

6 REASONS WHY *personalized video* IS A GAME-CHANGER FOR BILLS AND STATEMENTS

Personalized video is a content format that brands can't afford to ignore. With personalized videos, companies can create engaging, interactive bills and statements to cost-effectively scale personalized customer care and maximize ROI.

#1



Deliver leading-edge content

The stats prove it. Video visually engages customers and personalization is a powerful way to deliver product or service information that resonates.

THE
Proof!



72% prefer to watch a video rather than read text to learn about a product or service.¹



90% of customers who receive a personalized video report greater satisfaction with, and a better understanding of, that company's products and services.²

#2



Engage and motivate action

Our personalized video pension statement **retained 70% of viewers** from start to finish, earning over 2 minutes of attention.³ With that level of engagement, motivating customer action becomes effortless.

#3



Improve ability to upsell and cross-sell

Personalized videos capitalize on engagement and deliver timely, relevant offers and product recommendations for upsell/cross-sell opportunities.

#4



Encourage two-way conversation

Interactive personalized videos open a two-way dialogue to gain valuable customer insights in real time.

#5



Reduce call center activity

Personalized videos use existing, or customer-provided data, to proactively address likely call center triggers.

DID YOU
Know?



67% of customer churn is preventable if the issue is resolved at first touchpoint.⁴ Personalized videos proactively address churn triggers at every touchpoint.



Call center services cost approx. \$1/minute.⁵ In contrast, personalized videos cost-effectively scale digital customer service, providing personalized support and interactive elements for self-serve customer care.

#6



Drive customer care ROI

Personalized video offers a customer communication solution that boosts engagement, motivates customer action and builds brand loyalty. At every touchpoint, use personalized videos to leverage the full strategic opportunity of customer care and earn ROI.

For these 6 reasons, leading brands use personalized video to deliver engaging content that drives ROI and returns valuable customer insights.

CONTACT US TO LEARN HOW THIS GAME-CHANGING CUSTOMER COMMUNICATION SOLUTION CAN BENEFIT YOUR BUSINESS.

SOURCES

1. The Financial Brand 2019 - <https://thefinancialbrand.com/82143/financial-digital-marketing-trends-2020/>
2. BlueRush 2018 - <https://www.bluerush.com>
3. BlueRush 2018 - <https://www.bluerush.com>
4. Broadridge 2018 - https://www.broadridge.com/_assets/pdf/broadridge-communicating-with-customers-in-context.pdf
5. VHT 2019 - <https://www.vhtcx.com/call-center-metrics/cost-per-minute/>