



**CALLFORCE**   
OUTSOURCING SPECIALISTS

## Video Customer Support: An Emerging Trend

Author: Gopal Garg - Senior Consultant at CallForce



## THE CHANGING LANDSCAPE OF CONTACT CENTRES

The new normal that has forced us into physical distancing and remote working, is here to stay. The world is changing dramatically, with the impact of COVID-19 felt across economies and societies. The crisis has disrupted all aspects of life and contact centres have felt this, experiencing a wide range of challenges such as employee illness, social-distancing requirements, and interruption of offshore operations.

Though in some cases conditions are stabilising, contact centre leaders are starting to think about the future – reviewing their operations to try and avoid such complications. This presents an opportunity for organisations to reassess their contact centre operations and rebuild to face the challenges and opportunities ahead.

Over the last few years, we've seen disruption in the contact centre landscape through cloud communications, virtual agents and chatbots. In 2021, the emerging channel to look out for is video.

Video conferencing has been embraced in the communications sector, but not widely adopted in customer service. Video customer support offers the opportunity to engage deeply with customers, solve their problems faster, and cross-sell more effectively.



## THE FUTURE OF VIDEO: OMNI-CHANNEL CUSTOMER ENGAGEMENT

Omni-channel customer engagement is seen as the gold standard of customer experience to provide a seamless and consistent service. Yet, few brands are fully embracing it. Video calls have been seen as too complicated to implement but that is changing.

This white paper shows how the use of video enhances performance of contact centres and discusses how to implement video call solutions.

The improvements in the quality of mobile networks and the increasing popularity of video chat services, like FaceTime and WhatsApp, are making video calls easy. Integrating video chat into your customer service is the next logical step in communicating effectively with customers.

Several studies have shown that video support calls are the next trend to watch.

Gartner has earmarked video chat as one of the most important technologies for 2021 that can optimise the customer experience and enhance customer relationship management.

A Deloitte study shows that 84% of millennials seek financial advice remotely resulting in financial service firms looking for ways to differentiate themselves by bringing the human touch back into their customer engagement strategy.

Microsoft stated that,

**“30% of consumers expressed that not being able to reach a real person when they needed help was the most frustrating part of a poor customer service experience”.**

Also, according to HubSpot research, **“33% of customers are most frustrated by having to wait on hold and having to repeat themselves to multiple support reps.”**

This research makes the case for how video chat can provide a better, more human customer support experience.

Businesses that use **live video and voice chat save up to 50% or more on support costs.**



Zoom's revenue quadrupled as the pandemic caused a huge surge in demand for video conferencing. Their customer numbers increased by five and a half times as people rapidly adopted video technology for work, education and keeping in touch.

Video support is outperforming all other existing channels. **Live video chat resulted in customer satisfaction levels of 73%** – the highest of any customer service channel compared with **61% for email and 44% for phone.**

### Google searches related to the term

**“video chat” spiked worldwide in mid-March 2020, seeing a 700% increase.**

A survey conducted by a global analyst firm shows that the demand for video chat customer service queries has increased significantly, particularly in the UK and the US. Demand is already high in China, India, Indonesia and the UAE.

Video chat provides customers with a more personalised and human experience – for example, by being able to pick up on body language cues. Software with recording tools can be used by managers to monitor video interactions enabling them to see whether contact centre agents are being empathetic and emotionally responsive to their customer's needs.

## Videos appear in 70% of the top 100 search result listings and viewers are 64-85% more likely to purchase a product after watching a video. Video has proven to be a powerful content marketing channel.

Apps have been able to resolve issues faster by offering the option of video calls with customer support. We can now visually demonstrate solutions to the customer.

Video support is helping telehealth services to improve patient outcomes, accelerate insurance claim responsiveness and resolution, while improving customer trust and security.

Evidence shows that video is becoming an important channel for customers and provides a unique opportunity to engage more deeply with customers, solve their problems faster, and cross-sell more effectively.

For example, E\*TRADE implemented video to onboard new customers, resulting in a:

**1000% increase in account funding rates**

**104% lift in the amount of initial funding**

**130% increase in net new assets**

**23% rise in their average annualised revenue**





## THE BENEFITS OF VIDEO

### PERSONALISED CUSTOMER EXPERIENCE

Today's customers often feel neglected and like cogs on a wheel. They want one-to-one human engagement and video offers this experience.

