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Using video for B2C in contact centres – integrating with existing workflows

16 May 2019

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Your team from Pexip:

Anders Løkke
Marketing Manager

@anderslokke

Graham Walsh
Director of Architecture

@graham_walsh

What you will take away from this session

Using video for B2C communication

Understanding the use case – and the external threat

Compliance, security, and other concerns

Integrating with existing communication workflows

Telehealth Video Technology Is Helping the VA Reach More Vets

For the first time ever, the VA surpassed more than one million annual video telehealth patient visits last fiscal year. More than 393,000 veterans are using video technology to monitor their prescriptions at home, check in with their primary-care teams, and consult with specialists hundreds of miles away.

More than 780,000 veterans used one of the VA's three telehealth features during more than 2.2 million interactions with more than 900 VA sites to access clinical care in more than 50 medical specialties.

What exactly is the outside threat?

BANK

Santander to close 140 branches – but if you're affected here's where you can bank instead

Callum Mason, News Reporter

23 January 2019

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The reality

99% **increase in mobile and online transactions**

Source: moneysavingexpert.com

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The reality

23% **decline in in-branch transactions**

Source: moneysavingexpert.com

Pay
G Pay

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The reality

.. retaining customer trust through visual communication is fundamental for organizations ..

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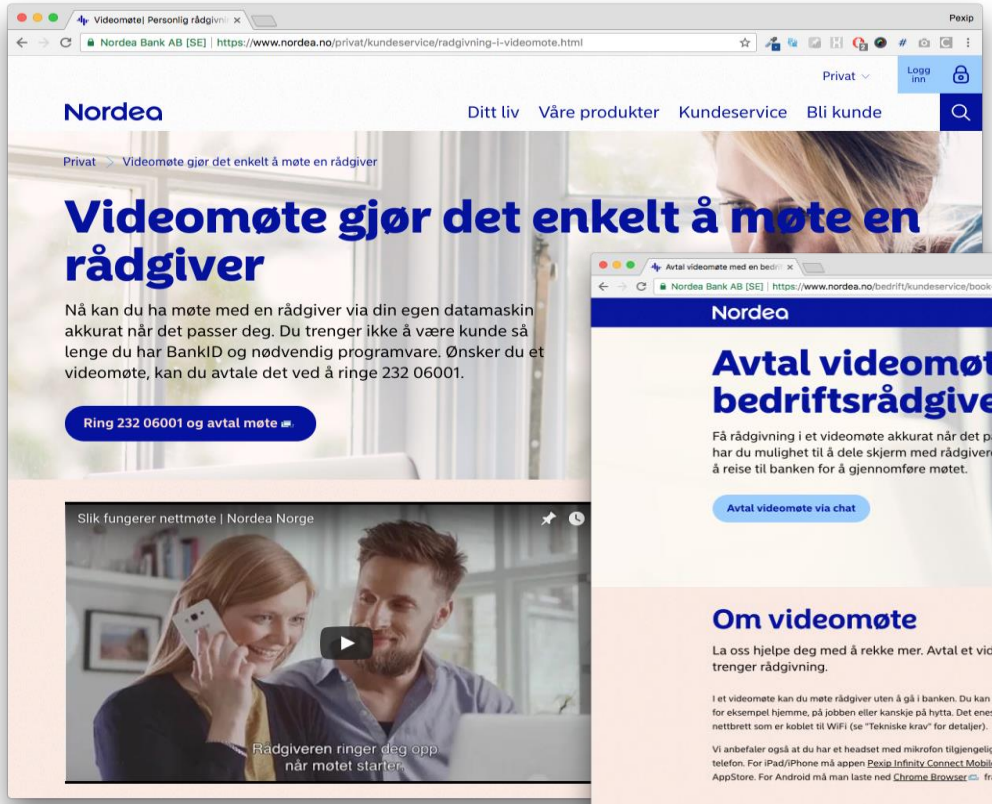
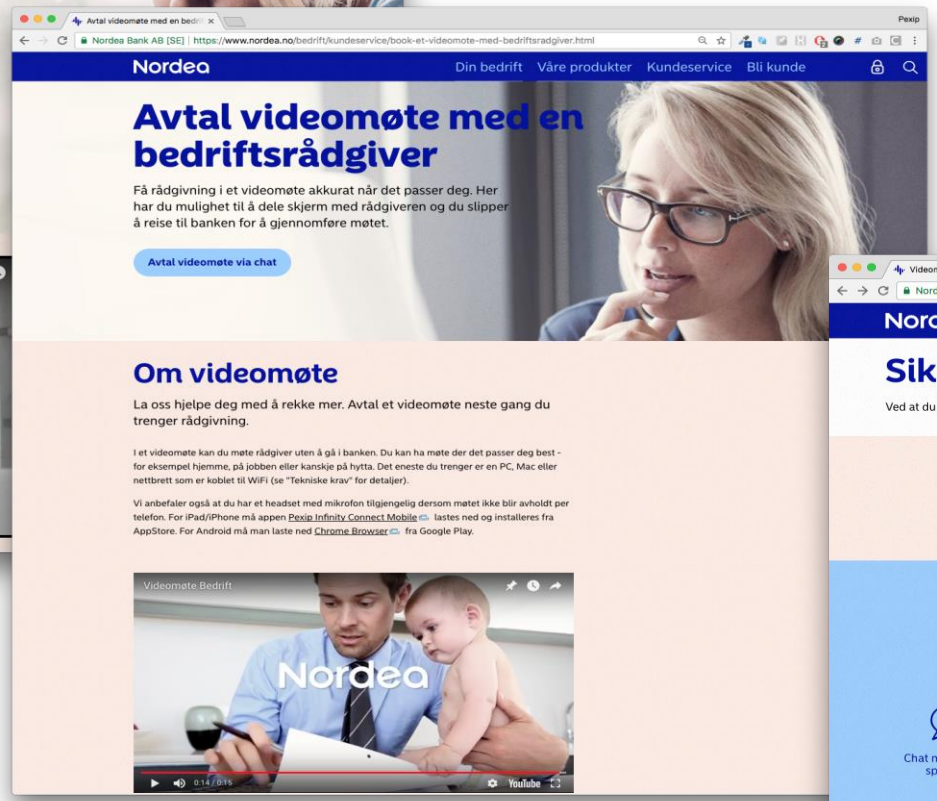
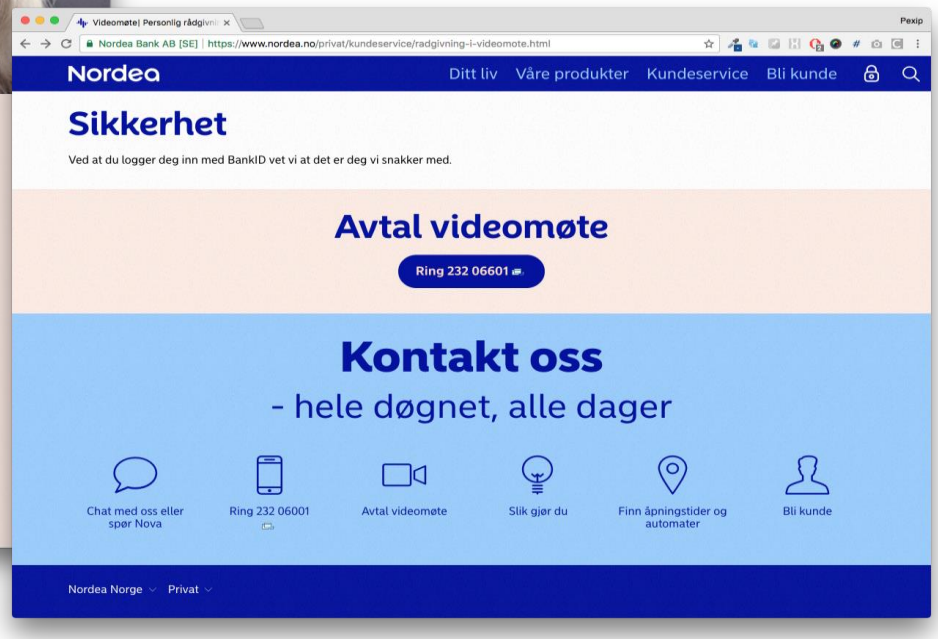


Consumers



Business banking meetings



Secure chat, voice, video with 2FA

- Actively promoting meeting advisors on video
- Secure with two factor authentication
- Chat, phone, or video meetings

Teknologi

Ansetter 60 rådgivere etter kraftig vekst i videomøter

Nordea inviterte brukerne til å slippe å møte opp i banken til fordel for videomøter - og ble tatt på sengen av suksessen.

