

A man with a beard and a headset is sitting at a desk, looking at a laptop. The background is a blurred office environment with shelves and plants. The text '8x8' is in red, and the main title 'Uncovering the Power of One-way Video' is in white. Below the title, a subtitle 'A guide to how the video channel drives customer loyalty' is also in white. The laptop screen shows a video of hands working on a mechanical part.

8x8

Uncovering the Power of One-way Video

A guide to how the video channel drives customer loyalty

Introduction

Providing exceptional customer experiences is crucial for maintaining a competitive edge in attracting new customers, as well as retaining existing customers. When consumers have so many options to choose from, it's easy for them to make a switch to a competitor, especially after a poor or bad experience. In fact, **52% of customers will switch to a competitor if they have a single negative impression.**

As contact center technology continues to advance, companies are constantly exploring innovative ways to engage with their customers in a more human and personalized way. Best-of-breed organizations are also exploring ways to use the latest technology to win over their customers' loyalty. One such technology that has gained significant traction is leveraging video channels for customer support.

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Conclusion

52%

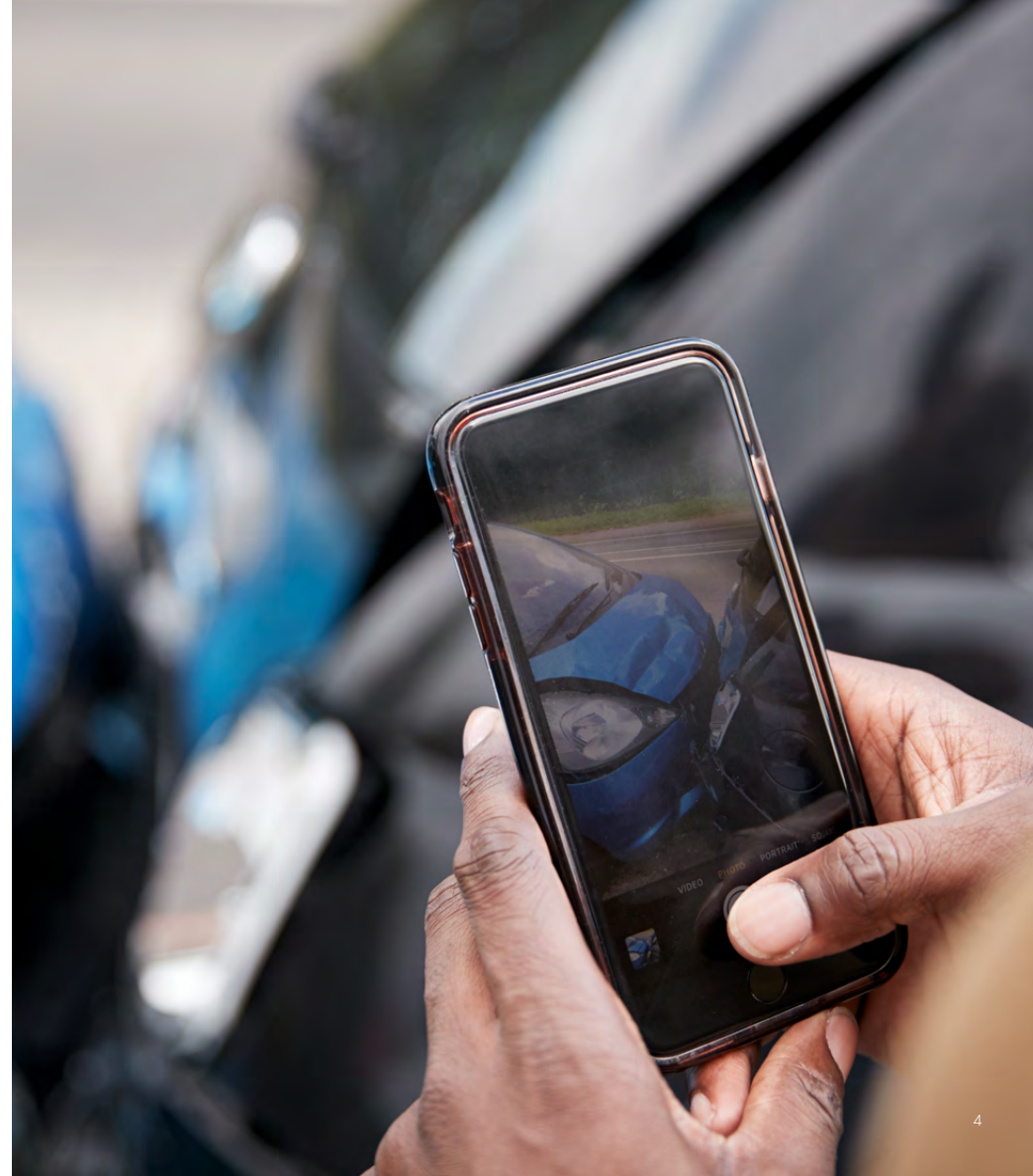
of customers will switch to a competitor if they have a single negative impression.



