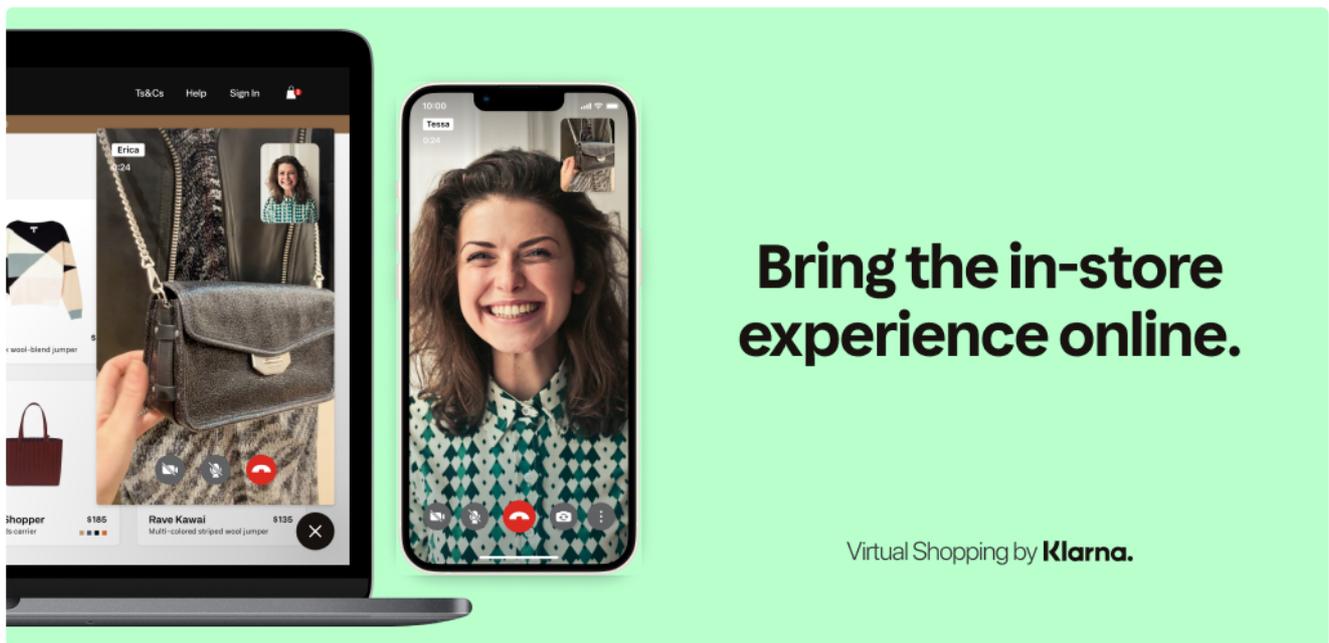# Launch Virtual Shopping

Launch Virtual Shopping

How to implement Virtual Shopping on your site.

We can't wait to begin our partnership. To help you get started with Virtual Shopping, we've put together this simple guide that lays out the key steps you need to take to get up and running.

Share key information

Implementation dependencies

Configure settings

Test the experience

Promote to production

📄	Run final checks

📄	Schedule launch and SLA times

Additionally, our Developer Docs are a simple guide created by our Virtual Shopping experts to help your technical team get set up. This documentation should act as the source of truth for all technical aspects of the implementation.

💻	Developer Docs

Share key information

What to share with us ahead of time ℹ️

To get started, please supply us with the following information:

Key Project Team Members

These are any Team Members who will manage the operational readiness and technical implementation.

Please share their:

- Name
- Role
- Email address

> ⚠️ **How to let us know** @
>
> When you know the Key Project Team Members, please send this information to get-started.virtualshopping@klarna.com

Initial Configurations

Some initial set up is required to grant access to the Dashboard and manage the Display of Virtual Shopping.

Dashboard Access

Team members can be granted access to the Dashboard to view Analytics, Manage Teams and Stores, configure the Virtual Shopping experience.

