



Video as a Business Game-Changer: Improving CX, Security, and Operations



Introduction

In today's digital-first world, businesses must evolve to meet rising customer expectations. Real-time video communication is no longer a luxury - it's a necessity. According to Salesforce, **88% of customers** say the experience a company provides is as important as its product or service.

With video solutions, companies can offer personalized interactions, increase customer satisfaction, and optimize workflows. **82% of consumers** say they trust a company more after a live video interaction, and **80% of fraud prevention experts** believe video identity verification significantly reduces identity fraud.

Whether it's a live troubleshooting session, a video-based identity verification, or a virtual sales consultation, video technology enables seamless, real-time engagement that drives both loyalty and results.

But how exactly is video transforming customer service, security, and business operations? Let's dive in.



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The Power of Video in Enhancing Customer Experience



Building Trust and Personal Connections

Unlike emails or chat messages, video interactions add a human touch to digital communication. Seeing a real person on the other side of a conversation fosters trust and credibility, especially in **customer support** and sales interactions.

Reducing Resolution Time and Misunderstandings

Miscommunication often leads to frustration and poor customer experiences. Video allows agents to demonstrate solutions visually, reducing back-and-forth exchanges and ensuring faster resolution.

Four Key Areas Transformed by Video Interaction

1. **Customer Support** – Real-time video troubleshooting enhances support efficiency.
2. **Operations & Logistics** – Video helps with remote inspections and team collaboration.
3. **Fraud & Authentication** – Secure transactions through video-based identity verification.
4. **Marketing & Communications** – Live product demos and interactive consultations boost engagement.



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Video Engagement Across Business Functions: 4 Key Use Cases



Customer Support: Solving Issues Faster with Face-to-Face Engagement

How it Works:

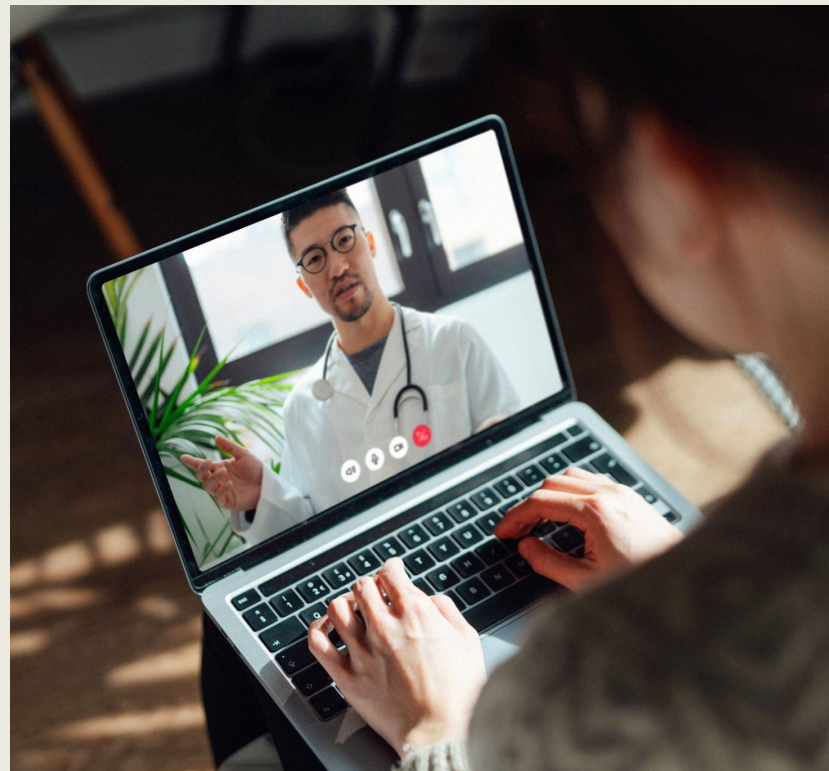
- Video support reduces customer wait times and **speeds up issue resolution**.
- Customers can visually show their problems, enabling agents to provide accurate solutions faster.

Use Case:

- **CareMonitor** integrated 8x8's Jitsi as a Service (JaaS) and SMS API to enhance their telehealth services. Key outcomes include a **53% reduction in total communication spend**, a 30% decrease in development time, and support for over 5,000 unique patient interactions daily.

Benefits:

- Higher first-call resolution rates.
- Reduced support costs by minimizing repeated inquiries.
- Improved customer satisfaction through personalized assistance.



Operations & Logistics: Streamlining Remote Coordination

How it Works:

- Video is used for real-time remote inspections and [supply chain management](#).
- Enables virtual collaboration between teams across different locations.

