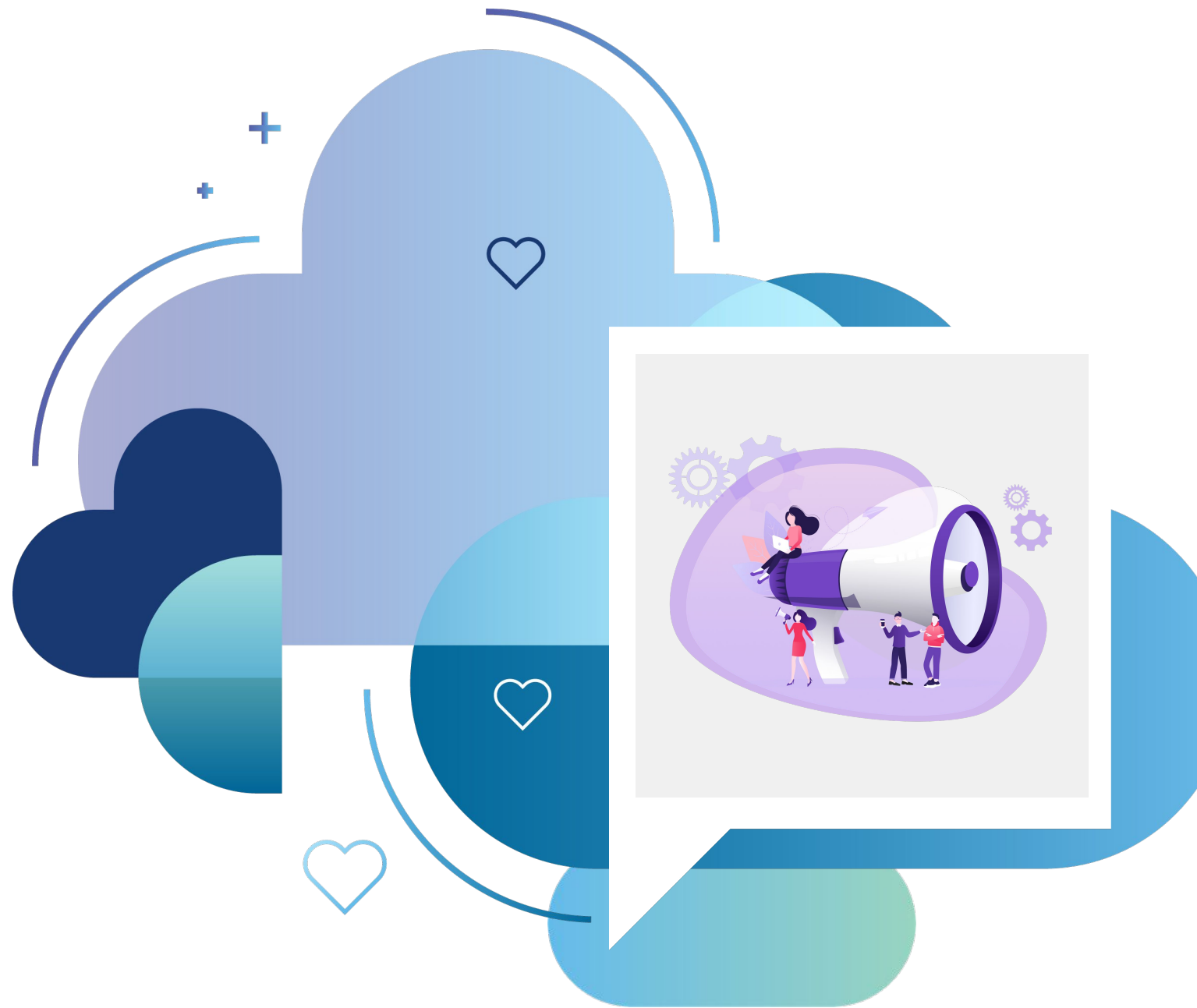
Release Highlights

Emplifi Live Stream

Formerly known as ShopStream

We've rebranded our one-to-many live video solution from ShopStream to Emplifi Live Stream.

Live video technology continues to evolve, and we wanted our name to be reflective it's many purposes, outside of strictly shopping. We also aimed to more closely align with our one-to-one solution, Emplifi Live Advisor.

No functionality has changed.

UI Improvements

Across mobile and Front End

Speaking of Emplifi Live Stream, you'll see UI improvements on the Front End. Keep reading these release notes to see how.

