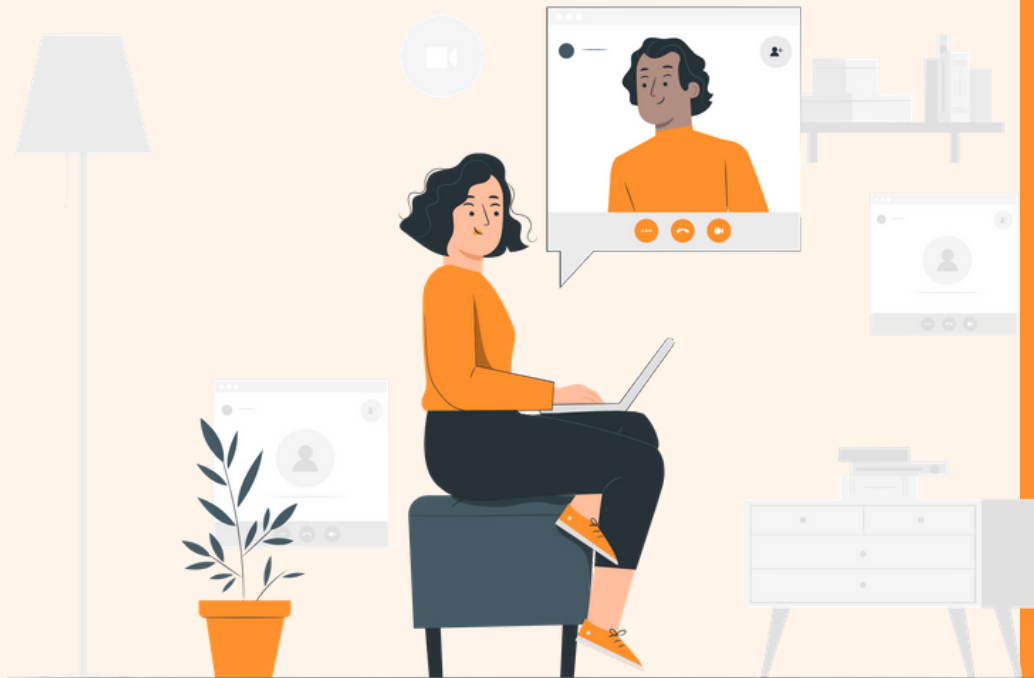


LIVE VIDEO CHAT



**Increase conversion rates
and customer service
metrics with live video chat**



People do business with people

That's the main reason why telephone is still such a popular channel.

But there's one channel even more personal than telephone: video chat.

You don't just hear the other person but see them as well. And it has many advantages when used for customer service.

Face-to-face conversations



8 benefits

1. Increases personal connection

You don't just hear someone's voice, but see non-verbal communication as well. This increases the emotional connection and makes the conversation more personal.

2. Positive effect on conversion

This personal connection has a positive effect on conversion. Because agents can see non-verbal communication, it's easier to anticipate to a callers' needs.



3. Share screens

Video chat allows agents and callers to share screens which is very useful for customer onboarding, technical or financial explanation, go through documents together, etc.

4. Improve cs metrics

Issues are solved faster because of options like screen sharing, and the personal connection. This improves metrics like call handling time, average resolution time, first call resolution and customer experience.

5. Appeals to younger generations

The younger generations frequently use video in daily life so this is a channel that appeals to them more than regular telephony. If they are your target audience, you'll need this in your mix.

6. Add entertainment

Video chat offers your brand the possibility to show personal videos or offers during wait time which makes the wait more entertaining and less of a nuisance.



7. Add branding

The video chat journey can be branded to your company's look-and-feel. Something you can't do with a regular phone call.



8. Survey becomes part of the journey

You can easily ask callers to fill out the customer survey after the call in the same window so it becomes part of the online journey.



AND THERE'S MORE

Omnichannel integration

Video chat can be integrated with many omnichannel contact center platforms. This makes it easy to add the channel to your mix. All you need besides the regular tools is a camera. Chances are your younger agents will be happy to jump on video calls.

Solves issues faster

Integrating video chat in your omnichannel contact center platform makes it possible to switch channels during an interaction. This decreases the need to escalate or transfer a call and helps solve issues faster.



End result?

**Happier customers and
improved metrics.**

**Want to know
more about
video chat?**

[Book demo](#)

www.soundofdata.com/videochat