2 min Publisert: 07.05.17 — 20.53 Oppdatert: 2 år siden

Jon Sætre og Nordea må ha nye lokaler vis-à-vis Nordea-bygget på Majorstuen for å huse nye rådgivere som er spesialisert på videomøter. (Foto: Elin Høyland)

“This is working better than we expected. I’d rather give my left arm than going back to our previous solution.”

– Program Manager, Nordea

Nordea

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Healthcare organizations face big challenges

Clinical

Access to care

People in remote areas cannot always see a doctor in person.

Patient satisfaction

Patients expect service and answers fast.

Medical device integration

Devices exist in siloes, creating barriers to care.

Organizational

Disjointed collaboration tools

Use a combination of meeting solutions

Legacy infrastructure

Outdated hardware faces end-of-life

Need simple, reliable video meetings

Distributed teams need high-quality meetings

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Improve care quality and patient satisfaction using video

Register telehealth carts to our service for video consults

Quality of Service network enables secure, high-quality video

Remotely connect patients and providers

Patients can speak with caregivers using a mobile app, browser, or desktop client

Integrate medical devices

APIs connect your devices to EMR workflows

Video is equally relevant in every part of the patient journey

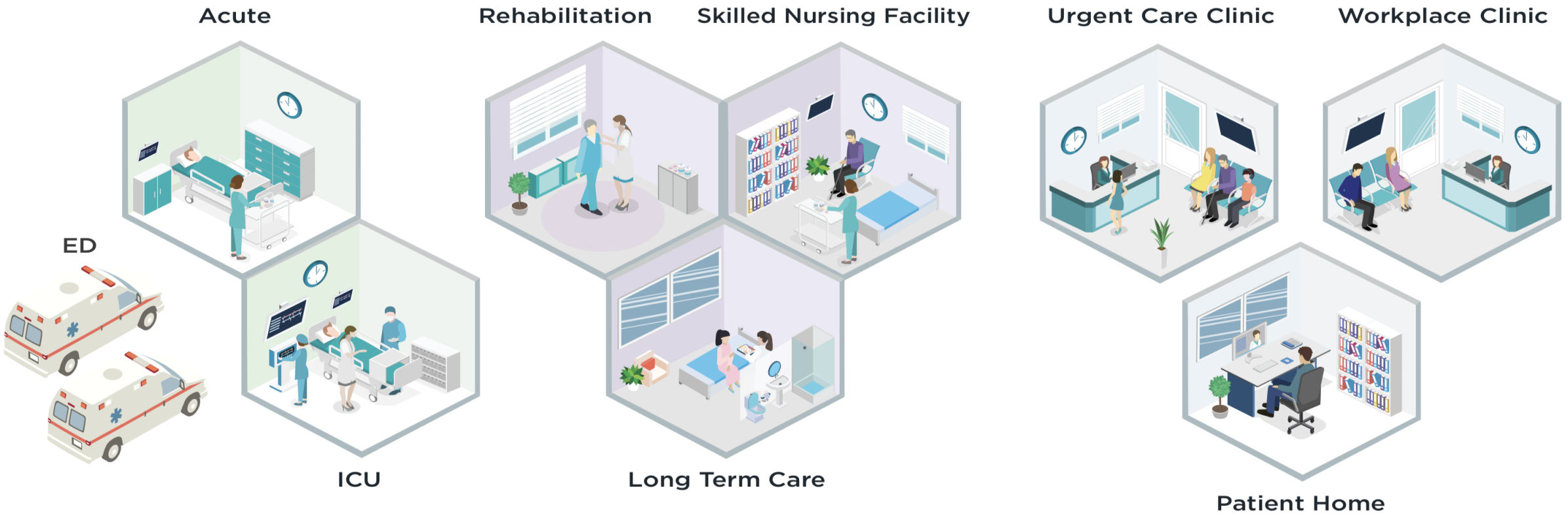
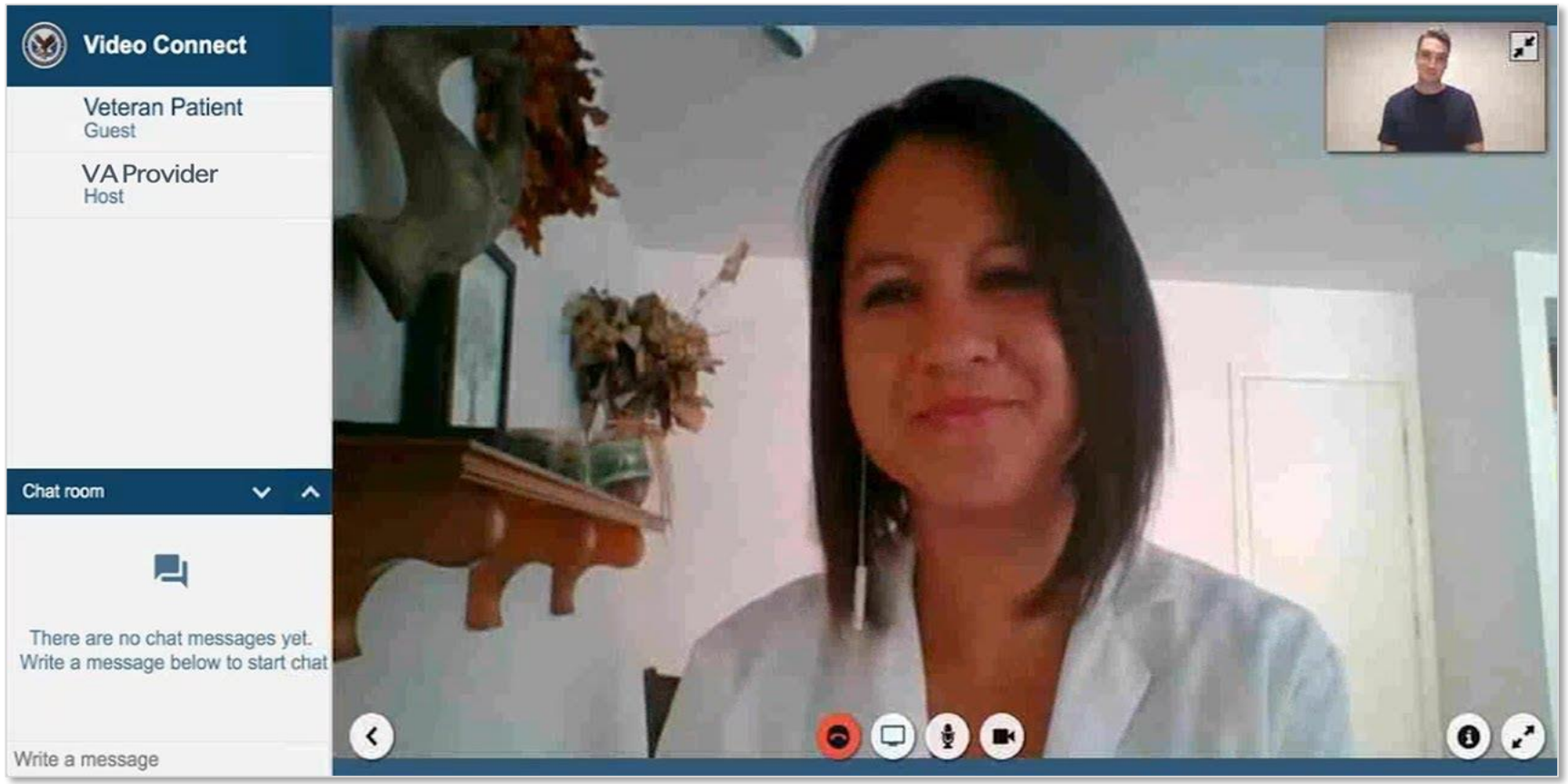