Use Case:

- This approach mirrors the success of [Platform Housing Group](#), which utilized 8x8's Video Interaction solution to conduct remote property inspections, enhancing efficiency and tenant satisfaction. They resolved [39% of repair calls remotely and avoided initial inspections](#).

Benefits:

- Faster decision-making through visual assessments.
- Lower travel costs by reducing the need for in-person evaluations.
- Enhanced [operational efficiency](#) with real-time remote monitoring.



Fraud & Authentication: Strengthening Security with Visual Verification

How it Works:

- Video-based identity verification ensures [secure transactions and onboarding](#).
- AI-powered facial recognition and video KYC (Know Your Customer) improve fraud prevention.

Use Case:

- A financial institution implemented video-based Know Your Customer (KYC) procedures, resulting in a [78% reduction in account opening fraud rates](#) - from 3.3% to 0.68% - and saving millions of dollars.

Benefits:

- Stronger compliance with financial regulations.
- Reduced identity fraud risks.
- Faster and more secure onboarding.



Marketing & Communications: Driving Engagement with Interactive Video

How it Works:

- Businesses use video-powered consultations, [live product demos](#), and streaming events to [boost engagement](#) and build real-time connections with customers.

Use Case:

An e-commerce brand hosted live product demos and Q&A sessions, resulting in a [25% increase in conversion rates](#) by helping customers make informed decisions and feel more connected to the brand.

Benefits:

- Builds stronger brand trust and credibility through transparent, face-to-face interaction.
- Drives higher engagement and customer retention by creating interactive, real-time experiences.
- Leads to increased sales conversions, as customers can see products in action and get immediate answers to their questions.



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Implementing 8x8 Video Interaction and Jitsi as a Service for Seamless Communication

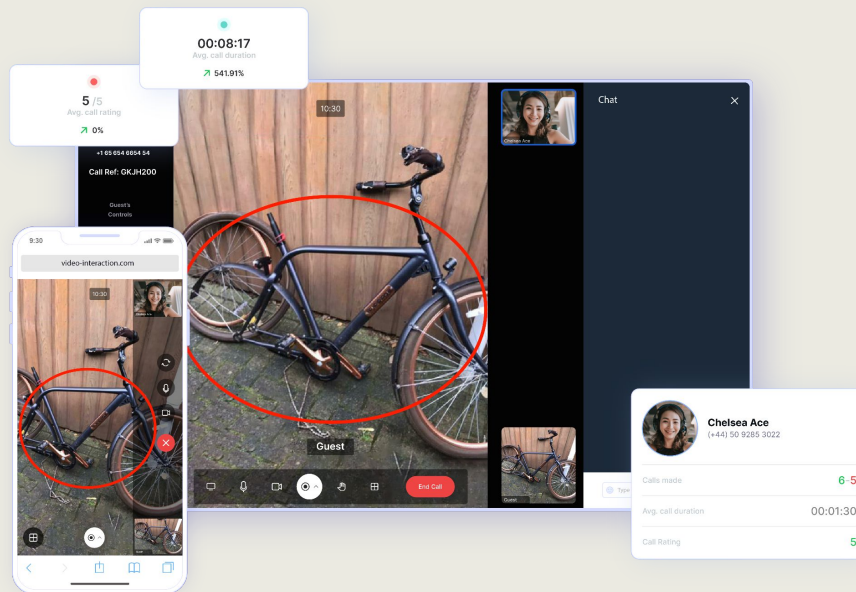


8x8 Video Interaction: Elevating Customer Engagement

8x8's **Video Interaction** solution empowers businesses to integrate real-time, high-quality video communication directly into their customer service workflows - without the need for complex setups or app downloads. Designed for 1:1 interactions, it enables support agents, sales reps, or service professionals to **instantly launch secure video sessions** with customers using a simple one-click link, accessible from any browser or device.

With no downloads or installations required, it removes friction from the customer experience, making it easy to connect, resolve issues faster, and build trust in real time. 8x8's Video Interaction enhances:

- Customer support with seamless face-to-face interactions.
- Sales consultations, enabling personalized service.
- **Remote assistance**, reducing physical service visits.