We've also made UI improvements across both iOS and Android Live Advisor applications.

Integration Update

With Emplifi CX Platform

Live Commerce customers will be able to access the Portal within the Emplifi CX platform - a broad solution solving for needs across marketing, commerce, and care. The Portal will also have updated branding to represent further alignment with Emplifi.

If you'd like more information on other tools available within Emplifi CX Platform, in addition to Emplifi Live Advisor and Emplifi Live Stream, contact your CSM.

Coming Soon…

Same Live Advisor App, coming soon with Emplifi branding

No functionality of the App will changed. Updated branding will be rolled out in the next release at the end of February.

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![emplifi logo]

Front End Updates

- **Improved journey with Calls from Social for Android users** Tapping 'Start Call' in the in-app browser automatically opens the call journey in the default browser. Previously, users needed to manually open their default browser. Call tracking is now available, so you'll know which calls came from social in-app browsers on Android.

- **Improvements to Emplifi Live Stream UI** The product carousel on mobile and tablet views, as well as the holding screen at the end of a stream on desktop, tablet and mobile has been improved. Additionally, the progress bar for Live Stream replays is now draggable on mobile and tablet.
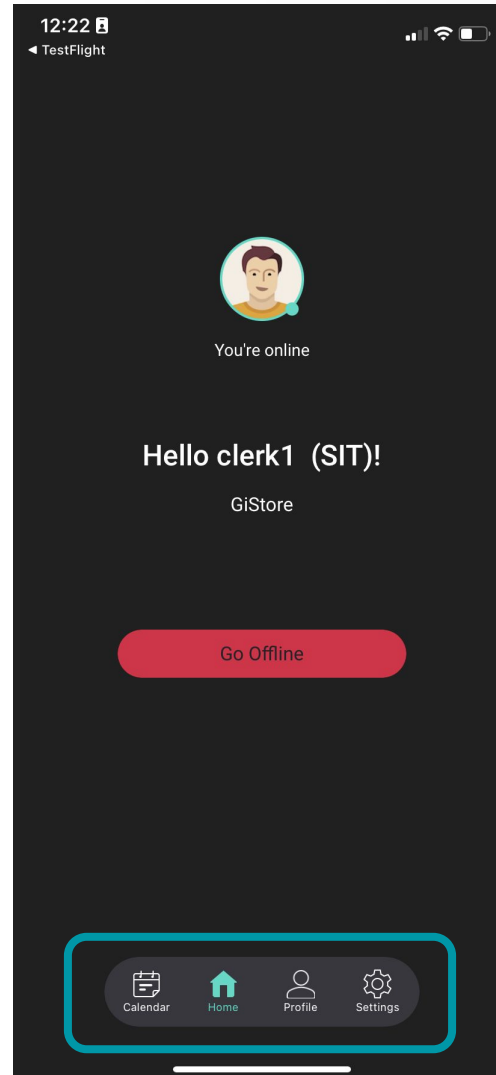
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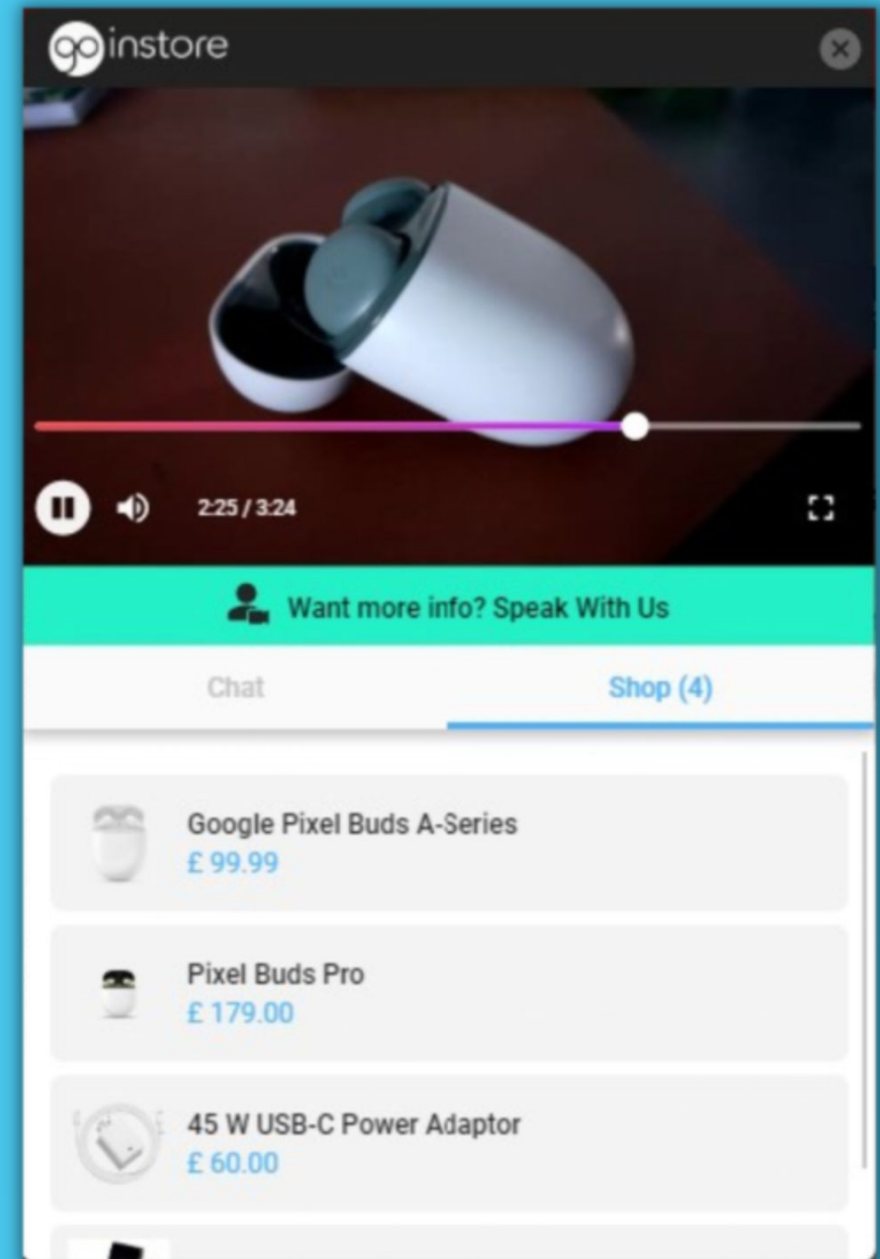
Mobile Updates

