

VidyoEngage Express

Rapidly deploy video customer engagement



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 over video
- 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
- Professional project management for an efficient time-to-market
- Contact center agent readiness program for a successful video channel launch

Business Challenge

In today’s age of digital transformation, many customer contact organizations have transitioned 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, these online services have come at a cost: human relationships.

Vidyo Solution

Vidyo provides a unique approach that bridges the gap between online convenience and emotional connections with customers. **VidyoEngage™ Express** 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, skill-based routing, customer waiting treatments, post call surveys and summaries, in a professionally branded and highly customized workflow. With integration capabilities into front-end 3rd party web and mobile applications, and back-end scheduling and e-signature solutions, VidyoEngage Express provides a seamless client experience.

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

“We needed to rapidly deliver a branded HD quality video-chat experience for both in-branch and remote member engagements. With over 65% of BCU members not near a branch and coast to coast, the Vidyo solution is a critical channel to extend our channel member engagement strategy.”

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 (NPS), customer satisfaction (CSAT), and customer lifetime value (CLV), 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 (FCR) and reduced Average Handling Time (AHT). These efficiency gains provide a tangible ROI.

VidyoEngage Express

Features & 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, like advertisement videos
- Post-call customer surveys, call summary & 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 (SVC) 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 success program for a successful video channel launch, including agent training, and best practices for managing change
- Professional project management to ensure alignment on key milestones, resulting in an efficient time-to-market



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