

A man in a light blue dress shirt and a dark patterned tie is sitting at a dark wooden desk in an office. He is wearing white earbuds and holding a silver smartphone in his left hand. He is smiling slightly and looking down at a notebook on the desk, where he is writing with a blue pen. The background shows a window with blinds and a modern office interior.

**8x8**

## Unlock next-level CX with on-demand video calls

One-click, interactive engagement  
experiences with 8x8 Video Interaction

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Video calling is here to stay—here's what it means for businesses

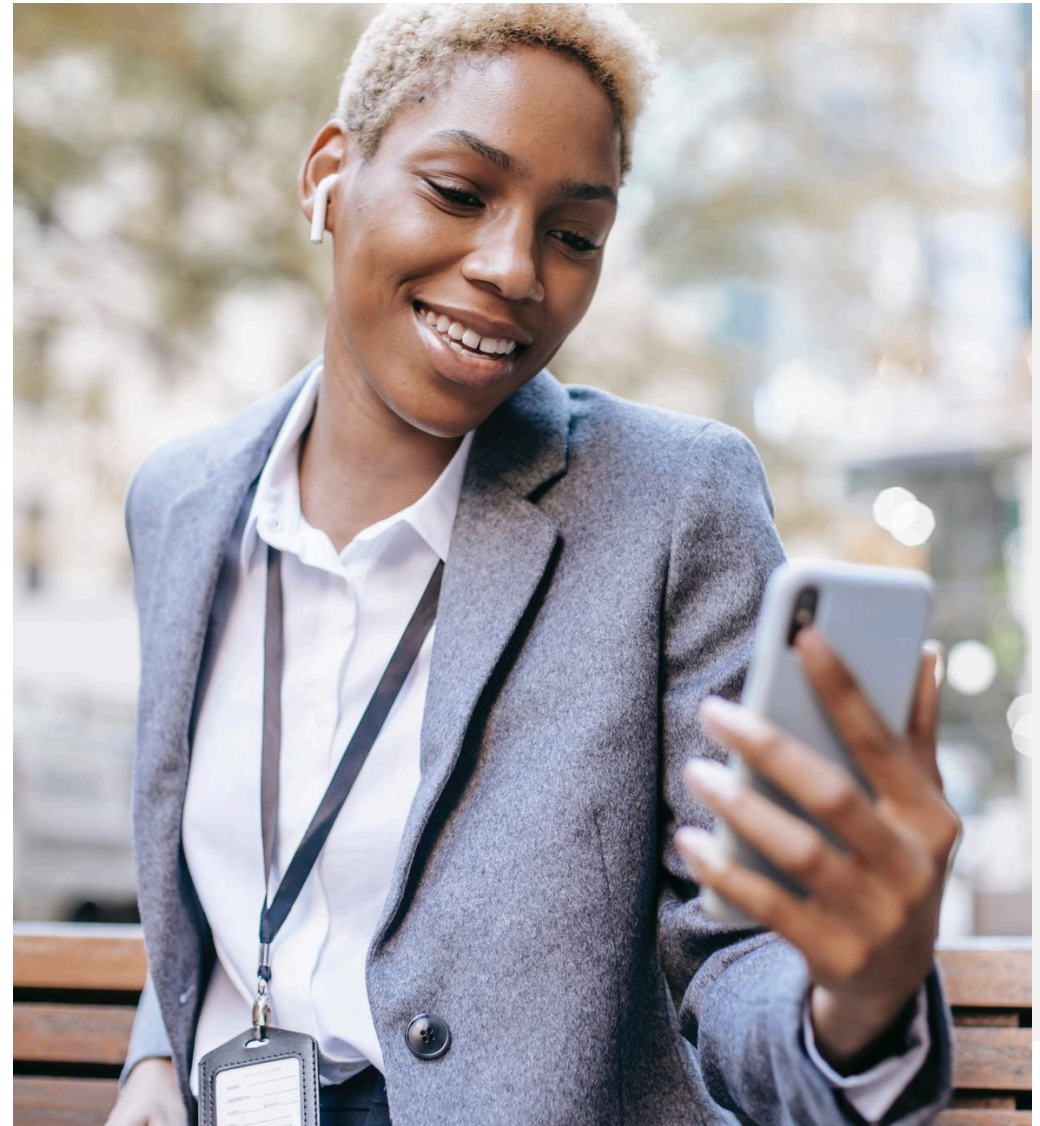
# Even in a digital-first world, customers still want human-centric experiences

The trend towards video calls started long before the pandemic, but it's not an exaggeration to say that the past couple of years have cemented the role of video in our everyday lives. Whether we use it for work or leisure, video calling has become synonymous with fast, efficient, and face-to-face remote communications.