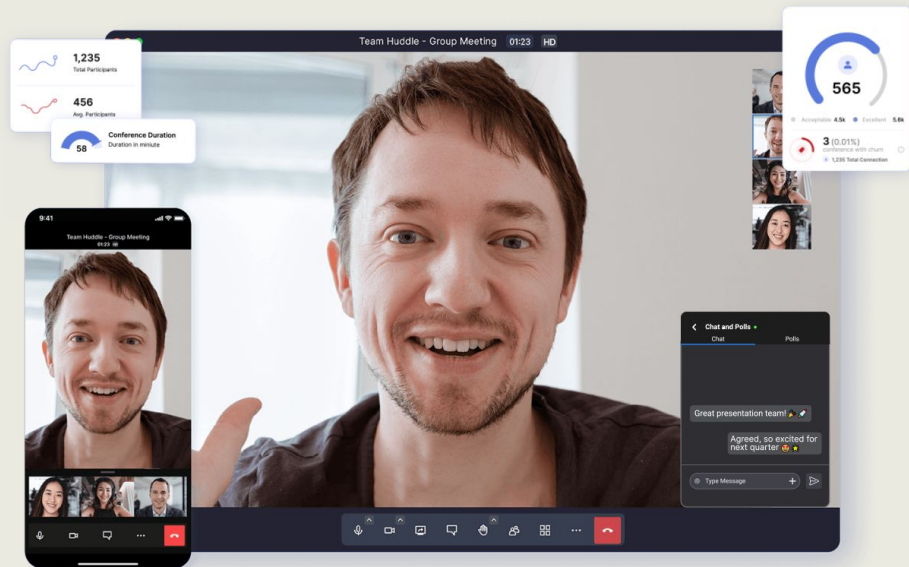


8x8 Jitsi as a Service (JaaS): Scalable and Secure Video Conferencing

Jitsi as a Service (JaaS) provides developer-friendly, customizable video conferencing with a robust set of features designed to accelerate integration and elevate user experiences. It offers secure, scalable, and low-latency video meetings that can be easily embedded into websites or apps, with full support for branding, UI customization, and advanced analytics.

Backed by 8x8's global infrastructure, JaaS ensures crystal-clear video quality, end-to-end encryption, and seamless performance - empowering developers to **build rich, reliable video experiences** without the burden of managing infrastructure.

- End-to-end encryption for secure conversations.
- Scalability for both 1:1 and group communications.
- Integration flexibility for embedding video into apps and platforms.



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Use Cases & Best Practices

- [Video Interaction](#) is ideal for customer support, remote sales, and personalized consultations.
- [Jitsi as a Service](#) works best for large-scale video conferences, training, and webinars.



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Overcoming Challenges in Video-Based Business Communication



Addressing Bandwidth and Connectivity Issues

- Optimize video quality based on network conditions.
- Use adaptive bitrate streaming to ensure smooth experiences.
- 8x8 Video Interaction includes a Low Bandwidth Mode, allowing agents to switch to a lower resolution video stream for users with limited connectivity - without sacrificing the effectiveness of the interaction. This makes it ideal for serving customers in remote areas, on mobile networks, or with unstable Wi-Fi, ensuring that every conversation remains clear, consistent, and productive.



Ensuring Security and Compliance

- Implement end-to-end encryption and strict access controls.
- 8x8 solutions are built with [enterprise-grade security](#) and compliance in mind, ensuring adherence to GDPR and industry regulations to protect your data at every level.

Training Teams for Effective Video Communication

- Conduct regular training on video etiquette and engagement best practices.
- Provide technical support for smooth adoption.



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The Future of Video in Business Communications



AI-Powered Automation in Video Customer Support

- AI-driven chatbots with video capabilities for self-service.
- Smart real-time language translation for global interactions.

Expanding Video in Enterprise Security & Digital Interactions

- Advanced biometric verification for secure access.
- AI-driven fraud detection in video authentication.

The Need for Scalable Video Solutions

- Businesses must invest in flexible video platforms for long-term growth.
- 8x8 Jitsi as a Service offer secure, enterprise-grade video solutions.





The Transformative Power of Video in Business

Video is no longer just a communication tool - it's a game-changer for customer support, security, operations, and marketing. To stay competitive, businesses must harness its full potential through powerful solutions like 8x8 Video Interaction and Jitsi as a Service, driving deeper engagement, smarter operations, and unmatched efficiency.

Ready to elevate your business communication?

[Find out more about JaaS](#)

[Find out more about Video Interaction](#)



Conquer complexity with 8x8 Platform for CX

Say goodbye to fragmented data, siloed teams, and disconnected communication, and say hello to the 8x8 Platform for CX. Connect your teams and customers and make smarter, empowered decisions with integrated AI tools and insights to create real results.

For more information contact **hello-cpaas@8x8.com**.