### ENHANCED REAL-TIME SUPPORT

Customers who regularly encounter issues may find it difficult to visit a service centre in person. With the help of video support, customers can understand how to solve issues by seeing a live demonstration in their own homes.

### STREAMLINED COMMUNICATION

Video chat is easy and accessible for the customer. It can be initiated with one simple click or tap.

### INCREASED FIRST CONTACT RESOLUTION RATE

Video chat between customers and agents can fast-track customer queries or complaints, increasing customer satisfaction and first contact resolution.

### CUSTOMER LOYALTY

Businesses can create a deeper connection that fosters loyalty by interacting face-to-face with customers.

### BRAND BUILDING

Video can build a positive association with your brand by being memorable. Video support is new enough that customers will remember if a brand offers video support – and tell others about the experience

### REDUCE OPERATING COSTS

Issues can be resolved faster and with fewer interactions with the help of visual demonstrations and cues. This can lower costs and reduce the manpower required by contact centres.

### REDUCE RETURNS AND COMPLAINTS

Returns of up to 33% for some online retailers can be a big issue. Giving the customer the opportunity to ask question through video has proven to reduce the rate of returns and complaints.

### GENERATE REVENUE THROUGH VIDEO CONSULTATION

The best time to upsell or cross-sell products to your customers is when they proactively reach out to you. Video can help increase the conversion rate on these offers.

### EMPOWER YOUR WORKFORCE

Many agents will enjoy the opportunity to see and truly engage with video customer support. This leads to greater employee engagement – and happy employees means happier customers.

Research has shown that online video interactions are a viable alternative to a branch visit, offering customers who appreciate human interaction the benefit, from the comfort of their own home.

Video can also be used to enhance in-branch experience by speeding up to the use of services from video call kiosks or by enabling access to services usually only available at larger facilities.

Video interaction is more effective than a phone call for complex solutions and emotional, high-value transactions. Whether it's taking out a six-figure home loan or reporting a lost credit card, customer emotions often run high in the banking world.

According to a recent survey, **54% of customers felt that video helped** them better comprehend the advice

from their financial institution, while **41% felt video was more secure**. ING business loans managed to **increase their sales conversions by 33%** through the use of video banking.

In another recent survey on video banking, it showed that **80% of banks are planning to offer video banking services** and from a soon-to-be-released report, more than **70% of insurance companies are also planning to deploy video support**.

Financial services organisations are leading the way and it's expected this trend will lead to video call services across a range of industries. **Dimension Data's 2017 Global Customer Experience Benchmarking Report shows that 46% of all contact centres are planning to support video chat within the next two years.**



## LESSONS LEARNED FROM VIDEO-BANKING IMPLEMENTATIONS

### VIDEO DOES NOT INCREASE INTERACTION COSTS.

Many banks assume call duration and agent workload will increase along with the average cost of an interaction. However, first call resolution rates increase, and average handling time actually decreases.

### VIDEO AGENTS MUST BE CAREFULLY SELECTED AND TRAINED.

Agents must be knowledgeable, empathetic, confident, and comfortable on camera. Unlike traditional call centre agents, they should maintain eye contact with their customers, which can create challenges. For example, if additional information is needed on the call or if the agent needs to address a concern with their supervisor.

### VIDEO MAKES THE AGENT'S ROLE MORE REWARDING.

The human interaction is gratifying and helps them feel less disconnected from their work. This results in lower agent turnover. Further, top performing phone agents can become video advisors.

### THE BACKGROUND ENVIRONMENT SHOULD BE VIDEO FRIENDLY.

Appropriate lighting, the colour of the background and noise should all be considered. Often special video banking booths are created to achieve optimal conditions.



## CRITICAL STEPS FOR THE SUCCESSFUL DEPLOYMENT OF VIDEO SUPPORT

### STRATEGY IS KEY

A successful video support implementation clearly defines the need for it and understands the customer journey. Successful deployments have used video as a sales and service tool for customers looking for convenient, personal and expert service on a digital channel. Failure takes place where video is implemented for customers that don't want video support, where interaction doesn't benefit from a visual component, or it didn't fit the task being supported.

