



Vidyo®

The Video-Enabled Branch

Use Cases

- Create a more efficient, scalable staffing and real estate model by enabling branch visitors to connect with remote experts on video banking kiosks or in video-enabled rooms
- Decrease wait times in busy branches by load balancing across entire branch network and leveraging centralized expert teams
- Offer branch visitors access to all services regardless of staff present on-site

Benefits

- **Reduce average wait time:** Some of the branch traffic is offloaded to the video channel
- **Increase customer satisfaction:** Greater convenience, access to more advanced resources, and shorter turnaround time are praised by customers
- **Optimize branch staff resources and real estate:** No need to overstaff the branches to try to manage all types of inquiries
- **Increase first visit resolution:** Customers get a comprehensive response, even if the expertise they need is not available at that location

Business Challenge

For centuries, the brick-and-mortar bank branch has been the primary channel for conducting business for most financial services organizations. Even in today's digital world, the branch remains a key component of the customer engagement strategy for most institutions. The physical presence plays a critical role in establishing brand and building customer confidence, and few consumers are ready for a completely online experience. Organizations that operate a branch network face three key challenges:

1. **Branch locations are costly to maintain.** In addition to the real estate costs, it is virtually impossible to offer a full set of services in every branch because of the staffing costs. Branches in rural or isolated areas cannot afford to employ experts on all their financial products and typically offer only basic services. Visitors to these locations rate their experience very poorly when they go to a branch for a specific service only to learn that the branch does not have the expertise on hand to address their needs.
2. **It is extremely difficult to efficiently balance skill set and staffing levels with foot traffic.** Long wait times, which have become the norm for some branches, have a very negative impact on the customer experience and can even drive discouraged customers away from the bank altogether. On the flip side, other branches struggle with less foot traffic but face higher costs and have staff whose expertise goes unused.
3. **Self-service in the branch can defeat the purpose of the branch.** In an attempt to streamline traffic and offer more convenience to customers, many financial institutions have deployed ATMs and self-service kiosks inside their branches or in other strategic locations. Most of the time they work just fine, but when a problem occurs — a credit card gets eaten or a customer is unable to perform a specific task — the customer may feel frustrated by not having an easy way to get assistance.

Vidyo Solution

For financial services organizations that need to optimize in-branch services, VidyoEngage is a customer-facing video solution that bridges the gap between online convenience and interpersonal connections. With VidyoEngage, the highest quality real-time video can be integrated into the organization's in-branch kiosks for a face-to-face interaction that creates deeper customer loyalty and trust.

VidyoEngage enables financial institutions to offer services to their branch visitors through video kiosks or in private video-enabled rooms. Bank staff identify the customers' needs as they enter the branch. If a resource with advanced expertise or specialized knowledge is not

immediately available to address these needs, the customer has the option of using a video channel either on a video banking kiosk or in a video-enabled room. Similarly, an in-branch representative can initiate a call with an expert from another location in order to provide additional services or insights during a customer meeting.

During peak traffic, visitors who have basic requests that do not require a physical interaction can be assisted remotely by a video agent to offload some of the branch traffic.

Whatever the scenario, a high-quality video interaction means that customers feel they can still have a human, personal interaction.

Video can also be integrated into existing self-service kiosks to provide remote support. A click-to-call button enables users to talk to a contact center agent as soon as they face an issue and it can be dealt with almost instantly. Video interaction makes the process much more human and ensures that the agent can effectively mitigate the customer's stress.

Results

The in-branch customer experience improves significantly. Average wait time is reduced because in-branch staff focus only on tasks that require their attention while other interactions are offloaded to a centralized pool of skilled resources. The ability to access the right expert ensures that customers get the most out of their branch visits.

Ultimately, improving customer satisfaction drives revenue. At the same time, the financial institution optimizes its staffing model, resulting in cost efficiencies and greater scale.

Feature Overview



High-Quality Audio/Video

High-quality audio and video replicates an in-person meeting experience



Screenshot Documents

Ability to take a snapshot of an identity document*



Kiosk & ATM Integrations

Ability to be deployed on self-service kiosks or ATMs, or on a computer in a dedicated space in the branch



Hardware Integrations

Ability to incorporate signature pads, document scanners, and printers in the branch



Document Sharing

Ability to share content from any application or screen, and customizable settings to limit sharing to specific applications



Multiparty Calling

Multiparty calling, so a spouse, business partner, or additional expert can join the call from outside the branch, on their preferred device



Skills-Based Routing

Skills-based routing, with the ability for multiple call queues



Post-Call Surveys

Post-call customer surveys, call summary, and reporting



Contact Center Integration

Ability to integrate with leading contact center platforms



Call Recording

Optional call recording for agent training or compliance



White-Labeled User Experience

Professionally branded and customized video channel experience



Branded Customer Queue

Branded waiting treatments, such as advertisement videos

* Available in Q1 2018