

ENHANCE YOUR CUSTOMERS EXPERIENCE WITH LIVE VIDEO CHAT



Regardless of which side of the call you sit on - customer or a customer service agent – there is a movement afoot to provide a video experience during a product or service issue resolution. Audio-only conversations can get the job done, but seeing the person at the other end of the line brings a whole new level of interaction to the discussion that phone calls alone may be too limited to offer.

More Visuals, Better Service

Unlike other customer service platforms such as phone, online chat, social media, and email, online video chat is highly personal and markedly interactive. The advantage is obvious: Customers see the person they're talking to, which lends a greater sense of urgency and professionalism to a conversation. Businesses looking to improve their customer satisfaction rating can also benefit from a video-enhanced customer service capability.

That is not to say that an online chat or other 'less visual' modes of communication are insufficient in handling or managing complaints or queries. For some businesses, certain product or service inquiries could benefit from a visual demonstration, such as fixing a malfunctioning electronic equipment or assembling furniture. A video chat can also be massively beneficial to customers seeking help for an extremely technical computer issue.

Not all customers, however, would opt for a video chat to get assistance, but having it as an option is definitely going the extra mile. Having a video option also expands the customers' options and increases their confidence in your capacity to assist.

Is Online Video Chat Really Necessary?

Some companies aren't eager to adopt a video-based customer service functionality due to several factors, such as costs associated mostly with staff training and contact center structure improvements. Despite being the least personal of all customer interactions, interactive voice response systems are still preferred by many because they're cheaper to implement and maintain.

Other hurdles include inconsistent video chat quality and customer preference. The ubiquity of other platforms such as social media also poses a barrier to adapting video chat. Why spend money hiring extra staff and expend effort adding video capabilities when you can have anyone on the team log on to Twitter -- for free -- and solve complaint tickets?

Despite widely recognizing customer service and experience as a competitive differentiator, many businesses still resist video technology. For small- and medium-sized firms with limited resources that are therefore slow to adjust to new changes, this is understandable. Nevertheless, exploring video chat's potential can undoubtedly enhance their customers' experience, and, in time, prove invaluable.

Take Away ...

VoIP is now a mainstream technology and as it gains traction with small business it is expected that many companies will be trying out video based customer service interactions in 2017. Are you ready to explore the various features of your existing VoIP systems for your business? Call us for advice today.

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