



Vidyo®

VidyoEngage™

Rapidly increase customer engagement with video



Use Cases

- **Financial Services:** High-value interactions over video, improving net promoter scores and key metrics
- **Healthcare:** Allow remote patients access to specialists or caregivers
- **Field Services:** “See what I see” using mobile device or smart glasses
- **Insurance:** See damage directly over video without sending adjuster

Benefits

- Improve emotional and interpersonal connections with customers
- Deliver a consistent user experience across channels — mobile, online, and in-branch
- Fully brand and customize the video channel experience to meet your goals
- Rapidly deploy from the cloud, without burdening your IT resources
- Ensure an efficient time-to-market with professional project management
- Successfully launch a video channel with a contact-center agent readiness program

Business Challenge

In today’s age of digital transformation, many customer contact organizations have transitioned their services online for convenience, efficiency, and scale. Email, web chat, and phone can lack the visual cues and personal touch needed to improve customer satisfaction and loyalty. While the digital transformation of these services has greatly improved efficiency, that efficiency may have come at the cost of human relationships.

Vidyo Solution

Vidyo’s unique approach bridges the gap between online convenience and emotional connections with customers. **VidyoEngage™** is a turnkey solution for video customer engagement integrated into your organization’s website, mobile app, or in-branch kiosk. This video channel experience enables click-to-video chat, skills-based routing, customer waiting treatments, and post-call surveys and summaries in a professionally branded and customized workflow. With integration capabilities built into front-end third-party web and mobile applications and back-end scheduling and e-signature solutions, VidyoEngage provides a seamless client experience.

Unlike other approaches, VidyoEngage not only provides the technologies to enable the highest quality and most reliable video experience, but also the deep expertise in customer engagement solution design, project management, and agent readiness to ensure a successful launch of your video customer engagement program. This bundled solution combines robust, cloud-delivered software as a service with professional services designed from the ground up to achieve customer success.



“We needed to rapidly deliver a branded HD quality video-chat experience for both in-branch and remote member engagements.”

– Carey Price
SVP Chief, Retail Officer
Baxter Credit Union

Anticipated Results

A fast time to market with video customer engagement gives organizations a clear competitive advantage. Customers feel more engaged and emotionally connected over video than any other digital medium. Not only does an emotional connection improve key metrics like net promoter scores, customer satisfaction, and customer lifetime value, it also fosters repeat customers, increases revenue and sales, and reduces customer churn. Additionally, visual troubleshooting and “see-what-I-see” services translate into higher first call resolution and reduced average handling time. These efficiency gains provide a tangible ROI.

VidyoEngage

Features and Benefits

Customer Engagement Video Channel

- Reach customers anywhere, anytime, on any device – laptops, smartphones, tablets, browsers, and even kiosks – for scheduled and ad hoc calls
- One consistent platform that powers video customer engagement on all channels – mobile, online, and in-branch kiosk
- Professionally branded and customized video channel experience, complete with video, audio, and document sharing
- Skill-based routing, with the ability for multiple call queues and branded waiting treatments, such as advertisement videos
- Post-call customer surveys, call summary, and reporting

Cloud-Delivered Video

- Global footprint of data centers for geographically optimized video
- Meet security standards with TLS, SRTP, H.235, and AES 128-bit encryption
- Network adaptation technologies for dynamically optimized video
- Vidyo routing core and scalable video coding for the best possible quality
- Mobile device optimization
- High-resolution endpoint support

Professional Services

- Custom designed and branded experience to meet your organization’s requirements
- Comprehensive contact-center agent training program for successful video channel launch, including best practices for managing change
- Professional project management to ensure alignment on key milestones, resulting in an efficient time to market

Third-Party Integrations

- Instant electronic signatures within a video chat with DocuSign®
- Enable video recording and real-time actionable intelligence with Verint®
- Leverage audio channel recording and big data insights with NICE®



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