For businesses, [video calls](#) present immense possibilities for:

- More personalized engagement, even in remote settings
- Improved customer acquisition, trust-building, and retention
- Increased first-call-resolution rates for higher customer satisfaction
- Quick, high-quality connections that are private and secure
- Upgraded service efficiency and reduced costs
- Better customer and employee experiences



# What's stopping more businesses from embracing video?

Despite the highly promising potential of live video chat to transform customer experiences, businesses may be hesitant to take the leap because of concerns regarding:

## **Human resources**

“Will I need to hire more agents to answer and manage video calls? Do I need technical skills to use and manage the video calling platform or software?”

## **Technical compatibility**

“How difficult will it be to familiarize myself with the video calling platform? Will it run on my existing apps or will I need to reprogram everything?”

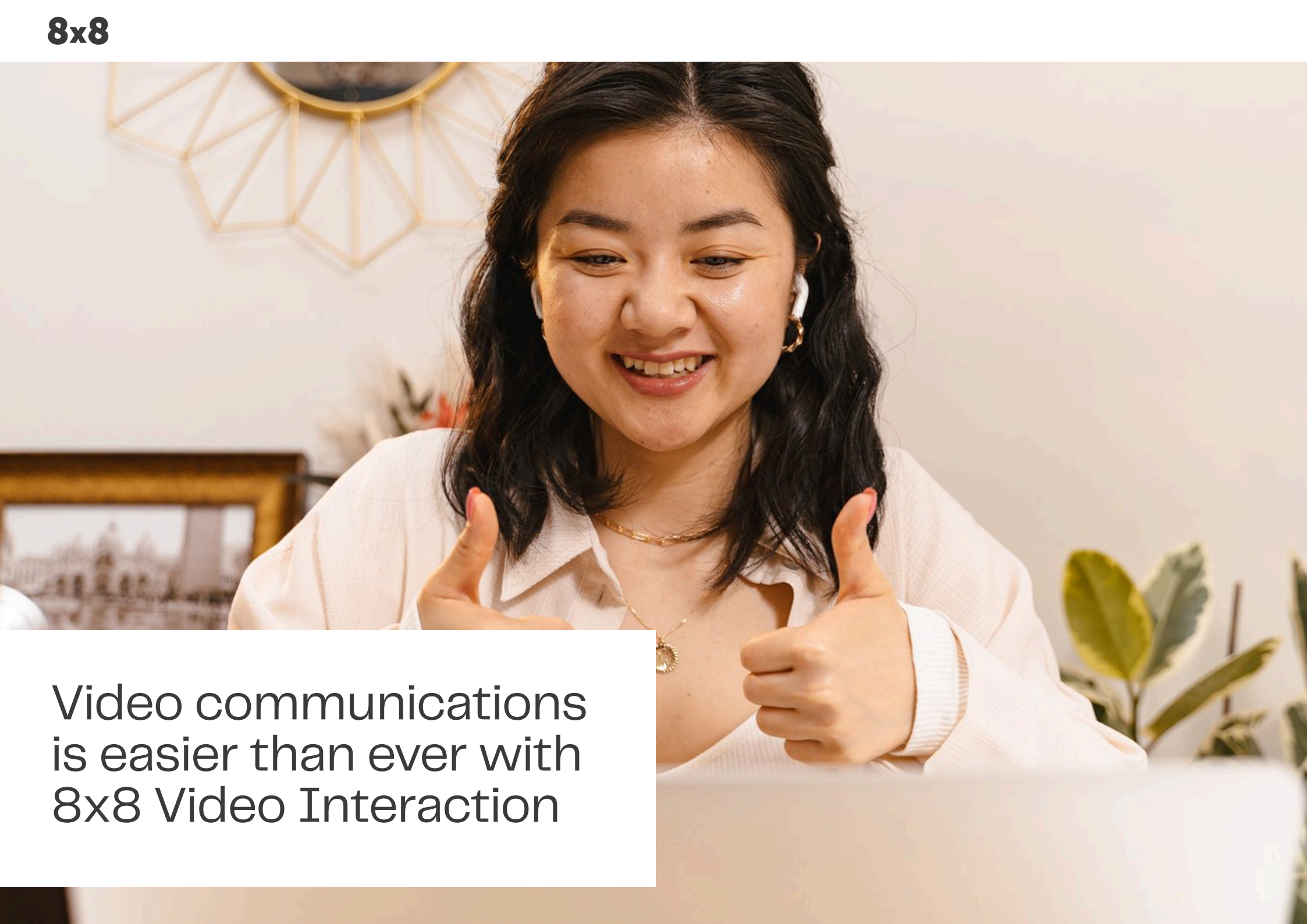