iOS

- **UI Updates to Out of Call Screen** We have refreshed the out of call look and feel of the application. Most notably the bottom navigation bar.

  Check it out →

- **Advisor first name shown with in-call chat** We have ensured that the advisor's first name is used for our chat tool so customers will know the name of the advisor.
- **iPhone 13 App bug fix** The iPhone 13 app is now functioning properly. Resolved.

Android

- **Update Language Management Tool** We have updated our language management tool.
- **Chat Improvement** We were made aware of a 'Chat is not available' message when using the application. This has now been resolved if you experience this in the future please let us know.
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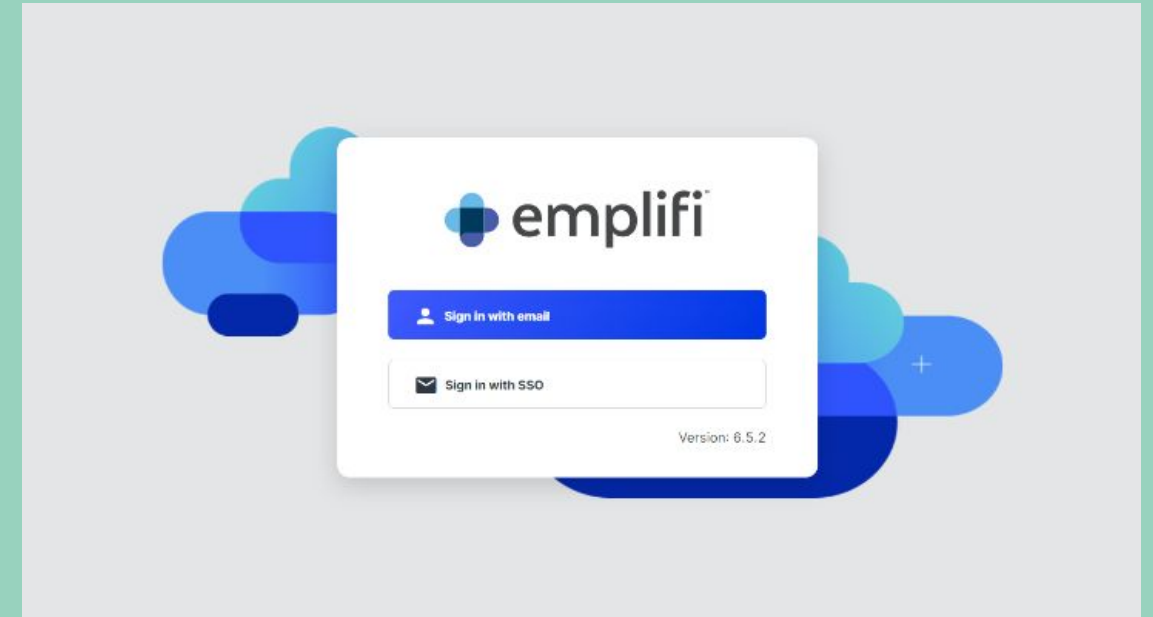
Portal Updates

