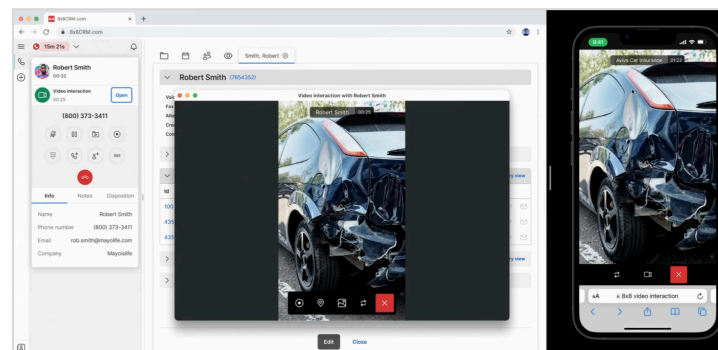# Video Elevation

Video elevation is an interaction channel within the 8x8 Contact Center that allows agents to visually diagnose and resolve customer problems. During phone interactions customers can instantly share one-way video, allowing agents to address issues that would otherwise require extensive back and forth over the phone, or costly in-person service.

Because video elevation delights customers with a high-touch, convenient service that solves even their most complex problems, your business is able to gain a competitive edge by delivering a superior, differentiated customer experience.

How It Works

During a phone call with a customer:

- Agent sends customer an SMS with a link to their mobile phone
- Customer clicks the link, and their mobile phone's camera opens instantly (no app needed!)
- The customers points the camera at the problem
- The agent can see the problem visually
- The agent troubleshoots the problem—all while staying on the same customer call

Key benefits

- **Faster problem resolution:** Reduce time to resolve issues such as: product assembly, equipment diagnosis, repairs, and more!

- **Improved customer satisfaction:** Eliminate frustration due to back-and-forth explanations and wasted time traveling for in-person service

- **Easy to use:** Provide a simple and intuitive solution to all users, regardless of tech skills

- **Provide visual assistance:** Guide customers on how to use a device or software

- **Protect customer data:** Deliver privacy and security with every connection

- **Permission-based visuals:** Take screenshots, capture location data, or switch camera views to gather information, all with your customer's permission

To learn more about 8x8 Contact Center video elevation and omnichannel routing, visit 8x8.com/products/contact-center/interaction-channels