



VIDEO BANKING

Improve Both the Top and Bottom Line and Enhance Customer Experience

Today's Challenges to Achieving Service Excellence

- The high cost of opening and staffing more branches to deliver fast, comprehensive services is prohibitive, so branch networks can't always offer access to the right resources in an effective and timely manner
- In moments of truth, most remote banking channels do not provide the level of engagement, advice, and expertise that customers expect
- Digital banking platforms suffer from high abandonment rates and as a result do not effectively drive new customer acquisition

Video Banking Benefits

Improved Top and Bottom Line

- Customers who are more satisfied are also more loyal, resulting in a deeper wallet share and higher revenue
- Higher engagement shortens the sales cycle
- Better staff utilization optimizes efficiency across the entire organization

Enhanced Customer Experience

- Customers access the most appropriate expert where and whenever needed — in-branch, at home, or even on the go
- Every moment-of-truth conversation is fully engaged and meaningful, reducing transaction
- Problems are solved more quickly and efficiently

Net Promoter Score **44%**
higher for video interactions
than telephony at Barclays.

Over **85%** of consumers
who took part in a video bank-
ing session would be willing to
use it again.¹

20% lift on cross-selling at
BluCurrent Credit Union.

50% more cases solved in
the first call at IndusInd Bank.



DID YOU KNOW?

82% of financial services professionals already offer or plan to offer video banking.²

Most Frequent Use Cases

Private Banking

Meet more often, more effectively with HNWIs to deepen relationships, build trust, and increase wallet share.

Business Banking

Strengthen relationships with business clients to become a trusted partner and build long-term loyalty.

Account Opening

Establish trust and engage face-to face with new and existing customers/members to reduce abandonment.

Account Servicing

Allow contact center agents to engage more personally to increase productivity and grow revenue.

Video-Enabled Branch

Offer your branch visitors faster service and easier access to subject matter experts.

Loans

Simplify the application process, establish trust, and bring in the right expertise to maximize the chances of closing a deal.

Why Vidyo?

The Most Advanced Video Banking Expert

- Over 450 banks, credit unions, and financial services companies, including six of the 25 largest banks in the world, are already using our solutions
- Highly experienced professional services and adoption services teams offer a rapid time to market and a successful expansion

The Best B2C Video Communications Technology

- Over 170 patents provide users with the best video experience over the internet, on any device
- One consistent platform powers video customer engagement on all channels — mobile, online and in-branch kiosks
- Turnkey solution or advanced integration meet your unique requirements
- High security protects you and your customers
- Extreme scalability allows you to expand as necessary

2. Online survey of 288 financial services professionals in 43 countries