

INDIVIDEO

BY BLUERUSH

Customer expectations
have transformed how
brands create digital
engagement

Meet the challenge
with IndiVideo by
BlueRush





IndiVideo for Bills and Statements

Create a memorable experience, simplify complex products and ensure immediate relevancy using BlueRush's Interactive Personalized Video Platform, IndiVideo.



The platform's data-driven video ensures a seamless customer journey from initial attraction to retention. Increase conversions and decrease funnel abandonment at every stage of your customers' journey with IndiVideo. IndiVideo's proprietary technology is built to scale cost-effectively and can be deployed behind your firewall with no compromise to data security.

WHY INDIVIDEO IS SO POWERFUL FOR YOUR AUDIENCE

-  Immediacy
-  Makes the complex simple
-  Visual vs. textual storytelling
-  Personal and relevant
-  Memorable

WHY INDIVIDEO IS SO POWERFUL FOR YOU AND YOUR BUSINESS

-  Fits into what you're already doing
-  Marketing-controlled creative
-  Accelerates buyer journey
-  Cost effective scalability
-  Customized to your data security standards

PERSONALIZED CUSTOMER CARE

Utilities, Telecommunications, and Financial Institutions can leverage the power of IndiVideo bills and statements to:

Educate and engage customers with 1:1 interactive experiences

Decrease customer care costs by proactively addressing common concerns

Improve customer satisfaction and Net Promoter Scores (NPS)

Reduce churn and strengthen the customer relationship for cross/up-sell

IndiVideo for Bills and Statements



Build strong customer relationships using **interactive personalized video**. Visually explain bill information, smoothly onboard new customers, and cost effectively scale 1:1 customer service.



Billing Data

- Use account data to create immersive educational experiences that simplify bill complexity and explain unexpected or new charges
- Offer new products, bundles, or service changes based on existing customer data, trends, and predictive modelling



The Customer Journey with Video Billing

- Offer a visual story to onboard customers and explain elements of the bill
- Reduce customer care costs and churn by proactively addressing concerns that typically lead to call centre inquiries



Customer Satisfaction and NPS

- Create brand advocates by digitally engaging with customers 1:1
- See a lift in Net Promotor Scores by demonstrating your personal commitment to each customer

Case Study: Pension Video Statement

Objectives

AFP Habitat – one of Chile’s largest pension funds – needed an engaging digital experience built to speak individually to their 2 million members. Their goals were:

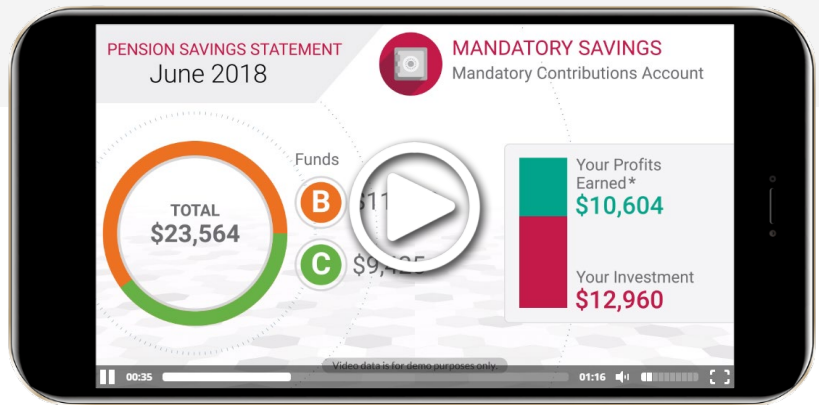
1. Provide greater knowledge for a base of over 2M consumer clients to promote additional investment in AFP Habitat pension funds
2. Develop a digital channel beyond paper statements with rich and engaging content that could be seamlessly deployed on a quarterly basis



Where most people have difficulty understanding their text-based pension statements, IndiVideo uses Interactive Personalized Video to improve customer education, engagement and ability to make informed financial decisions.

Solution

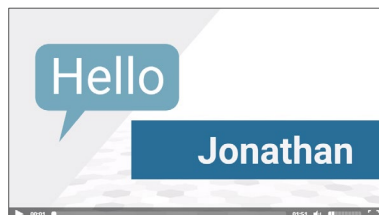
BlueRush created an IndiVideo that could easily be deployed to a potential audience of 2M consumers with a customized 1:1 experience for each member.



Included in the IndiVideo:

- Relevant changes to the consumer’s pension fund
- Pre-populated pension data and a detailed analysis of the consumer’s balance
- Options to optimize their pension through additional contributions including the associated benefits of the effort

Consumer receives video customized by name

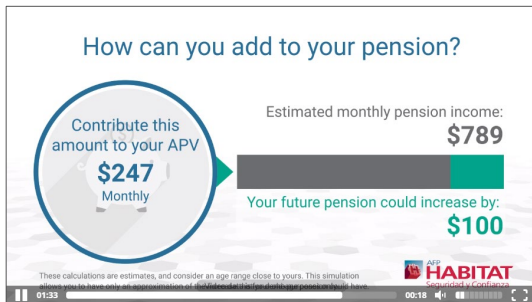
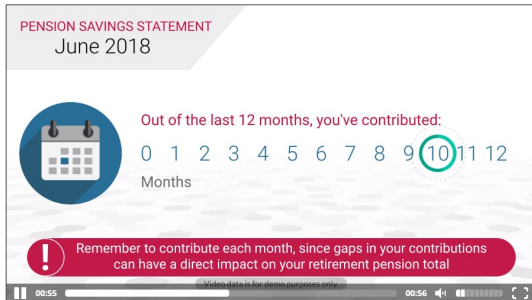


Video is further personalized with account details



Case Study: Process and Results

INDIVIDEO BY BLUERUSH



01

Personalizing the Journey

BlueRush used their Interactive Personalized Video Platform, IndiVideo, to deliver tailored video experiences to each of AFP Habitat's pension customers.

