



Vidyo®

# The Video-Enabled Bank Contact Center

## Use Cases

- Provide interactive video support to users of banking websites, mobile banking apps, ATMs, and ITMs
- Escalate text chat or phone-based contact center interactions into fully engaged video conversations
- Use “see-what-I-see” video sharing to streamline troubleshooting

## Benefits

- **Improved management of customers’ emotions:** Interactions that are more personal result in better mutual understanding
- **Higher customer satisfaction:** Customers feel they are better understood and their inquiries are handled more effectively
- **Reduced average handling time and increased first call resolution rate:** Handling inquiries more effectively has a positive impact on contact center KPIs
- **Greater contact center agent satisfaction and lower agent churn rate:** Employee loyalty to the organization increases as roles becomes more rewarding

## Business Challenge

For financial services organizations, the contact center plays a critical role in moments of truth. When a customer calls to report a stolen credit card or to complain about extra fees they’ve noticed on their statement, their emotions are often running high, and the quality of the interaction is critical to ensure customer satisfaction and maintain loyalty.

As branch traffic declines and banks implement more effective self-service tools, the contact center has become the primary touch point for many new transactions, including more complex ones such as mortgage applications. For many customers, the contact center agent represents the only human interaction point. While contact center agents still handle common interactions like changing an address or ordering a new checkbook, they are increasingly asked to identify customer needs and help the customer navigate the organization’s portfolio of products and services.

Traditional contact center interaction channels such as the phone, text chat, or email do not allow the level of personal interaction that more complex or emotionally driven tasks require. It is difficult to deal with unhappy or angry customers over the phone or text chat, and to establish a trusting relationship that encourages the customer to go beyond their initial inquiry and discuss more of their needs.

## Vidyo Solution

For financial services organizations that need to make it easier to resolve customer issues, VidyoEngage is a customer-facing video solution that bridges the gap between online convenience and interpersonal connections. With VidyoEngage™, the highest quality real-time video can be integrated into the organization’s website, mobile app, or in-branch kiosk for a face-to-face interaction that delivers the missing human element and creates deeper customer loyalty and trust.

The video channel can either be used as the primary inquiry mechanism — the customer typically selects a click-to-video-call button on the financial institution’s website or mobile application — or as an escalation path for a conversation that is initiated via phone or online chat but requires a higher level of engagement. The agents can offer to escalate to a video session when they feel it will add value to the conversation. The video collaboration can support additional features such as screen sharing and co-browsing.

The video contact center can also help transform the in-branch experience by reducing wait times and offering access to expert resources not available on-site. The customer can be directed to a dedicated video-enabled room or a kiosk where they can remotely engage with the expert who can best address their needs.

Access to the video contact center can also be offered on ATMs. When struggling to perform a transaction, ATM users can select a video call support option to get immediate ad hoc assistance from a live video center agent who has the necessary ATM expertise and can guide them through the steps they need to take.

## Results

Visual cues, facial expressions, and body language provide better mutual understanding between contact center agents and customers, which results in reduced average handling time and increased first call resolution rate. Face-to-face interactions help agents deal much more effectively with unhappy or angry customers. They can encourage customers to go beyond the original reason they called and talk about what else they need, increasing the contact center's ability to generate revenue. Overall, video makes the agent's role more rewarding. Organizations may enjoy a lower agent churn rate and can create a career path for their top-performing phone or chat agents to move to video.

The faster, more personalized issue resolution powered by video interaction also leads to happier and more loyal customers, which ultimately translates to an improved bottom line for the organization.

## Feature Overview



### Call Workflow Flexibility

Support for scheduled or ad hoc video calls



### High-Quality Audio/Video

High-quality audio and video replicates an in-person meeting experience



### Integrated Experience

Click-to-call options can be integrated into banking website, mobile applications, self-service kiosks, and ATMs



### Easy Escalation

Easy escalation from chat or phone conversations (requires additional development in other environments)



### Post-Call Surveys

Post-call customer surveys, call summary, and reporting



### Call Recording

Optional call recording for agent training or compliance



### Skills-Based Routing

Skills-based routing, with the ability for multiple call queues



### White-Labeled User Experience

Professionally branded and customized video channel experience



### Document Sharing

Ability to share content from any application or screen, and customizable settings to limit sharing to specific applications



### Contact Center Integration

Ability to integrate with leading contact center platforms