Manage Display for launch

In case you would like to control where Virtual Shopping chat is shown on your site, you can provide a list of site URL's and Rules.

Please see here for more information.

ⓘ **How to let us know** 📝

In your welcome pack you will have received a Configurations Collation Sheet. Please fill this out with the above information and share it with us. If you have not received this sheet, please get in touch.

Implementation dependencies

Implement Tag and Tracking

Share Product Feed

Staging Site Access

Implement Tag and Tracking

Add VS Tag and Shopper Events for tracking 🔧

We recommend implementing Virtual Shopping on your staging platform first so that it can be fully tested before deploying to Production. You will need to add the Virtual Shopping Tag and Shopper Events to your Staging website.

> ⚠ To deploy to staging, you will need a unique App ID.
>
> Your brand's specific APP ID's would have been sent to you within your Welcome Pack please reach out to get-started.virtualshopping@klarna.com if you have not received your Welcome Pack.
>
> You can find out more about App IDs here.

Share Product Feed

Syncing Virtual Shopping with your product inventory 🎁

For Virtual Shopping to see products in your online store, it needs to ingest your Product Feed. This needs to be provided in a CSV or XML format.

The feed can be shared in a publicly accessible URL or via Secure File Transfer Protocol (SFTP) location so that Klarna Virtual Shopping stays up to date with your latest inventory.

Learn more about the Product Feed here.

> ⓘ **How to let us know** 📋
>
> Please raise a Product Feed Indexing ticket with the Virtual Shopping team so that we can review and set up automated indexing.

Staging Site Access

To support you with your final checks on staging, we will require access to your staging site. Please make sure to whitelist the following Klarna VPN **54.171.103.32** if you have any active redirects or restrictions across your site.

Configure settings

Using Virtual Shopping Settings ⚙

It's now time to configure settings for the Virtual Shopping experience. Klarna offers a wide range of settings you can adjust the experience to meet your specific needs.

To help you launch with the perfect set up, we've put together this simple guide to explain each setting and offer tips on how to get the most out of each one.

If you have any questions on what settings to choose, please get in touch with your Customer Success Manager at Virtual Shopping.

Test the experience

Ensuring everything works as expected 🧪

Before you begin testing the implementation, ensure the below are set up and complete:

- Product Feed indexed
- Virtual Shopping Tag implemented
- Shopper Events implemented
- Settings configured

To test the implementation you can easily load our Inspector Tool. This will highlight any issues you may have and support troubleshooting. To learn more about Inspector Tool, please see further information here.

To test the full experience, follow our testing guide here. First, here are some key guiding principles to follow:

Creating users

Dashboard users

- Users **can** use the same email address for a Dashboard, and product expert account for the Store app.
- Users **cannot** create two Dashboard accounts or have two Experts with the same email address.
- **New Dashboard accounts can only be created by the Virtual Shopping team.** These users will be notified once their accounts have been created for them to set their password and log in.
- If you have multiple regions across the globe, Klarna has 2 different logins for data privacy reasons. Please follow:
    - US merchants: https://eu-secure.virtual-shopping.klarna.com/
    - EU merchants: https://us-secure.virtual-shopping.klarna.com/
- **Dashboard users can set a new password using the code sent to their email.** It is important for Dashboard users, to use **a real and accessible email address** as this is the only way the Dashboard users will be able to change their password in the future.

Store App users

- Expert accounts are created directly within the store app

- Experts will require an invite code which is included with your welcome pack. Please get in touch with us if you are unable to locate it.

- Once an expert has entered their invite code, they will be able to create their account using an email address and password.

- Experts will then need to be approved in Dashboard by a team member with Manage Team permissions

> ⚠ Please note if you plan to create an account for staging, **do not** use the email address you plan to use for the live instance as we can only support 1 email address across Staging & Production.

Promote to production

Moving Virtual Shopping to your live environment ⚡

Once you have concluded that all tests have been successful, it's time to push Virtual Shopping from Staging to Production. Please note that you will need to add your Settings to your Production App ID in the Dashboard.

Klarna will have already blacklisted your Production site so there is no risk of the Chat showing publicly on your live website before you are ready to launch.

