

HOME SHOPPERS: YOUR BEST CUSTOMERS

The new breed of home shopper is young, affluent, educated, and independent. They use videotex to purchase all kinds of goods and services.

For these consumers, convenience is the number one advantage of shop-at-home services. Service is available any time of day or night from the comfort of the living room — an important advantage for the increasing number of single and working parents, and for the elderly and handicapped.

Home shopping is easy to use. For the beginner, the videotex tree-structure can be mastered within 15 minutes. For the experienced user, cross-referencing and key word searching provide speedy access to product information and purchasing transactions. With a credit card, payment can be made automatically.



Home shopping saves time. There is no travelling time, no line-ups, no crowds.

For the price-conscious buyer, home shopping saves money. Reduced overhead, inventory and staff costs will allow retailers to cut costs and pass on savings. Purchases can be arranged through a distributing retailer delivery system or picked up directly.

Home shopping is consumer-responsive. Users can access product demonstrations and evaluations, ask questions and compare prices. An electronic inventory control system lets the shop-at-home customer know immediately whether a particular item is in stock and when it will be delivered. Many shoppers prefer the integrity of this service to personalized in-store advice whose quality is viewed with increasing dissatisfaction. Since home shoppers will be able to easily compare prices, competition will be intense.

Videotex is always timely and accurate. There is never the problem of uninformed sales staff. Home shopping is entertaining. Subscribers can use the service to leisurely browse through constantly updated electronic catalogues, "visit" their favourite stores and access product demonstrations, gift suggestions and information on upcoming specials.