### TRUST MATTERS

Video provides a connection between advisors and customers that improves trust and rapport. Both mortgage and medical advice are areas that have found success using video chat because it provides reassurance to customers dealing with complex, emotional situations.

### A PICTURE PAINTS A THOUSAND WORDS

Advisors can demonstrate products and customers rather than just describing them. For example, water damage claims from an insurance company. Retailers also report that video correlates with higher sales conversion. The video assistant can talk the customer through personalised promotions and new stock in a way tailored to the individual customer.

### CUSTOMERS GET QUICK AND CONVENIENT ACCESS TO EXPERTISE

Video can provide customers with access to expert advice outside traditional working hours or in places where the expert isn't physically present. This saves both the customer and the organisation time and travel costs and improves the accessibility of expert advice.

### IMAGE CAN BE A BARRIER

Some customers and advisors worry about the intrusiveness of video. People get self-conscious about their image and personal appearance, especially if they are letting strangers into their home even virtually. Neither customers nor advisors necessarily like having a camera pointed at them. 71% of our customers said that they checked their appearance before making a video call. The discomfort can cause barriers to adoption that we need to be aware of.



## HOW TO ARRANGE THE WORKSPACE FOR VIDEO CHAT

Using video is simple, cost-effective and you don't need a lot of space to make it happen. For a professional experience, dedicate a room to video chat agents with a branded background and introduce apparel for agents in neutral colours.



### INTERACTION RECORDING

Similar to call recording in a call centre, companies that handle sensitive customer data need to use interaction recording technology for quality and compliance. This also help managers identify coaching opportunities for agents.



### BENEFITS OVER WEB CHAT

Video does not allow agents to handle multiple sessions at once, but customers appreciate the quality of the attention they receive. This is particularly suited to premium customers who don't appreciate waiting in a queue.



### POSITIVE IMPACTS ...

#### ...ON NET PROMOTER SCORE AND CUSTOMER SATISFACTION SCORE

Customer satisfaction on video chat is higher than any other channel. Video is not widely used yet, so early adopters will automatically exceed their customers' expectations.



### RECRUITING THE RIGHT PEOPLE

Video is not for everyone. It's important to highlight this during the recruiting process to eliminate people who are not comfortable with being on video.



### TRAINING

Managers can listen and watch a video calls in the same way they can monitor a phone call. During training, they can also connect with agents via another machine to test their video chat skills, in screen navigation and body language.



### CUSTOMER ACCEPTANCE

There are situations where the customer is unable to use their microphone or may experience technical difficulties. The customer can still choose a one-way video call or web chat experience, while allowing support to access their computer.



### CORRECTING MISCONCEPTIONS

Candidates might assume that video chat operators should be young and good-looking. This not true. The only requirement is that agents are neatly dressed, communicate well and always remain helpful to customers.



### CUSTOMER FEEDBACK

Just like in a call centre, it's best practice to ask the video-chat customer to complete a feedback form on their experience. This could be as simple as asking for a 1-5-star rating, or a more comprehensive survey.



### ON-HOLD EXPERIENCE

When an agent puts a customer on hold, a photo of the agent appears saying, "***I am away and will be back in a few minutes.***" You could also display advertisements while they are waiting.



## USE CASE 1: VIDEO SUPPORTS COMPLEX AND HIGHLY EMOTIONAL INTERACTIONS

You've probably had an experience where you got impatient with a call centre agent. Maybe you felt they weren't empathetic or didn't understand your challenge. With video collaboration, the chances of that happening are significantly reduced.

Video delivers the missing human element by enabling interactions that allow the customer and agent to see each other. This facilitates a higher quality of interaction and mutual understanding. The experience can also be enhanced with additional features, such as screen-sharing and co-browsing.

### KEY EXAMPLE:

IndusInd Bank has a 1.7 times higher Net Promoter Score for its video banking service than its voice only service.

The video channel can either be used as the primary inquiry mechanism, where the customer selects a click-to-video-call button, or as an escalation path for a conversation that requires a higher level of engagement. The agents can also offer a video session to the customer and allow them to opt in.





