

**8x8.**

# **Rebuilding Trust Online: Video Interaction for Financial Services**

Customer Support in Financial  
Services with 8x8 Video Interaction





Customer support in financial services has moved far beyond call centers. Today's customers expect instant access, human understanding, and secure guidance, even when banking from their phones.

Almost [two in five consumers](#) already prefer video for financial activities, yet many institutions still struggle to deliver that level of personal connection online.

8x8 Video Interaction is a no-app instant video chat solution that connects mobile users with agents through a simple SMS or WhatsApp. This solution bridges the gap by bringing secure, face-to-face conversations back into digital banking, insurance, and fintech.

## The New Standard for Financial Support

Financial customers now expect the same seamless experience they get from e-commerce platforms, but with far higher emotional stakes.

Money requires reassurance, privacy, and clarity, something phone calls and emails often fail to provide.

Video Interaction changes that. With a secure browser link, customers connect instantly with advisors who can offer real-time explanations, empathy, and personalised support.



# Why Video Works in Finance

Digital channels dominate banking behaviour, yet trust remains deeply human. Even with [77% of consumers](#) banking digitally, [only 5% trust AI](#) for financial advice, proof that clients still want real people guiding important decisions.

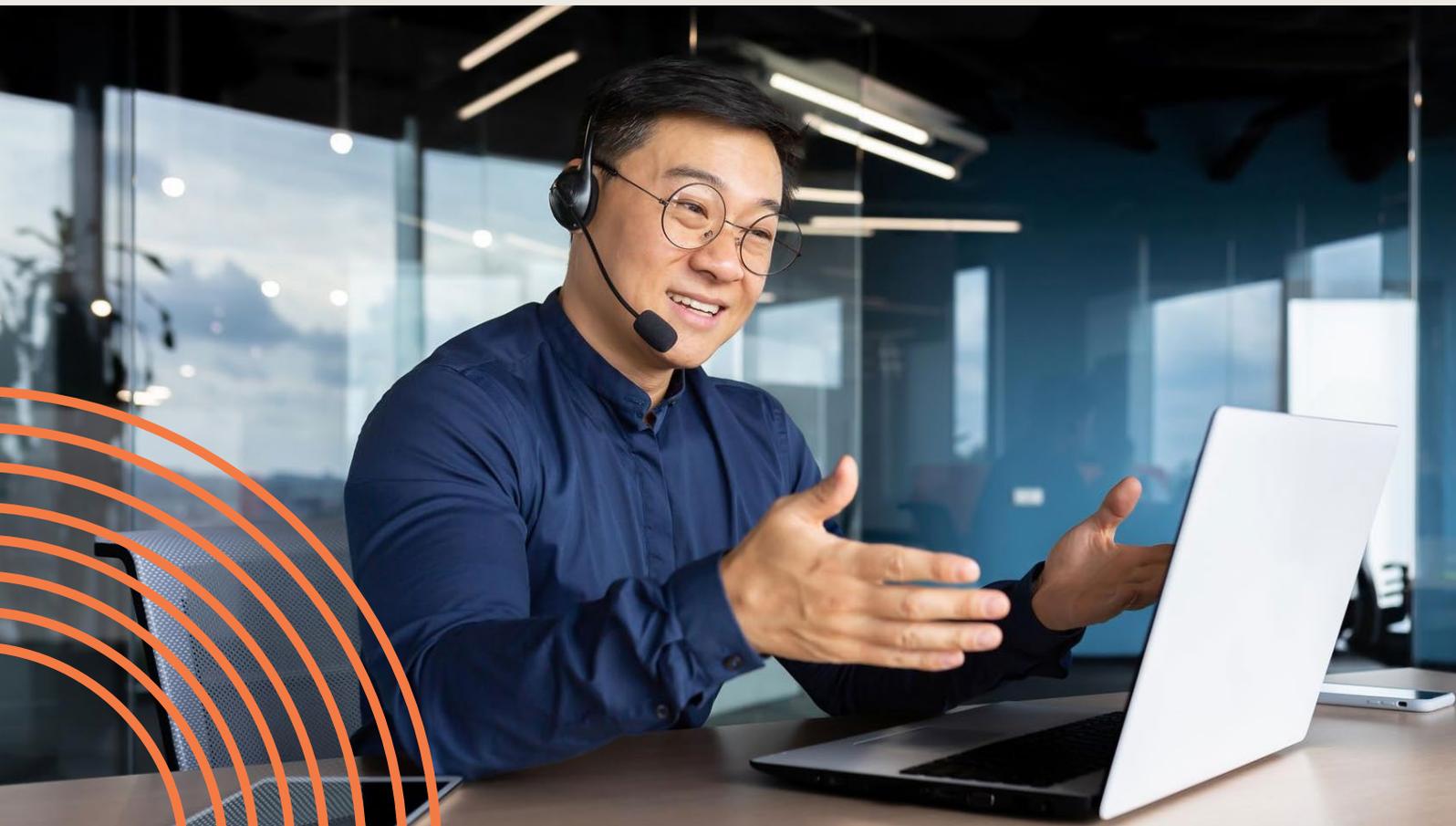
Video enhances support by enabling:

- Faster resolutions through live conversations.
- Higher trust as advisors can communicate tone, sincerity, and expertise.
- Stronger compliance with encrypted sessions, recordings, and audit trails.
- Clearer communication through visual cues and shared documents.

## What 8x8 Video Interaction Delivers

8x8 makes secure video consultations effortless – no apps, no downloads. Advisors can guide customers through claims, investments, account updates, or onboarding with the convenience of digital banking and the warmth of in-person service.

From retail banking to wealth management to insurance claims, every interaction becomes smoother, more transparent, and more human.





## Putting People Back at the Center

Technology supports the process, but trust drives the relationship. [8x8 Video Interaction](#) helps financial institutions combine security, efficiency, and empathy, turning everyday conversations into stronger customer loyalty.

Want the full breakdown of use cases, features, and sector-specific benefits? Continue reading the complete article here: [Rebuilding Trust Online: Video Interaction for Financial Services](#)