



ScreenMeet



The Evolution of Video: Trends in Real-Time Customer Engagement

The Evolution of Video

The Evolution of Video: Two Experts Discuss Today's Trends in Real-Time Customer Engagement

Major world events, like developing a space program, going to war or, more recently, fighting a pandemic, ignite paradigm shifts in processes, technology, or simply how we do business and interact with one another.

The way we engage with customers and end users has dramatically changed as a result of the pandemic, and as we approach the end and return to the “new normal”, there are those who theorize that this area around customer engagement that changed out of necessity, might not necessarily change back because in so many ways it is better than the old way.

In this eBook, two industry experts discuss the use of video in real-time customer engagement, including how it evolved over the past 18 months and how that evolution has not and probably will never stop.

For over two decades, Ben Lilienthal has been at the forefront of interactive video communications and collaboration. After selling his company to Citrix's GoToMeeting, he launched ScreenMeet, a cloud-native, real-time digital engagement solution provider.

A veteran of customer experience, Mike Milburn served as Chief Customer Officer at Salesforce and is now president of Salsify, which empowers brand manufacturers like Coca-Cola, Bosch, and GSK to maximize their digital reach.

This eBook is a summary of their discussion on the future of video and its role in customer engagement, which we hope you'll find useful for planning how your customer engagement practices may need to change in 2021 and beyond!

The Evolution of Service

One of the earliest examples of customer service goes back to the 1950s when Proctor and Gamble transformed the concept by putting an 800 number on a tube of toothpaste to solicit customer feedback. This represented the beginnings of the modern call center, and voice remained the dominant service channel through the 60s, 70s, and into the 90s when another channel appeared: email. Email represented an entirely new paradigm with which businesses could provide support or service to their customers and prospects because it was now possible for businesses to manage multiple interactions simultaneously.

In the early 2000s, email led to a new phase of modern service: chat and the knowledge base. While predominantly text-based, these technologies made it possible for businesses to make real-time service an integral part of their product offering.

The Evolution of Video

The Golden Era of Service

Every industry has had its Golden Age, the years when innovative technologies or processes forever changed the industry. We saw that in the industrial revolution and the automotive industry. And we are seeing that now in the area of service.

We are now experiencing the modern era, or golden age, of service, where the interaction channels and the mediums for those interactions are changing. In this case, the interactions are moving from real-time voice and text to real-time video interactions and more.

The Driver for Video

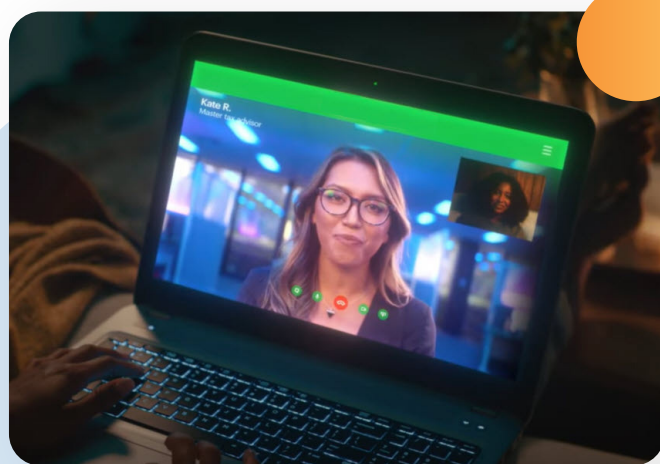
This paradigm shift in how people interact with the service sector is more than simply leveraging mature technology. Although technology makes it easier, we are looking at live video interaction as the main interaction channel. People are used to it in their personal lives and now expect it in their commercial interactions and professional lives.

That companies are investing in this technology and displaying it on national television advertisements shows that the consumerization of technology is driving the demand for video into the enterprise sector, at least on the customer experience side of the businesses.

On the employee experience side of the enterprise, we are finding that many employees are no longer coming into the office daily. Remote workers and work from home were already gaining traction, but the COVID pandemic made it a necessity for many businesses. This required companies to make real-time video interaction and collaboration available for their employees to conduct business. This was not just limited to design teams, this was also used for employee onboarding, benefits selection, training, and departmental meetings. Today, a video call is a common occurrence over the course of a person's day, whether it is with another employee or with a customer.

