

INDIVIDEO

BY BLUERUSH

CASE STUDY

Interactive Personalized Exercise Coach for Green Shield Canada



Goals

Customer experience leaders grow revenues [5x higher](#) than lagging competitors. Green Shield Canada (GSC) needed a compelling customer experience to earn them a competitive advantage in the market.

Since even minimal exercise has [massive benefits to employee health](#) and welfare, GSC wanted to create a leading-edge personal health management tool to motivate and contribute to the well-being of its members.



Solution

Using IndiVideo, BlueRush developed Coach Ivan — an interactive digital coach who asks questions and delivers personalized exercise recommendations tailored to each plan member's specific health needs and goals.



Results

Using a special blend of interactive questions and real-time personalized video, Coach Ivan achieved outstanding levels of customer engagement while providing a motivational, first-of-its-kind customer health management experience.



88%

of respondents indicated they would likely exercise more after watching the interactive exercise coach



65%

of visitors who completed the full personalized video filled out a feedback form



91%

of respondents indicated they would like ongoing personalized video coaching



36%

of visitors who filled out the survey also left a comment

Interactive Personalized Exercise Coach Journey

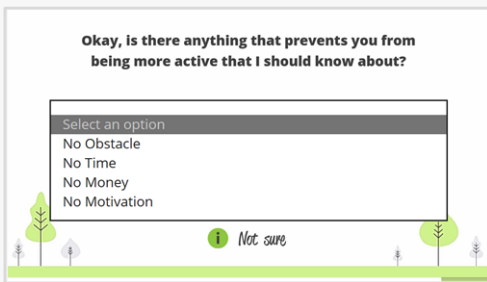
Individual journeys

BlueRush used our interactive personalized video platform, IndiVideo, to cost-effectively scale personalized exercise advice delivered to each plan member.



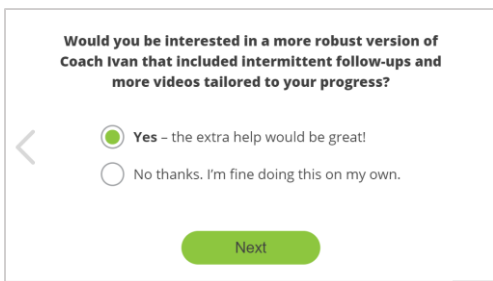
Personalized email and video

The IndiVideo experience is delivered within a personalized email and recipients can click to access the virtual coach.



Interactive questions to increase engagement

Interactive questions allow the virtual coach to create a personalized exercise program for each member. Questions sustain engagement throughout the experience.



Data gathering and user feedback

As members interact with the exercise coach, GSC and plan sponsors receive member insights and real-time data about where viewers are in their active lifestyle journey. Additionally, a feedback survey assesses sentiment towards the program.



Result

A compelling customer experience that creates engagement and motivates action.

About BlueRush

BlueRush offers a cutting-edge interactive personalized video platform, IndiVideo. With IndiVideo, companies can engage customers, simplify complex products, motivate action and accelerate the buyer journey while providing a superior digital experience to lift conversions and increase customer lifetime value.

As a premiere SaaS company, BlueRush provides key solutions for financial institutions in their digital transformation journey. We are collaborative partners who bring to our clients a wealth of expertise in visual communications, strategy and innovative ideation. Our products improve our clients' digital marketing and sales performance, leading to greater customer satisfaction and loyalty.

Boost confidence, trust and understanding by using IndiVideo interactive personalized videos to simplify complex financial products. The platform's data-driven video content seamlessly fits into existing marketing infrastructure to accelerate the buyer journey while minimizing internal resources and costs. IndiVideo allows you to optimize existing content or create fresh material. It is built to cost-effectively scale with no compromise to data security and it enables clients to capture knowledge and data from their customers' video interactions to create new and compelling data-driven customer insights.

Sample Clients



Contact us to learn how BlueRush can drive traffic, engage visitors and accelerate conversions for your business.

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