



Vidyo®

# VidyoEngage™

Rapidly increase customer engagement with video



## Use Cases

- **Advising:** Meet customers more often, more effectively, and always bring in the most qualified experts
- **Remote Expertise:** Enable your experts to remotely assess a situation without leaving their office
- **Contact Center:** Provide interactive video support in moments that matter most
- **Point of Sale:** Offer access to more services, faster, with video-enabled kiosks

## Benefits

- Improve key customer service metrics such as satisfaction, NPS, first call resolution rate, and average handling time
- Grow revenue with increases in customer acquisition, up-sell and cross-sell, and repeat sales
- Improve emotional and interpersonal connections with customers
- Lower costs through more efficient allocation of scarce resources
- Deliver a consistent experience across channels
- Fully brand and customize the video channel experience
- Rapidly deploy from the cloud, without burdening IT resources

## Business Challenge

In today's age of digital transformation, many customer contact organizations have transitioned their services online for convenience, efficiency, and scale. Email, web chat, and phone can lack the visual cues and personal touch needed to improve customer satisfaction and loyalty. While the digital transformation of these services has greatly improved efficiency, that efficiency may have come at the cost of human relationships.

## Vidyo Solution

Vidyo's unique approach bridges the gap between online convenience and emotional connections with customers. **VidyoEngage™** enables you to easily integrate video customer engagement into your organization's website, mobile app, or in-branch kiosks. This video channel experience enables click-to-video chat, skills-based routing, customer waiting treatments, and post-call surveys and summaries in a professionally branded and customized workflow. VidyoEngage provides a seamless client experience with its ability to be embedded into front-end, third-party web and mobile applications and integrated with additional components such as scheduling or e-signature solutions.

Built on the acclaimed VidyoCloud platform, VidyoEngage benefits from over a decade of research and development and more than 190 patents to deliver unmatched resilience and quality over any device and network. It also leverages Vidyo's deep expertise acquired by delivering video customer engagement solutions for hundreds of organizations around the globe in the most demanding environments, including six of the 25 largest banks in the world.



“We needed to rapidly deliver a branded HD quality video-chat experience for both in-branch and remote member engagements.”

– Carey Price  
SVP Chief, Retail Officer  
Baxter Credit Union

## Anticipated Results

A fast time to market with video customer engagement gives organizations a clear competitive advantage. Customers feel more engaged and emotionally connected over video than any other digital medium. Not only does an emotional connection improve key metrics like net promoter scores, customer satisfaction, and customer lifetime value, it also fosters repeat customers, increases revenue and sales, and reduces customer churn. Additionally, visual troubleshooting and “see-what-I-see” services translate into higher first call resolution and reduced average handling time. These efficiency gains provide a tangible ROI.

### VidyoEngage

### Features and Benefits

#### Customer Engagement Video Channel

- Reach customers anywhere, anytime, on any device – laptops, smartphones, tablets, browsers, and even kiosks – for scheduled and ad hoc calls
- One consistent platform that powers video customer engagement on all channels – mobile, online, and in-branch kiosk
- Professionally branded and customized video channel experience, complete with video, audio, and document sharing
- Skill-based routing, with the ability for multiple call queues and branded waiting treatments, such as advertisement videos
- Post-call customer surveys, call summary, and reporting

#### Cloud-Delivered Video

- Global footprint of data centers for geographically optimized video
- Meet security standards with TLS, SRTP, H.235, and AES 128-bit encryption
- Network adaptation technologies for dynamically optimized video
- Vidyo routing core and scalable video coding for the best possible quality
- Mobile device optimization
- High-resolution endpoint support

#### Third-Party Integrations

- Benefit from readily available integrations with leading solutions such as Verint® to enable video recording and real-time actionable intelligence
- Leverage a powerful API to build the additional integrations you need to meet your unique requirements



Vidyo, Inc. (Corporate Headquarters)  
433 Hackensack Ave., Hackensack, NJ 07601, USA  
Tel: 201.289.8597 Toll-free: 866.998.4396  
Email: [vidyoinfo@vidyo.com](mailto:vidyoinfo@vidyo.com)

EMEA [emea@vidyo.com](mailto:emea@vidyo.com)  
+33 (0) 488 718 823

APAC [apac@vidyo.com](mailto:apac@vidyo.com)  
+1-201-289-8597

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