

VIVOCHA VIDEO CHAT

HUMANISE YOUR ONLINE CUSTOMER EXPERIENCE

Face-to-face support for customers:

- *Personal shopper*
- *Financial advisor*
- *Technical support*
- *Health care*
- *B2B meetings*
- *In-app support*

Live video chat for customer service decreases the problem resolution time and increases customer satisfaction for business-to-business and business-to-consumer firms. With broader consumer adoption of video for personal use, more firms are embracing it as an interaction channel with their customers. The barriers for the technology have fallen, and verticals like healthcare and financial services are implementing it.

By 2020, smartphones and tablets will account for more than 75% of online commercial transactions globally and amount to more than 50% of money spent.

The future of real time communication is already here: adding video chat support to a website and mobile app can provide the most innovative and unique communication channel, with a human touch.

Make it quick and easy for consumers to access real-time support while shopping online via desktop and mobile devices.

Engage with your customers with HD Video Chat, Co-browsing and Screen Sharing and other collaborative tools.

Contact personalisation

In an age of increasing automation, customers value a human experience. While phone scripts and abbreviations can help to save time and keep the conversation up to company standards, they can also mean that the human interaction during in-store experiences doesn't always translate well to remote assistance and service.

Vivocha's video chat gives companies a solution in order to implement a personalised experience for their customers.

The fact that customers can see the agent they are chatting with makes the chatting experience more human, and even helps to increase trust in the agent, translating to more trust in the organisation. Since people may presume an agent who is on a phone call or a live chat conversation might be multitasking or paying little attention, customers appreciate the personal, attentive one-on-one help that video chat offers.

Easy to Set Up

Video chat is available straight within the Vivocha platform, and adding it to a website is extremely easy: just copy and paste a few lines of code on the website and you can start to interact in real time with your visitors.

Video chat services are easy to create with Vivocha, thanks to the powerful service creation environment, which gives you the ability to customise the look and feel of widgets and their proactivity guidelines.



Mobile SDK for video chat

Vivocha allows companies to implement video chat service within a mobile APP as well, to support customers on the go.

Brands can be wherever the customer needs help, creating a better relationship and building brand loyalty, using proactive rules and collaboration tools.

Video chat is available for all the main mobile operating systems: iOS, Android.

Easy technical support

Video chat allows for resolution of physical problems, such as remote claims, identification of spare parts, remote technical support; (Ex: when a customer needs to install an ADSL and an agent remotely guides them instead of going physically to their house.)

Audio and video live chat are also compatible with features such as remote co-browsing control and screen sharing. This allows agents to remotely access a visitor's desktop and locate technical problems easily in order to speed up the resolution process.

This means that agents can walk visitors through the company product selection or processes while engaging in video chat, reducing the need for lengthy, time-consuming explanations.

How companies can use Vivocha video solution to interact with customers

• Personal shopper

Provide a personal shopper to customers starting a Video chat. A customer can talk with experts to receive advice and feedback without leaving an e-commerce website. Improve the conversion

Video chat benefits

- Offers the highest level of personalisation.
- Users experience the highest value of customer service.
- Helps customers and provides answers in real time.
- Average of 10-30% increase in conversion.

rate and the customer experience of the online shop.

• VIP customers

Not all customers are equal and companies might want to enhance relationships with their best ones. Vivocha video chat is the means to create a personal and confidential relationship, to make customers feel unique and exclusive.

• Live product demonstration

Thanks to real time Video chat you can show exclusive customers your product, giving them a unique experience, directly from your website or mobile app.

• Luxury products

Excellent products need an excellent presentation. Involve all the senses: a unique experience even if the customer is a hundred miles away from you.

• Financial and insurance advisor

Offer the experience of a private consultant for the customer: provide support and advice directly from the website, with the

customer's connected device. Analyse the customer's financial or insurance opportunities in a secure communication environment, to guarantee their confidentiality and privacy.

Digital video onboarding experience

In this customer centric age, trust and transparency are critical for banks, investment management firms, and insurance providers. With the growth of online and mobile banking, online video and video chat are increasingly important tools for banks to convey trust and transparency through digital experiences.

An example of such application is given by Infocert, the largest Certification Authority in Europe and a leading QTSP, with its digital onboarding service, called TOP.

TOP is InfoCert's patented solution for remote customer identification and contracts subscription across all devices (desktop, tablet, smartphone) at any trust level; it offers customers a dramatically faster onboarding process, higher conversion rates for sales, instant compliance, short payback periods and increased revenues.

Vivocha integrates the service offering its own video chat and recording (audio and video) capabilities to guarantee the best seamless communication in the customer onboarding process.