Run final checks

Pre-launch verification ✅

Once you have completed all previous steps, you can raise a request with the Virtual Shopping Team to undertake a Pre-Launch Verification Test. Here, the team will review your implementation to ensure everything is working as expected.

Schedule launch and SLA times

Getting ready to go live 📅

Once you have decided when you would like to go operationally live, please send us an email and we will arrange for your chosen Manage Display settings to come into effect at your chosen time.

Pre-Launch Virtual Shopping Support SLA Times

To request support from the Virtual Shopping team, fill in this form.

Support Activity	Number Available	SLA Time
First line technical question email response	Unlimited	Within 1 business day (GMT BST)
Grant new user access to Settings	1 per region (more can be added post launch)	Within 2 business day (GMT BST)
Add additional Store Locations or users (with basic access) to Dashboard	Unlimited	Within 2 business day (GMT BST)
Troubleshooting call with a Virtual Shopping technician on implementation	3 screen share sessions	Within 3 business days (GMT/BST)
Pre-Launch Verification Test	1 test 2 re-tests	Within 4 business days (GMT/BST)
Product Feed Indexing	1 review session 1 indexing session 1 amendment session	Within 4 business days (GMT/BST)

Shopify launch

For smaller Shopify merchants with 100k site visits of less per month, Virtual Shopping can be implemented self-serve, without a launch team, directly through Shopify. The installation experience is designed to be simple & easy to use - just a few clicks and you'll be ready to begin virtually shopping with customers.

Please note: Klarna Virtual Shopping for Shopify **is not available for Headless Shopify Merchants.**

We recommend reading through the following docs to get an overview of how the supported launch process works, and what's involved.

📄	Get up and running

📄	Access training and support

📄	Shopify FAQs

Get up and running

Just 7 simple steps to getting Virtual Shopping live!

(1) **You'll receive a Welcome Pack from the Klarna Virtual Shopping Team.**

(2) **Install Virtual Shopping** via the Shopify app.

(3) **Review the plan** to get familiar with everything included and the cost after your free trial.

(4) **Choose locations** where you'd like to get started with Virtual Shopping. You'll be able to edit and add to these later.

(5) **Confirm billing.** Klarna Virtual Shopping includes a 14-day free trial to get started. You will then be billed monthly through Shopify for the number of locations selected.

(6) **Invite your teams to download the Klarna Store App** and enable Klarna Virtual Shopping

(7) **Go available to connect with customers.** When you or your teams go available via the mobile app, Virtual Shopping will display to shoppers on your collection and product pages. When a shopper starts a conversation, they'll be routed to an available product expert.

Access training and support

Onboarding & Training

Community Training Sessions

Live training sessions hosted by our Engagement team to review the functionality and features of the Store App and Onsite Chat.

In-app Training

When your team signs up for the Store App, they'll be taken through the main features and practice chats to learn how Virtual Shopping works and feel familiar before they start connecting with online shoppers. This practice chat can be repeated in the app at any time if they need a refresher.

Technical Support

If you're experiencing technical issues, check out our FAQs and Support area, where you'll also be able to get in touch with our team if you can't find the answer you need.

> **?** FAQs and support

Shopify FAQs

∨ **Can we customize the look and feel of On-site Chat if we've installed Virtual Shopping through Shopify?**

Yes! Once you've installed Virtual Shopping on Shopify, you'll be given access to the Virtual Shopping Dashboard. Here, you can track performance, manage your team, and customize the look and feel of On-site Chat, including color schemes, customized text and more.

∨ **Can we create additional tracking events through the Shopify plugin after installation?**

No. The Shopify integration automatically supports the Product View Event and the Purchase Event, i.e. whenever a shopper looks at a product page Additional Events are not currently supported for Shopify.

∨ **How can we monitor performance?**

You'll have access to both the Shopify App Dashboard and Virtual Shopping Dashboard. Here, you'll be able to see detailed analytics and metrics to track overall performance and team performance.

Have a different question? Check out our full FAQs below:

? FAQs and support