## **Complexity and costs**

“Do I have to get my customers to download a separate app for us to conduct video calls? How expensive or complex will it be to install and maintain?”

## **Security, privacy, and compliance**

“Can this platform be trusted to protect my customers' data? How secure is the video calling function to prevent leaks or misuse?”

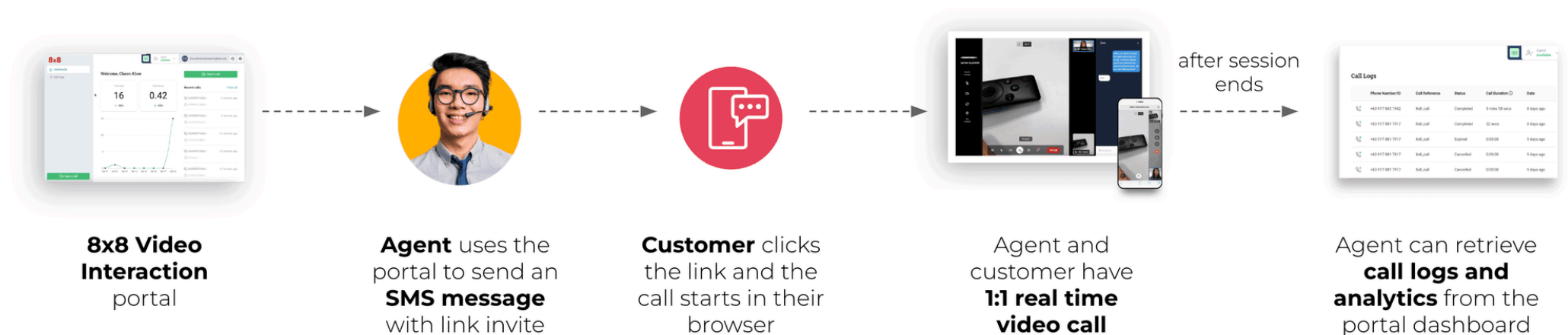
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A young woman with long dark hair, wearing a white top and a gold necklace, is smiling and giving a thumbs up gesture. She is wearing a white earpiece. The background is a soft-focus indoor setting with a gold geometric wall decoration and a plant.

Video communications  
is easier than ever with  
8x8 Video Interaction

# Introducing a no-code, high-functioning, secure and plug-and-play live video solution you can easily implement

8x8 Video Interaction is a no-app solution to initiate instant video chat on customers' mobile devices, while agents manage calls on a web console. Getting started is as simple as 1-2-3.

