



PERSONALIZED VIDEOS

Getting personal to impress customers on an individual basis

How can I communicate complex information in a way that is easy to understand and impress my target group? This is a real challenge for customer service and marketing teams in customer-oriented companies. Personalized videos make it possible for you to address your customers directly on an individual basis and impress them using an innovative medium. Expensive personal contacts in customer service can be minimized with this solution.

In the digital age, videos are already well established as a good medium for conveying complex information and as a marketing tool. What's new, is the option of personalizing the content to suit the situation of the individual customer, with personal greetings and even the option of tailored interactions. For instance, you can use personalized videos to personally greet new customers, to proactively explain their bill or to offer a deal that is tailored to suit them. When an individualized customer video is opened, existing customer data can be dynamically added as desired, from a variety of sources. Once the video has been created, it can be used as often as you like for your customer base – and all this can be automated. Send your customers a link to open the video for the relevant campaign, print a QR code at the bottom of the bill you send in the post, or simply make the video available on the customer portal. ➤

PERSONALIZED VIDEOS

- © Personalized text and individualized sound
- © Interactive video
- © Can be sent and prepared using a variety of channels (text message, email, QR code, customer portal).
- © An individual call to action
- © Measurable customer activities
- © Protection of personal data complies with ISO 9001

Once your customer has opened the video, you can then make the personalized content available as dynamic elements, enabling customers to choose for themselves which information is relevant or they wish to undertake a follow-on activity.

With our holistic approach, we help you to implement your personalized video – from the initial idea and development, right through to embedding it in your web environment. Using the storyboard we have developed in partnership with you, we create the video in different data formats, taking into account the desired data sources. We will then be happy to integrate the video into your web environment and ensure that the necessary IT structures are in place to get the video ready for your customers. As well as this, we will of course prepare a structured reporting system so that you can monitor the success of your project.

The Benefits

The combination of visual information with spoken text and personalized greetings results in high levels of attention, trust and acceptance. Increase customer loyalty by creating impressive, exciting customer experiences. By proactively informing your customers about frequently asked questions, you will see a sustained reduction in service contacts and therefore in your costs as well. Alternatively, you could also enrich your campaign management by using customized offers to exploit the potential for cross-selling and upselling. We would be happy to develop further potential applications that are especially suited to your business. Please get in touch!

OUR EXPERTISE, YOUR BENEFITS

- ◎ Guide to self-service results in a reduction of service costs
- ◎ Supports marketing campaigns
- ◎ Improves the customer experience and increases brand engagement
- ◎ Increases customer satisfaction by proactively providing information
- ◎ Increases cross-selling and upselling
- ◎ Relief of internal processes and employees

Any further questions? Please get in touch with us.

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We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.