5 Core Benefits of Video Chat

With video chat, professional teams can expect a number of intangible benefits such as improved communication, increased productivity and enhanced teamwork; however, what are the tangible benefits when your service team leverages video chat as a business tool?

Oracle Service Cloud has compiled these five core benefits as the top reasons to consider video chat in your service enterprise.

1. GET PERSONAL WITH E-COMMERCE

17% of total US retail sales expected to come from e-commerce by 2022

Create the same strong long-term relationships via e-commerce as you would in physical stores using visual engagement. Reduce the time, stress and frustration customers feel navigating the online buying experience. Additional benefits: escalated buying and improved brand loyalty.

2. IMPROVE PERSONALIZATION AND PROFITABILITY

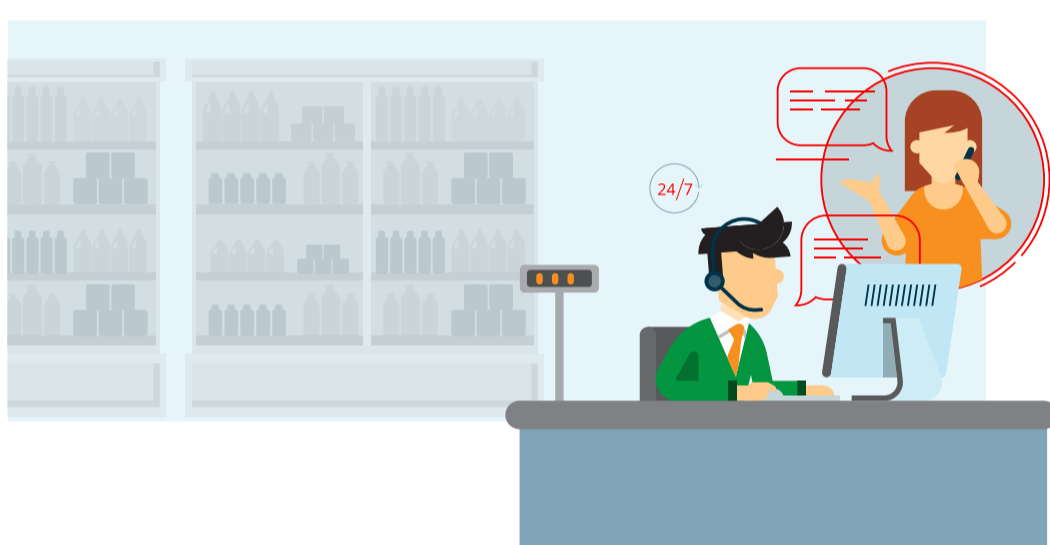**Visual Engagement** leads to a

9.5x customer retention rates

81% increase in annual company revenue

Be face-to-face with customers allowing them to develop a rapport. These personalized engagements encourage additional discussions around customer needs potentially leading to upsell opportunities.

3. MAXIMIZE YOUR BRAND AMBASSADORS

2.5x increase in website conversions

Bridge the gap between in-store and ecommerce while maximizing effectiveness and know-how of in-store employees. Extend your in-store employee interactions with customers on the web via video chat on any device. Higher website conversions and higher employee satisfaction are sure to rise.

4. REDUCE CONFUSION AND MAXIMIZE EFFICIENCY

Video chat gives agents the opportunity to physically see items or visualize where an issue may be present resulting in **less confusion** and **reduced time to resolve** the issue or potentially preventing the return if that item isn't necessarily damaged.

If a customer does need to return a broken item, the agent can determine exactly where the damage is and direct it internally prior to return shipment maximizing efficiency.

## 5. CUSTOMERS ARE ALREADY DOING IT

32% increase in website conversions of surveyed adults used either screen sharing or video chat for customer service last year.
– Forrester quote

Retail, support and diagnostics and financial services organizations are quickly adopting video chat as a standard support channel, often seen as a competitive necessity, especially in Europe. Additionally, with video chat type features a common tool used by a mainstream consumers, many in the workplace are comfortable with its ease of use.

CONCLUSION

Oracle Video Chat and Co-browse capabilities can help you transition your business to visual channel functions. With Oracle, you can benefit from video chat and co-browse features that allow your team to connect visually and emotionally with customers in order to resolve a problem or situation, increase CSAT and NPS, and improve the conversion rate of prospects into buyers.
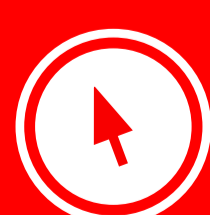
Learn more
For more details: Click Here

ORACLE