Emplifi Rebranding We have refreshed the look and feel of the Portal to align with other Emplifi products.

Check it out →

Integration with Emplifi CX Platform Soon you will be able to access the Portal from within the Emplifi CX platform, which will unlock new features like SSO login and flexible dashboard reporting later this year. Your Customer Success Manager will be in touch with the timeline for moving your account to the Emplifi CX platform.

Windows Updates

New End Call Survey We have implemented the end call survey so users can let us know how the call went.

> **Why is this important?** Get more visibility into how advisors feel the live video call went to optimise how your team is using the solution and improve over time.

Block Caller We take the security and protection of our users seriously. To improve security, we have implemented a block call function. When you select block user from the end call survey they will be prevented from calling back.

Check it out →
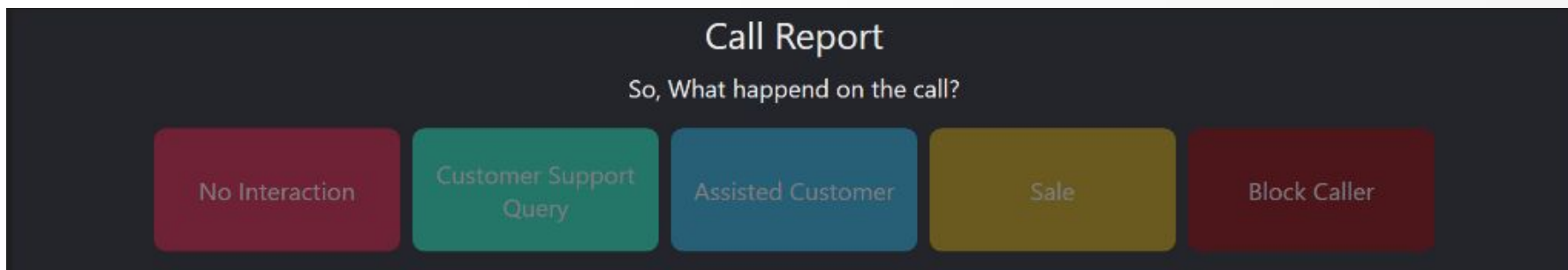
Meta Data Screen When a call comes in, you can now see the product information page that the call is coming from.

> **Why is this important?** More data → more insight! This gives advisors more insight into what the caller is interested in, helping them to get the answers they need more efficiently.

When are the updates?

Core Service Version 1.110.1
31 January 2023

Portal Version 6.6
16 February 2023

Android Version 2.7.0
01 February 2023 (Phase 1)
7 February 2023 (Phase 2)

iOS Version 1.30
7 February 2023

Windows Version 4.2.5.0
8 February 2023

How to upgrade

Front End
The core of the service is deployed as a SAAS solution so there's no need to do anything. Some features may need to be enabled and configured. Your Customer Success Manager will help you with any questions you may have.

iOS App
Once the App is available in the App Store, it will be deployed as per your configured deployment process.

Portal
Our Portal is a smart beast and updates automatically. But we do recommend that you open a new browser session that day to clear any cache and cookies.

Android App
Upgrading to this version is easy. Simply sign out and sign in on the app and you will be notified of the update and prompted to download and install it.

When should I update the Emplifi App?

The best time to update is at the start of the working day, before going available. What if the App update fails? Our service support is here to help with any issues updating the iOS app. You can reach us at support@goinstore.com

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What version of App should I be on?

Ideally you should be on the most up to date version of the App to benefit from all the new features and upgrades available. For full SLA support we recommend everyone to be on the latest or 2nd latest versions of the App.