And the urgency for providing these types of interactions is driving this new paradigm both inside and outside the organization, and is one of the markers of the golden age of service.

Video interaction and collaboration is now also an integral part of the provision of service. These interactions are being captured and tracked, just like a trouble ticket or a call into support. On the customer side, it would appear in CRM as part of the customer account, contact record or support incident. On the employee side, it would appear in the HCM system as part of the employee record.



The Evolution of Video

So, whether it's CRM, HCM, or help desk, video interaction drives productivity and ties it back to data and intelligence. Having that system of record by which those interactions are logged, auditable, and reportable helps the enterprise deliver on the KPIs around the business case to support the service being provided.

Moreover, there is no going back.

The ability to connect and interact with people on video is serving an excellent purpose for connectivity. Video is going to mean deeper connections from every client, in almost every industry.

The Evolution of CRM

Voice and chat have been the mainstay of service for years. But the advent of video chat, screen sharing, and other enhanced services are causing an evolution in CRM that is driving demand for more of these types of real-time interactions.

The collaboration made possible by these technologies is providing a positive maximum impact on every interaction. The available capabilities now make it possible for service desks to resolve customer issues on the first call within minutes rather than days.

Personal video interaction adds an element of the humanity around service. It shows up in greater customer satisfaction, higher Net Promoter Scores, and elevating the company's brand.

The Early Adopters of Live Video in Service and Support

1. Companies Replacing Legacy Applications

The companies adopting these technologies early include those companies which are replacing paper-based communication, and simple online chat with the ability to incorporate live video communication.

2. Companies Supporting Internal Collaboration

The second group of early adopters are in sectors that require real-time collaboration and input from multiple people and sources that allow the team to share their ideas and quickly resolve the issue. Seamless integration with key CRM/HCM systems is imperative to this group, so their agents are working from one screen, without a "swivel chair" experience.

3. Companies with Field Services Support

Lastly is the field service sector, those historically have gone into the field and communicate directly with the customer, but as new processes evolve, some of the visual communication of product issues can be resolved by the customer and live video communication.

The Evolution of Video

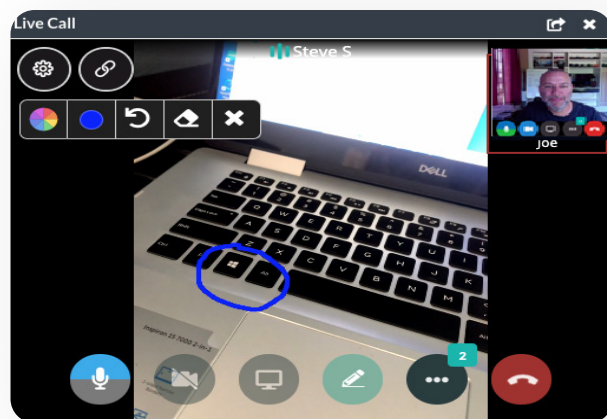
What's Missing?

Another area where we anticipate substantial adoption is international business. For years, business travelers have logged thousands, if not millions, of miles to build business relationships and visit colleagues and cultures. Telephone interactions facilitated communications but did not convey the culture the way an in-person or video interaction can. International video experiences can be very rewarding.

And yet, international video interaction has yet to make its way to the global service industry.

What's Next?

We foresee the next area to accelerate the use of these resources will be those on the service and repair side. Customers having the ability to easily include a video of a problem during a live chat, which they record at their convenience in advance of opening the support ticket, that will be viewable on the agent's screen and become part of the customer record. This technology would truly put the customer needs first, and shortening the time-to-resolution significantly.



Resistance to Adoption

Many businesses have realized that video has shown itself to significantly increase metrics across the board in customer satisfaction, first call resolution, increased sales, and net promoter score and are making substantial investments in the technology. Even so, they still find resistance among their customers.

Companies are focusing more and more on making the technology fast and easy to use with as little effort as possible for the end user, to overcome this resistance. As some would say, "It needs to pass the Mom test: Make it so easy to use that your mom can use it." And in instances when the client does not have the bandwidth to support video chat or would prefer not to be seen by the agent, the service team needs to advise them of the alternate communication channels available to them, allowing the customer to access the support they need, at the time they need it, in the way they want to use it.

Companies must also communicate clearly to their customers about the investments they are making in new service technology, and what it means to them. It is surprising how little these companies spend informing their customers why they made these investments in technology, and how the technology will help them provide the customers with improved service, better support, and better connectivity.