Why video channels matter

Video channels offer a dynamic medium for businesses to interact with their customers in real-time. Unlike traditional text-based communication, video allows for richer engagement, clearer communication, and enhanced understanding.

In many industries that are selling complex products and services, customer interactions often require detailed explanations or support experiences. This is where video channels can be invaluable to finding a resolution fast.



Remote fix and field service support

In scenarios where on-site support is not feasible, video channels offer a convenient alternative for providing remote assistance and field service support. By leveraging live video calls or virtual consultations, businesses can troubleshoot issues, offer guidance, and even remotely diagnose equipment or machinery, saving time and resources for all parties involved.

[Learn more here.](#)

The ability to connect through video also helps to provide a level of empathy to the customer who might be feeling overwhelmed or frustrated. Leveraging video for remote assistance not only helps to increase first contact resolution, but it also provides a more human experience for the customer.



Technical support and troubleshooting

Customers often encounter technical challenges that require prompt and precise resolution. Video channels enable support teams to engage directly with customers, visually diagnosing issues and guiding them through troubleshooting steps.

For example, a customer service employee may need to see a visual representation of damage to a **property rental**, or see where a customer is in the process of assembling a product. A hands-on approach leveraging one-way video can significantly reduce resolution times and minimize downtime for clients, ultimately enhancing their overall satisfaction and loyalty.



Personalized customer onboarding

Onboarding new customers effectively is essential for ensuring long-term satisfaction and retention. Customers can miss out on important aspects of their purchase if there isn't an onboarding process to show them how to make the best use of their investment.

Video channels offer a personalized approach to onboarding, allowing businesses to deliver guidance for customers, even if nothing is wrong with the product. For example, after delivering a wheelchair or equipment to set up a stair lift, businesses can provide personalized onboarding by guiding the buyer through how to make the best use of their purchase.

Customer demand for video during the initial onboarding process is correlated with higher satisfaction and loyalty. In fact, **86% of consumers are more likely to stay loyal to a company that invests in onboarding content that welcomes and educates them after they've made a purchase.**

Video not only accelerates the onboarding process, but also fosters a stronger relationship from the very start.

86%

of consumers are more likely to stay loyal to a company that invests in onboarding content that welcomes and educates them after they've made a purchase.

Integrating video channels with existing contact center software

To fully harness the potential of video channels for customer support and engagement, it's essential to integrate them seamlessly with existing support systems and workflows. This may involve incorporating video chat capabilities along with existing digital channels like SMS into your contact center software.

By streamlining the video channel with your existing channels like SMS, businesses can deliver a cohesive and efficient support experience to their customers.