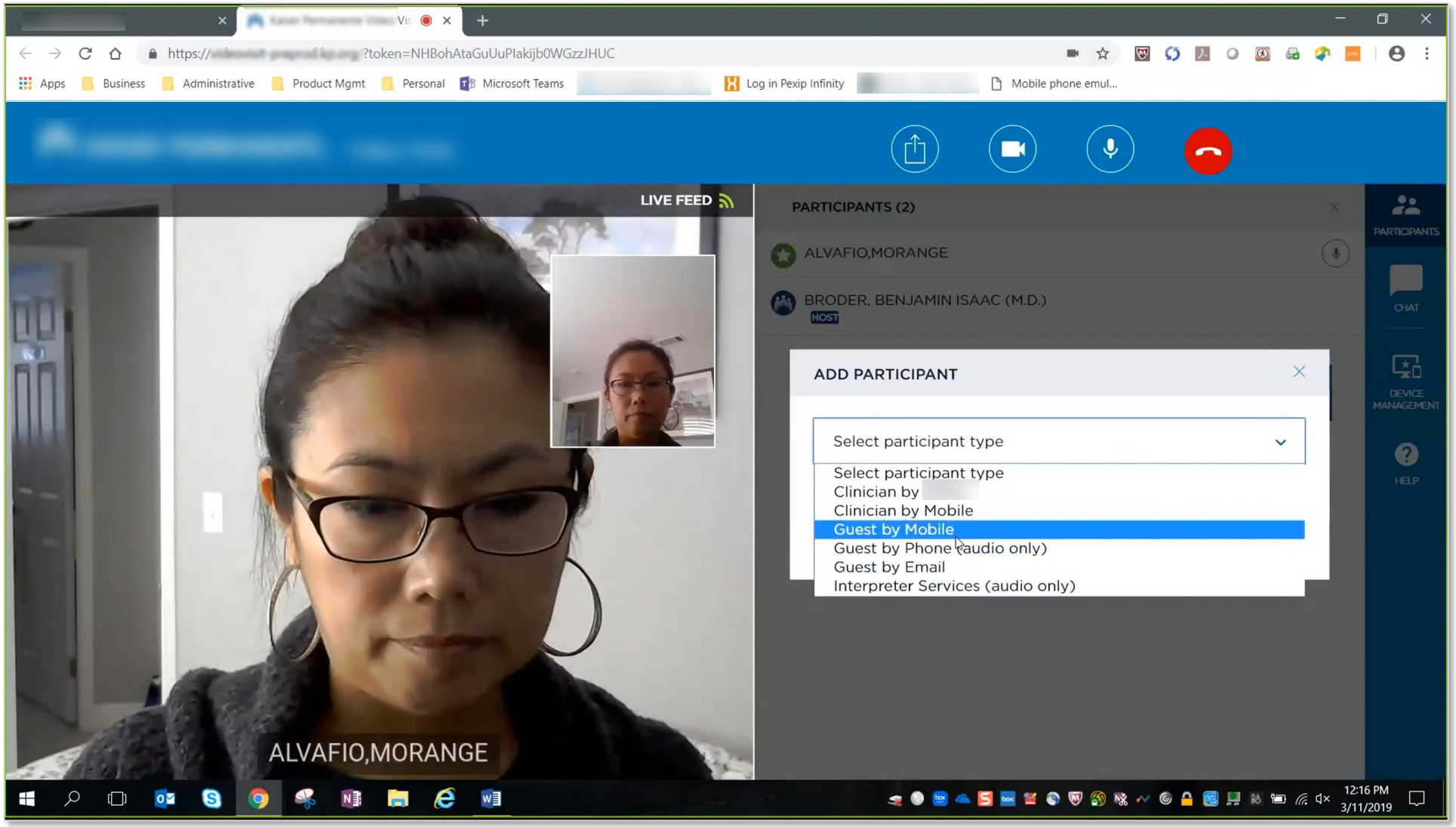
illustration credit: yorktel.com

Source: Norwegian national television



Source: US Department of Veterans Affairs

Source: US Department of Veterans Affairs



Source: Pexip customer

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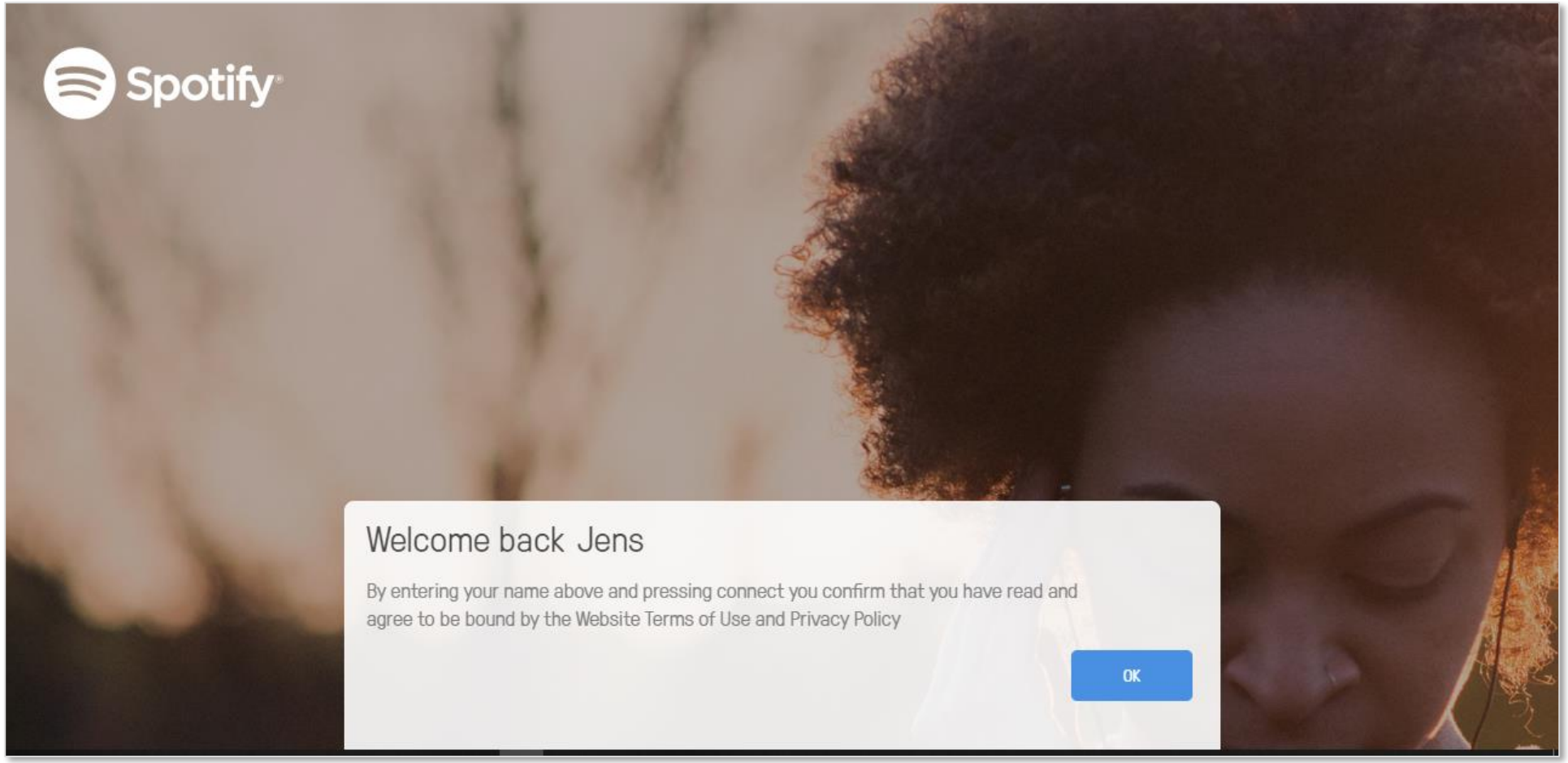
The reality

36% **of customers would like to use real-time video chat to connect to a customer agent.**

Source: Talkdesk infographic



Source: Pexip customer

AAdvantage Platinum
DIVIDEND MILES
US AIRWAYS
Miles & More
Lufthansa
Executive Club
GOLD
GOLD
MEDALLION
JOHN Q. SAMPLE
9999999999
VALID THRU 2/12
DELTA
SKYMILES
Frequent flyer
Airline
User Name
Password
Account #
Web Site
Phone
Valid Until

What do I need to think about when integrating with existing workflows then?

Key questions to ask yourself

What is my situation – which problem am I trying to address?

What are current workflows I need to integrate with – are they relevant?

With the consumer in mind, how do I build a video application that is easy to use?

Existing communications

Skype for Business

...

Contact centre applications

GENESYS

Enghouse Interactive

talkdesk

...

APIs and connectors

Media transcoding

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Consumer applications

WebRTC

Compliance, security, and other concerns

What about compliance and security then? Can anyone see our meetings, and access our data?

Compliance

Pexip does not have access to any personal details or other data covered under the DPA / GDPR regulations

You own the GDPR agreement with your consumer client

So what do I need to do as an enterprise – how do I get started, where do I begin?

Key questions to ask yourself

Are any of the key use cases relevant to me?

What is it that I want to accomplish?

Summary

- Pexip has considerable experience with bridging the gap between organisations and consumers using video
- You can have Pexip as a dedicated software platform or as a service depending on your organization’s needs and requirements

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Q & A

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See us

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For more information:

pexip.com

docs.pexip.com

info@pexip.com