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Thank you

Appendix

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Emplifi Live Advisor Chat

Drive more interaction through the new live chat feature within the Live Advisor app

- **What:** Your customers can now engage with Live Advisors via chat before or during a live video call, helping to boost engagement and ensure they can interact the way they want.
- **When:** Early Access begins later this month with a few key accounts. We expect General Availability for all from Q2 this year.
- **Why:** We've long supported integration with in-call chat, and we're expanding those capabilities as well as adding new functionality so customers can easily chat with a live person and then start a video call from that chat where needed to help drive engagement.
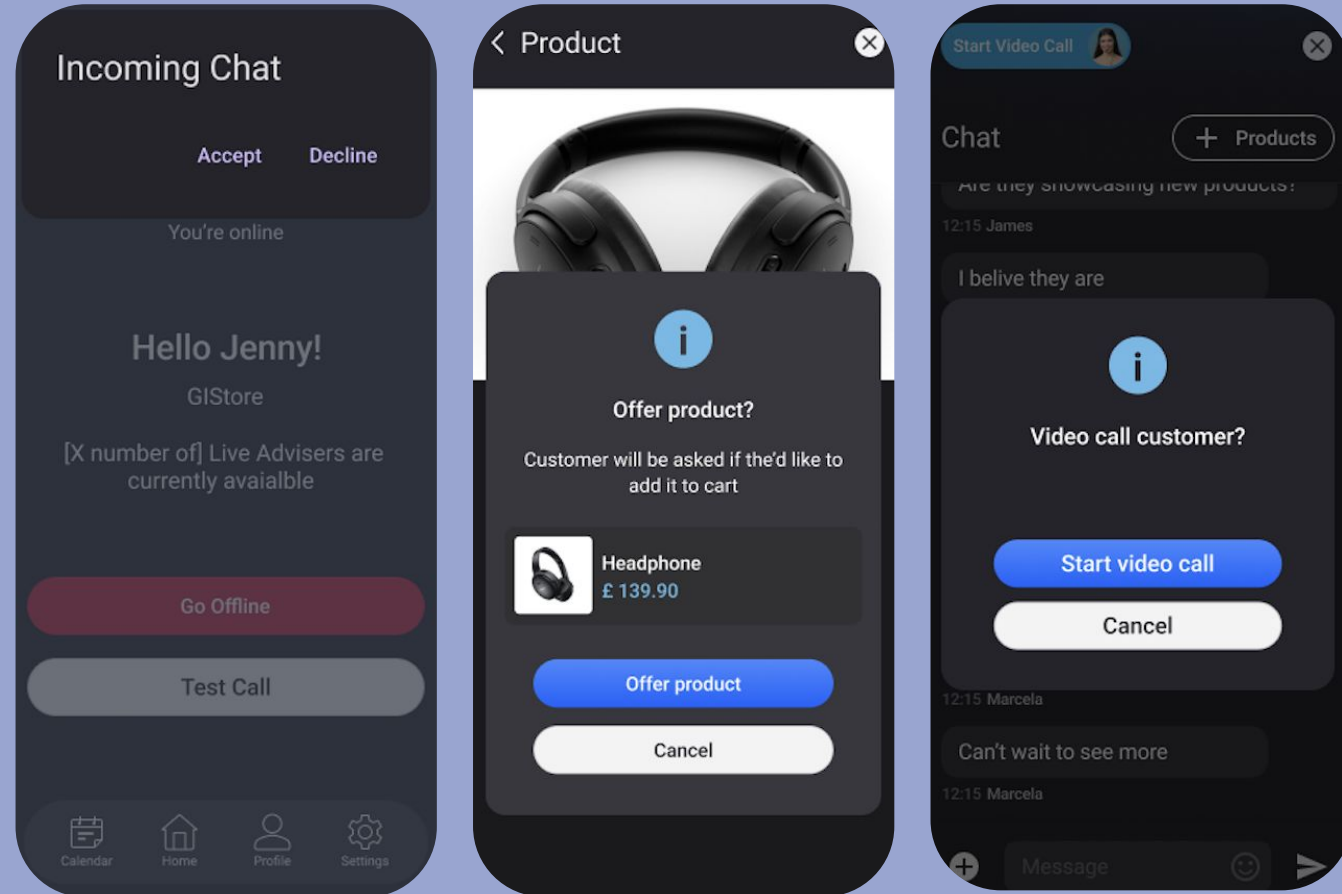
Live Advisors will be notified of an incoming chat just as with a video call. They still offer products so customers can add-to-basket, or seamlessly transition from chat to live video with just a click of a button.