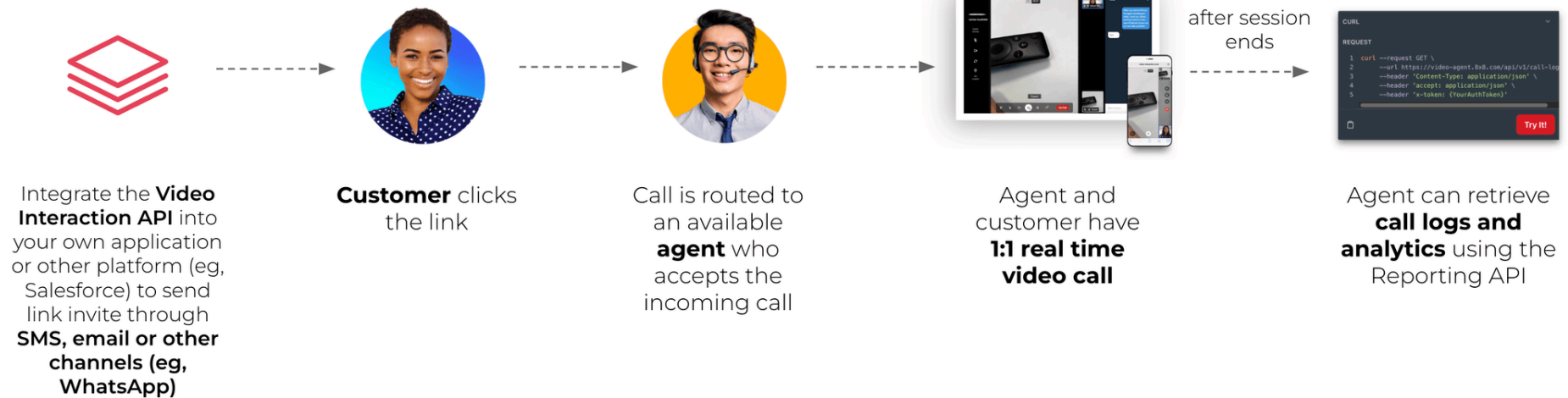


## Business-initiated calls

1. Send customers an invite via SMS using the Video Interaction portal
2. Customer accepts the call
3. Call starts

## Customer-initiated calls

1. Integrate the API into your own app or platform, and send the link invite through your preferred channel
2. Customer clicks on link to start a call
3. Call is routed to an available agent who accepts the call
4. Call starts



# 8x8 Video Interaction features



## Photo capture & annotation

Capture images, annotate them, and share them during your call



## Remote actions

Control the camera and microphone of the user remotely



## Integrated chat

Send URL links, images and messages during the call



## Recording

Record all live video calls to watch on-demand



## Geolocation

See the user's device location for faster troubleshooting



## Automatic call distribution

Callers will automatically connect to available agents when the video chat starts



## Logs and reports

Easily access your call logs and get insights on the calls, including usage and duration



## Easy invitation system

Launch a live video call by sending an SMS message with a link

# 8x8 Video Interaction mitigates all businesses' live video fears

- Easy invitation system for quick and straightforward onboarding
- Automated call distribution for most efficient use of resources
- Seamlessly integrates into existing web and mobile apps
- Additional interaction options with text chat and live annotations
- Video recording to facilitate compliance reviews and training
- Built from the ground up with [data privacy and security](#) in mind
- [Consistent and reliable](#) support from with industry



[Learn more](#)

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Easily expand your omnichannel strategy with video