Best practices for implementing video channels

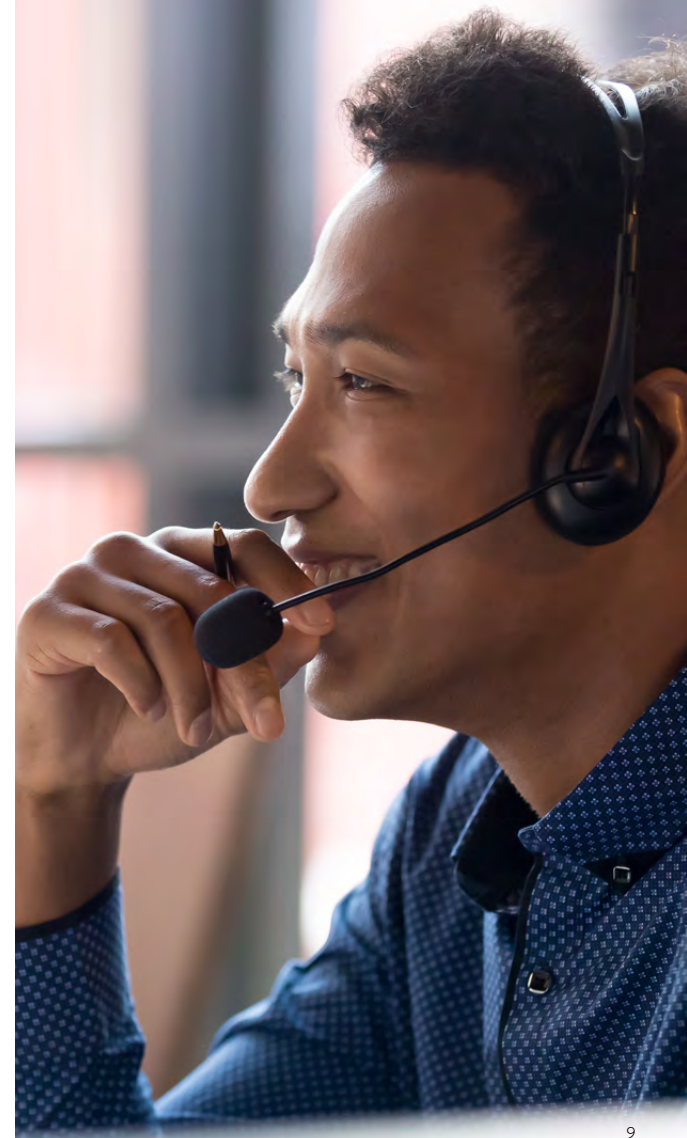
When implementing video channels for customer support, it's important to adhere to best practices to ensure optimal results:

Ensure your contact center has SMS functionality to enable your employees to send a link to initiate a video call on their mobile device.

Train support staff on using video channels effectively, including providing scripts with common customer FAQs.

Monitor performance metrics such as response time, resolution rate, and customer satisfaction to continuously improve your video support strategy.

Solicit feedback from customers to identify areas for improvement and refine your approach accordingly.



Conclusion

Video channels offer a versatile and powerful tool for enhancing customer service experiences. From providing remote fixes and field service support or troubleshooting technical issues, to providing an engaging onboarding experience, video has the potential to revolutionize the way businesses engage with their clients.

By embracing this technology and implementing best practices, companies can deliver exceptional support experiences that drive customer satisfaction and loyalty.

[Learn more here.](#)



Communications for the Customer Obsessed

The companies that get ahead today are truly customer-obsessed. Business leaders know they can't settle for good-enough customer experience or just-okay employee engagement scores. To go above and beyond, they know they need a communications platform built for them. One that unites contact center, voice, video, chat, and SMS and delivers it with the reliability, integration, and expert services only a customer-obsessed company can provide.

At 8x8, we know that it takes great experiences to make new connections, to bring teams together, and to turn prospects into loyal customers. Communications for the customer-obsessed means that we believe in our obligation to provide incredible communications experiences, every time.

[Read more here](#)

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