



IMPROVE MEMBER ENGAGEMENT WITH PERSONALIZED, INTERACTIVE VIDEO

Consumers are becoming more comfortable using online channels for their day-to-day financial transactions, but still prefer the 'personal touch' when it comes to making critical or complex financial decisions. Members want to engage an expert in your organization to assess their specific needs, but staffing is a challenge. It is expensive, has capacity limitations, and cannot scale.

How then can credit unions provide their members with the personal touch they desire, without having to deal with staffing challenges? Modern technology can offer a perfectly scalable answer – personalized, interactive video. Organizations, across all verticals, can leverage the power of video to create engaging, interactive content that cost-effectively delivers personalized customer care and maximizes ROI at scale.

Video is an optimal way to engage members and has evolved to incorporate personalization and interactive engagement.

Interactive, personalized video gets the attention of members and is ideal for use across the customer journey for onboarding new clients, delivering bills, statements and so much more!

Video visually engages customers and personalization is a powerful way to deliver information and offers that resonate.

The Proof!

72% of customers prefer to watch a video rather than read text to learn about a product or service.

90% of customers who receive a personalized video report greater satisfaction with, and a better understanding of, that company's products and services.

Using a pre-defined workflow, video can:

- Present information
- Explain complex data points
- Gather input
- Perform simple calculations
- Change the flow based on viewer's input
- Deliver a customized offer
- Direct viewers to contact your team

Furthermore, you can design the workflow to suit your needs and to augment tasks performed by your in-person team.

Learn how Doxim CCM Interactive Video can augment your operations, satisfy customers, and boost your bottom line!

Contact a [Doxim CCM expert](#) today



How are personalized, interactive videos created?

Videos are personalized in the same way an email or document is personalized. The member's data is inserted into a predefined workflow or template. This way, the video can address the recipient by name, provide information that is only relevant to that person, and take them on a customized journey.

Interactive capabilities allow the member to make selections to shape the flow of engagement—responding to questions, providing information (they can click a button or input data), and approving outcomes.

The end result is a highly personalized offer, tailored to the viewer's specific needs and choices. This is the digital, on-demand experience that members desire – and it also delivers excellent benefits to your operations and your bottom line.

Personalized, interactive video benefits both members and credit unions

Credit Union organizations that use interactive, personalized videos to enhance their customer experience can count on the following benefits:

- Augment sales and service teams to reduce cost-per-sale/service, while still providing a great CX
- Guide the member on how to use other digital services, or connect with the appropriate customer service rep to resolve an issue before it escalates
- Gather in-depth information on how members engage with the information in the video and use this information to refine future communications.
- Get a measurable, improved return on investment (ROI) based on increased member engagement, conversion, purchase, enrollment, etc.

67%

of customer churn is preventable if the issue is resolved at first touchpoint. Personalized, interactive videos proactively address churn triggers at every touchpoint.

\$1/minute

\$1 Call center services cost approx. \$1/minute. In contrast, personalized, interactive videos cost-effectively scale digital customer service, providing personalized support and interactive elements for self-serve customer care

Doxim CCM clients can leverage personalized, interactive video technology to deliver engaging statements and communications



Doxim CCM leverages our client's existing data to deliver personalized, interactive video experiences at scale. Unlike other bespoke and expensive solutions, Doxim CCM Interactive Video delivers low cost, 1:1 videos from a template that has proven to be effective and yielding maximum ROI.

The visual engagement and real-time interactivity made possible through video, provides the 'personal touch' that drives increased customer satisfaction, better engagement, and high conversion rates.

Doxim CCM Interactive Video is a must-have for any credit union wanting to improve member engagement!

Request a [use case video](#)

About Doxim

Doxim is the customer communications management and engagement technology leader serving financial and regulated markets, providing omnichannel document and payment solutions that transform experiences to strengthen engagement throughout the entire lifecycle. The Doxim Platform helps clients communicate reliably and effectively, improve cross-sell and upsell opportunities, and drive increased loyalty and wallet share through personalized communications and easy-to-use payment processes. The platform addresses key digitization, operational efficiency, and customer experience challenges through our suite of plug-and-play, integrated, SaaS software and technology solutions. Learn more at www.doxim.com