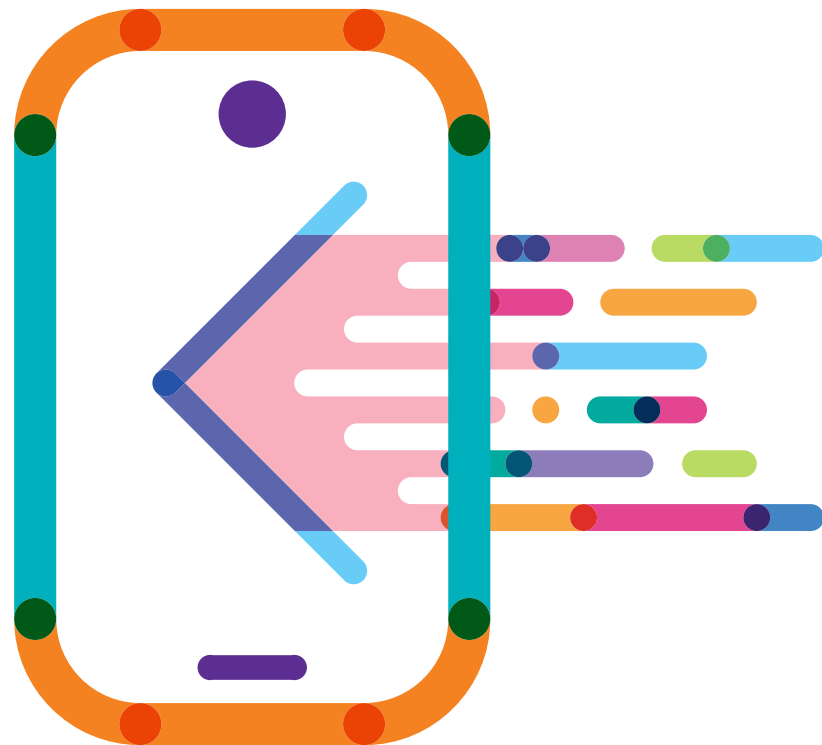


# Video email increases engagement and consumer satisfaction





**Problem  
statement /  
Business challenge**



One of our clients has an ongoing global initiative to become the best in customer satisfaction (CSAT) measured by benchmarking against 15 other CPG companies. While their consumer engagement services program has instituted many measures for a more personalized consumer experience, the email channel was still falling under this goal.



## The solution:

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Video email response capability was a perfect solution to further advance our capabilities in delivering a personalized consumer experience. This pilot proved to be very successful and we look forward to increasing our video interactions.

- Director of Consumer Engagement, Client

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While working with the client, we figured that replying to consumer inquiries with personalized videos could be a great way to surprise and delight them. The project intended to improve consumer satisfaction by creating a more personalized email experience. Partner interviews identified a vendor specializing in video communications and the service delivery department designed the implementation plan. The team recruited and trained internal personnel for the new video email channel, while choosing to hire external talent with experience in video creation and editing. Specific consumer cases were reviewed, and the team prepared short one-to-two minute videos addressing inquiries or complaints in a personalized manner.

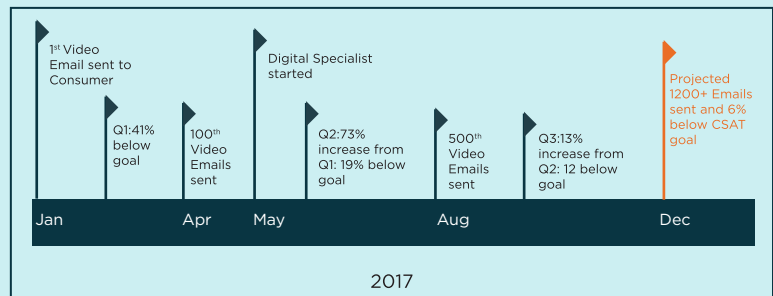
The benefits of video in email marketing:

- Integrates with the CRM and is hyperlinked with unlimited storage
- Built-in and customizable purge process
- QC feature allows agents to re-record before sending
- Library creation for repurposing reusable videos
- Receive live notifications while checking emails
- Website overlay for branding and service offer click through reporting

## Business benefits for the client



Year-to-date CSAT scores are approaching the BIC goal and the client is looking to expand the use of this solution. The consumer response has been tremendous with unprecedented positive feedback. Improving consumer satisfaction in the email channel by creating a more personalized experience is clearly accomplished by HCL Technologies email video marketing.



As brands find more innovative ways to grab the consumer's attention, video has become a meaningful part of the strategic conversation. Video is no longer an upcoming marketing tactic, It's a powerful way to communicate the brand story, explain the value proposition, and build relationships with consumers.

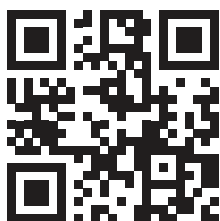
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