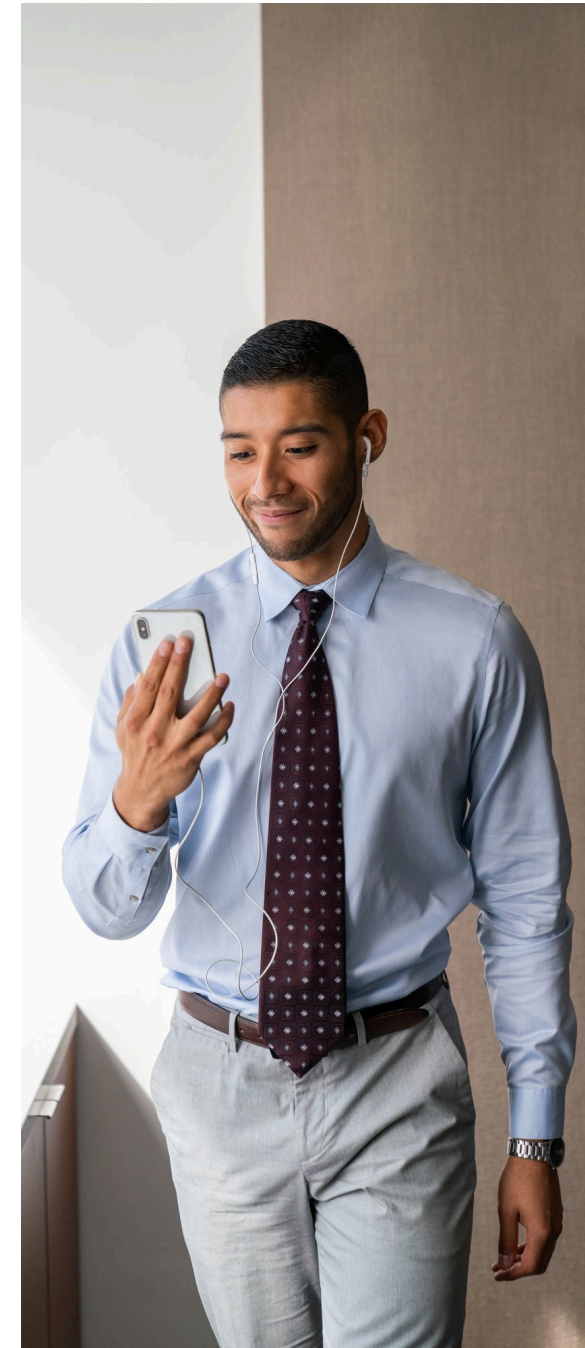
# How businesses are reaping the benefits of live video chat

## **Personalize customer engagement**

Today's consumers expect 360-degree digital experiences. Including video in your omnichannel mix can be critical to staying competitive in any industry, whether it's [retail and ecommerce](#), or [financial services](#) and healthcare. The more complex an issue is, the more likely it is that a customer would prefer engaging face-to-face with a real person, rather than risk miscommunication over text or with a chatbot.

## **Conduct KYC and user verification**

Identity theft is one of the most prevalent forms of fraud in the world. Especially for high-risk and heavily regulated businesses in financial services, insurance, and healthcare, live video for [user verification and Know Your Customer \(KYC\)](#) processes can be extremely invaluable in defending against unauthorized or illegal activity. It also extends your business capabilities by allowing customers to be serviced while they're on-the-go, from anywhere in the world.