## USE CASE 2: VIDEO CAN RESCUE SMALLER BRANCHES EMOTIONAL INTERACTIONS

How frustrating is it to wait for 30 minutes in a queue before being able to accomplish a simple transaction that literally takes a minute to complete? Or wait 30 minutes only to hear that you need to go to the main branch.

Some banks and credit unions are using video to transform the in-branch experience – reducing wait times and offering access to resources that are not available in the branch. If a request requires an offsite skillset – for example, a mortgage specialist – the customer is directed to a dedicated video-enabled kiosk where they remotely engage with the best available resource. This enhances the branch visitor experience and enables the bank to centralise its resources.

### KEY EXAMPLE:

At Consumers Credit Union, after in-branch video banking was introduced new loan applications went from 1.5 hours to under two minutes.

NEW LOAN  
APPLICATIONS

<2min





### USE CASE 3: VIDEO CAN TRANSFORM THE ATM SUPPORT EXPERIENCE

Let's say you are using an ATM and the transaction keeps failing. Normally you would have to call the bank contact centre or enter the branch to get assistance. Something that you expected to do in minutes ends up taking a very long time, causing frustration and an instant drop in customer loyalty.

With a video-enabled ATM, customers can connect to a live video centre agent who has the necessary ATM expertise and can resolve the issue then and there.



### USE CASE 4: VIDEO ACHIEVED A 96.6% SATISFACTION LEVEL FROM CALLFORCE'S FACILITATORS TEACHING CONVERSATIONAL ENGLISH

CallForce delivers conversational English via live streaming video and voice to students in East Asia. Students range from 5 years old to business professionals wanting to learn conversational English.

**The outcomes of CallForce using video and voice to deliver these lessons has been impressive:**

*We achieved some of the highest performance metrics of all client contact centres around the world.*

*We grew from a pilot of 5 consultants to over 1200 consultants serving 2 million customers annually.*

*We delivered over 65 000 hours of sessions in peak months.*

*We built a workforce of consultants that service clients 24/7 for a complex demand cycle.*

*We assisted over 4000 graduates to gain entry to the job market.*

The client's commitment, continued support and assurance that CallForce does deliver on promises made is due to the speed of our production, our video and voice support. **98% of facilitators were able deliver above 97% on their service-level agreement per month.**

*\*The information has been compiled with references from various research papers and articles published in the public domain.*



## ABOUT CALLFORCE >>>

CallForce is built on the foundation of providing exceptional customer brand experiences that are cost-effective and efficient. Through the delivery of customised, innovative contact centre solutions and business process outsourcing services we create an award-winning experience, from South Africa and the global market.

**In a world that is moving faster than ever towards digital transformation and meaningful customer experiences, a strategic partnership with CallForce will create:**

**Increased customer retention**

**Digitised and customised customer journeys**

**Higher Customer Satisfaction Scores and Net Promoter Scores**

**Significant cost savings**

**Higher propensity to gain wallet share**

**Optimal customer engagement**

Our three world-class operational sites are located in Johannesburg, Cape Town and Durban, South Africa. They are equipped with high-tech IT networks and infrastructure, providing a seamless hybrid model providing a seamless hybrid model of on-site and remote-based contact centres.



## RECOGNITION OF OUR SUCCESS

We've built a global network, created successful partnerships and are honoured to have been awarded a number of local and international achievements.

**2020**



**2019**



**2018**



**2017**



As proud members of Endeavor, BPESA, our association with several other international BPO and contact centre industry bodies such as IAOP, AusContact Association, ISG, CCMG and GSA and our strategic partnerships with McKinsey and EY, we are able stay abreast of the latest industry trends and thought leadership ensuring our operations are competitive, result-driven, outcomes focused and cost efficient.



## ARE YOU READY TO PARTNER WITH US?

Are you looking for a customised business process outsourcing solution that can give you a competitive edge? We welcome the opportunity to discuss how we can bring the future of BPO solutions to your business.

**Roshan Sookdeo** 

**Head of Global Sales**

E: [roshan@callforce.co.za](mailto:roshan@callforce.co.za)

T: +27 11 519 9900

M: +27 (0)83 209 2576

[www.callforceoutsourcing.com](http://www.callforceoutsourcing.com)

**Author: Gopal Garg - Senior Consultant at CallForce**