



Banks Offer Next-Level Services with Video

IT has revolutionized banking through efficient, easy-to-use applications and automated tellers, but while customers love the convenience of automation, many want more personalized, face-to-face options.

This is especially true when it comes to personal banking services. Banks today need to provide concierge-level service to their premier clients, connecting them with financial experts and specialists—without opening more branch offices or staffing subject matter experts in every location. Increasingly, customers using automated tellers want the option to chat in real-time with a banking expert to ask questions, resolve issues or explore new products and services, regardless of the physical location of the customer or bank location they frequent.

Now, banks can provide a rich customer experience and still control costs, through integrating high-quality video conferencing and chat directly from customers' mobile and desktop browsers and in video-enabled kiosks and ATMs.

VideoEngager: A pioneer in mobile and web video services

VideoEngager is a pioneer in mobile and web video services: They are the premier video chat product fully integrated with Genesys™PureCloud™ and Genesys™ PureEngage™

The technology experts at VideoEngager were inspired by advancements in video-enabled browser technology to create a better, more compelling customer experience, without any installation on the customer side. VideoEngager created a solution that enables customer-agent escalation from chat, email, voice, SMS and social media to live, interactive video using best in class audio and video technology, on any device or internet connection and using any desktop or mobile browsing application.

Features

Elegant and intuitive integration with Genesys PureCloud and PureEngage

Enables use of all the capabilities of the application.

Lightweight peer-to-peer architecture makes it easy to use and install

For banks: Quick and easy deployment on a cloud platform.

For customers: works with most browsers and on all mobile devices, no installation required.

HD Video: Receive high quality, reliable video directly on the desktop or smartphone

Chat: Receive high quality, reliable video directly on the desktop or smartphone

Call Transfer to Expert or Manager: Easily add a subject matter expert or manager to a call.

Security: WebRTC end-to-end encryption for high security.

Benefits

Build customer trust and loyalty through high touch, personal connections.

Deliver convenient, expert, face-to-face consulting for mortgages, car loans, investment banking and other specialized services that customers would otherwise have to travel to branches to find.

Centralize expertise and reduce costs while improving the customer experience.

Expedite the application process by guiding customers through the application process, ensuring forms are correctly completed.

Improve security through visual verification of customer identity.

Increase customer satisfaction and loyalty.

Increase banking product sales.

VideoEngager in Action

A bank in Latin America wanted customers to be able to request help from any video enabled agent and deployed the VideoEngager solution. They've reduced the number of people in their branch offices without sacrificing service quality, and are able to route calls to slower locations, reducing wait times in busier branches. VideoEngager has not only improved their customer experience but also optimized their workforce.

***PwC Retail Banking 2020, Evolution or Revolution?**

<https://www.pwc.com/gx/en/banking-capital-markets/banking-2020/assets/pwc-retail-banking-2020-evolution-or-revolution.pdf>



“Branches will remain, but take many forms [including] smart kiosks offering service, sales, cash and video contact with a range of specialists.... banks that are behind this trend will start to struggle...”*

See a live demo of VideoEngager,
or find out more at www.videoengager.com