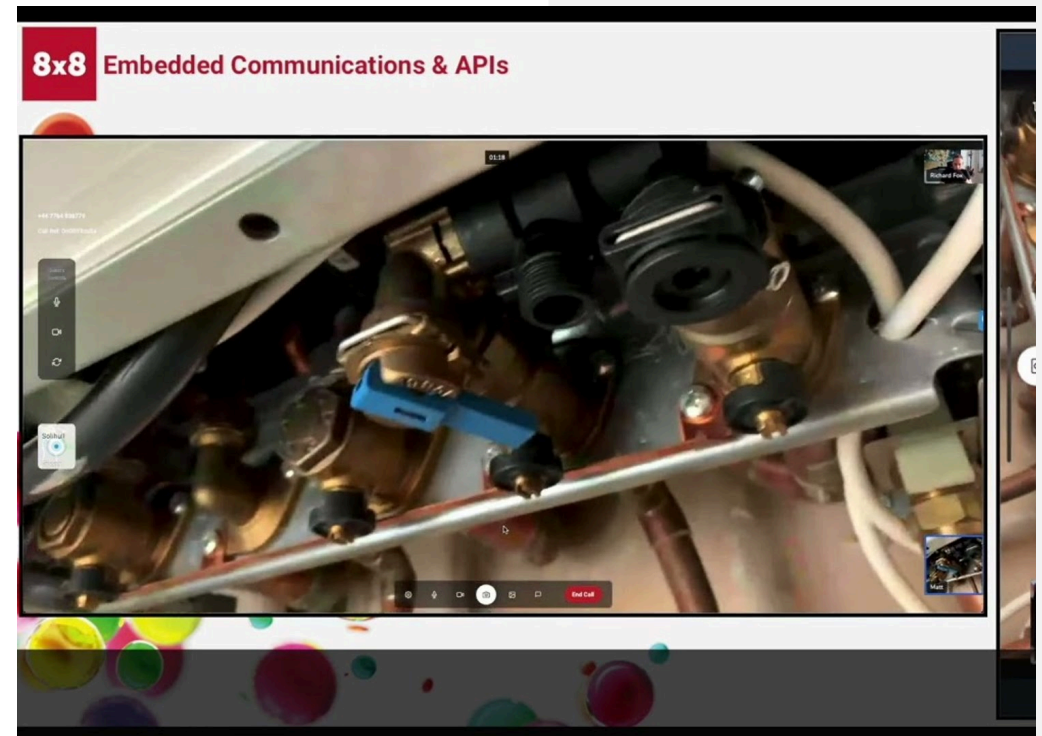


## Provide remote troubleshooting

Imagine a customer calls your support team because they can't get their new product to work. Now imagine how much less frustrating that call would be if both customer and agent could show each other the problem and solution, rather than only rely on text or voice to describe the issue. Whether it's a plumbing problem that needs fixing or a new oven that won't work, live video chat can be a game-changer for remote troubleshooting.

## Scaling engagement for a not-for-profit water company which serves over 3 million people in the UK

Supplying one of the world's most diverse geographical regions, Welsh Water faced the challenges of too many unnecessary on-site visits and costly resource management. Implementing 8x8 Video Interaction helped them to optimize engineers' time, speed up complaint resolution, and maximize customer satisfaction.



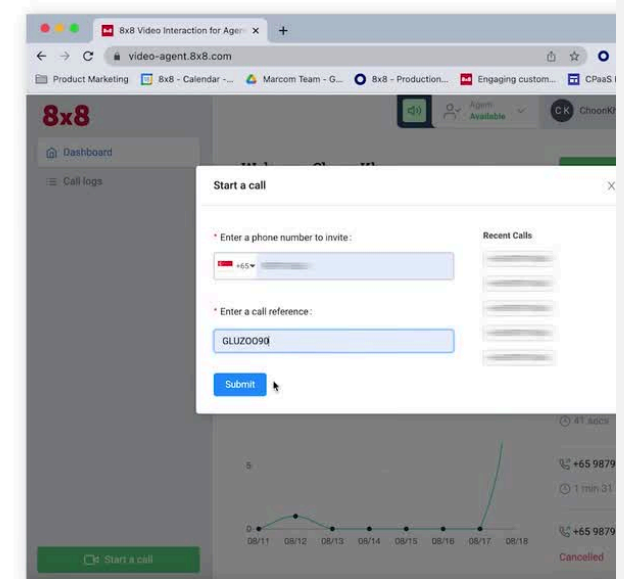
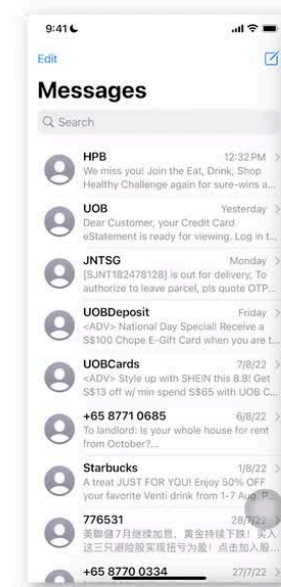
[Read the case study](#)

## Simplify and streamline insurance claims

It is common practice for insurance companies to send claim agents down on-site to verify and assess damages. It's a time-consuming and resource-intensive process, resulting in slower turnaround times, higher costs, and poor efficiency. With live video, claim assessments can be expedited and streamlined, reducing the need for physical assets in the field while improving customer satisfaction.

### Significantly reduced time per customer claims for a leading insurer in Singapore

For MSIG Insurance, it used to take two to four days for a surveyor to travel on-site to assess vehicle damages for accident claims. They were able to optimize that process and significantly cut assessment time down to mere minutes, thanks to remote, high-definition, real-time video and image captures enabled by 8x8 Video Interaction.



First, the agent sends the customer an SMS message that contains a link to initiate the video call.

[Read the case study](#)

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Thank you for reading

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