02

Personalized Email and Video

IndiVideo replaces the need for printed statements. The video is delivered within a personalized email and recipients can click to immediately access their unique video statement.

03

Up-Sell Opportunities Presented in CTA

AFP Habitat's videos explain pension details and product options bespoke to each member, increasing engagement, conversions, and member retention.

04

Data Gathering

AFP Habitat now receives insights about their customer interactions with the IndiVideo, and can track their activity as a result of engaging with the experience.

05

Personalized Journey Success!

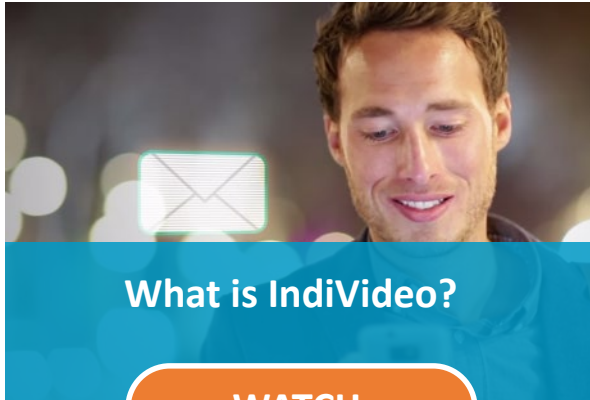
70%

Of viewers remained fully engaged, watching the entirety of the IndiVideo

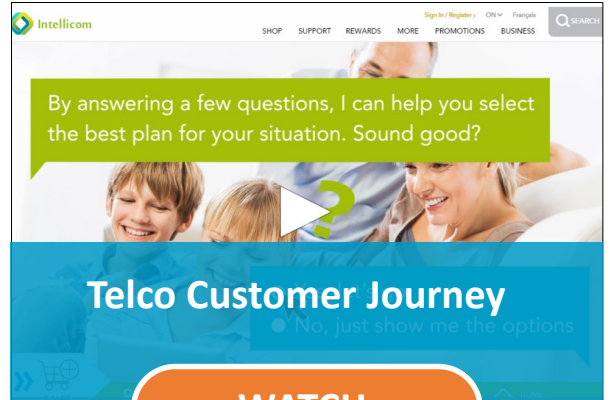
90%

Of customers are more satisfied with and better understand their pension statements when delivered by IndiVideo

IndiVideo Examples



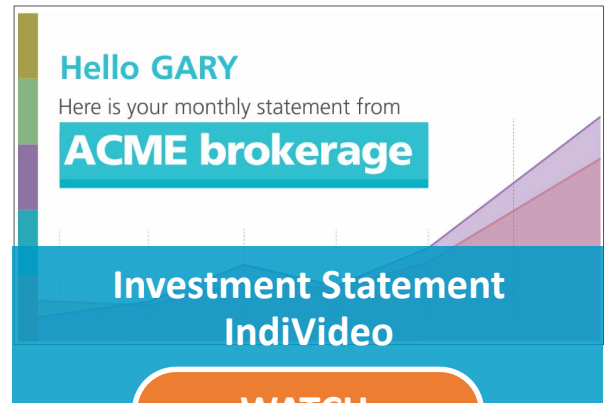
WATCH



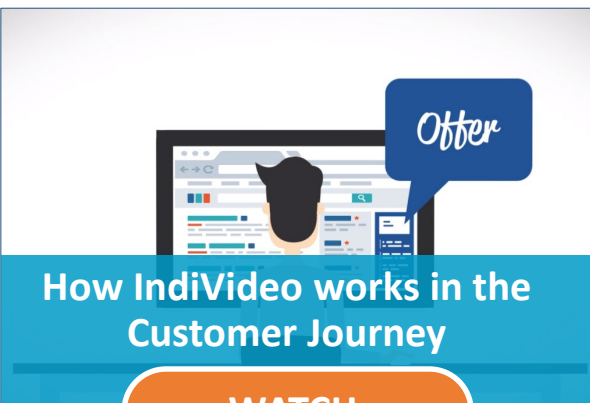
WATCH



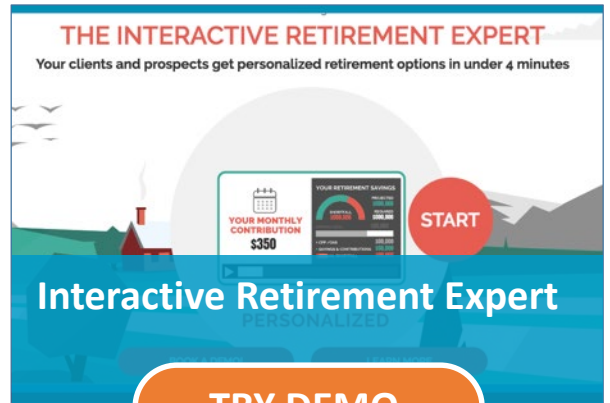
WATCH



WATCH



WATCH



TRY DEMO

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