The Evolution of Video

Businesses should make sure that their customers and prospects know that the brand is investing in them and soliciting real-time feedback to ensure it is being received. Customers need to be aware of the efforts being made, and this requires marketing be included in the investment and execution. Conversely, some businesses have met with resistance from agents. Unlike voice, email, or chat, which they are used to, they are hesitant when it comes to having a visual presence to the customer.

Some agents might also fear the idea that their interaction will be recorded and used in an audit.

Companies should address the brand image with the contact center employees upfront by providing guidance on clothing and presentation to help them adjust to the new technology. This might involve wearing uniforms and having branded backgrounds, especially in the case of agents who are working from home, to help carry the brand through every interaction.

Training and enablement of the protocols to follow will help the company get in front of the resistance by service agents, and increase agent satisfaction with the new tools.

Legal Aspects of Using Video for Online Experiences

Laws governing privacy considerations in video interaction technology vary from country to country, and companies must remain compliant wherever the technology is in place. In the EU, for instance, GDPR has stringent restrictions specifying where and how data is stored and how it is stored.

Businesses should be forthcoming with their privacy policies and allow customers to opt-out of video calls, perhaps to turn off the display from the agent's view, to help them feel comfortable using the technology.

Companies must preserve the privacy of their customers and be transparent when addressing their privacy concerns.

Examples of Effective Uses of Video

Beginning in 2016, a global technology product and services company which serves consumer, small business, commercial, and enterprise market segments wanted to create a service-based CRM and IT Service Management (ITSM) agent console for its support operations that could operate as a unified view of interconnected cloud applications. The goal was to improve the customer experience through improved remote support for both external customers and for internal IT support.

The company moved its [CRM \(Salesforce\)](#) and [ITSM \(ServiceNow\)](#) to the cloud, leveraging ITSM for true 24/7 support for its customers. The project was deployed in 65 different countries over 18

The Evolution of Video

months. Support agents are now able to open a session on remote devices (Windows, Mac, Android, or iOS), provide customer support through video chat, screen share, and remote access through a browser, and have the session recording and incident information added to the CRM record of the incident.

Another example is an international software vendor that embedded video into the app for its annual user group summit. The summit was held on a large campus with various buildings. The agents taking the video calls were providing help and advice about the sessions and providing assistance in terms of how to get from one building to the other or restaurants nearby. And this has become a go-to feature for the attendees year after year.

In both examples, the companies have built brand loyalty and customer satisfaction based on a channel that worked for their clients.

Conclusion

Remote sales, service, and support have become the norm for both businesses and consumers. More and more, businesses must differentiate themselves by the quality of their service.

Video is rapidly becoming an essential tool for service and support organizations worldwide to provide the level of service people expect along with the human interaction people crave. It has proven itself as a way for businesses to build closer relationships with their clients, increase brand loyalty, and improve customer satisfaction. Companies have reported that adding video and screensharing capabilities has increased their online sales and reduced the time to resolve incident reports on the first call.

Find Success With the Right Tools in Place

Implementing the right support software into your current business processes will allow your company to succeed by remaining connected with your customers and workforce in a virtual-first, work from anywhere business world. With ScreenMeet you have the ability to address issues in real-time through chat, screen-sharing, and video, with interactions logged within your applications. Your team will be able to address most issues or concerns in just one session allowing for increased productivity and the continuation of the workflow without unnecessary disruptions or delays.

Hear directly from our customers how they've leveraged ScreenMeet to reduce operating costs and improve productivity in these [case studies](#), watch ScreenMeet in action in [these product videos](#), or contact us for a [product demonstration](#).



Get a ScreenMeet Customized Demo Today

[Contact us](#) to set up a product demonstration or [visit our site](#) to see ScreenMeet in action today!



ScreenMeet

About ScreenMeet

ScreenMeet delivers better real-time online experiences, with easy, secure, and reliable voice and video calls, chat, cobrowsing, and remote support. ScreenMeet customers around the world use it to drive best-in-class customer, employee, remote work, and remote support experiences. Founded in 2016 by cloud, online meeting, and customer support veterans to build solutions to support better real-time online experiences, ScreenMeet delivers those customer, employee, and remote-support experiences for hundreds of customers worldwide.