



# VIDEO COMMUNICATION & CUSTOMER RELATIONSHIP

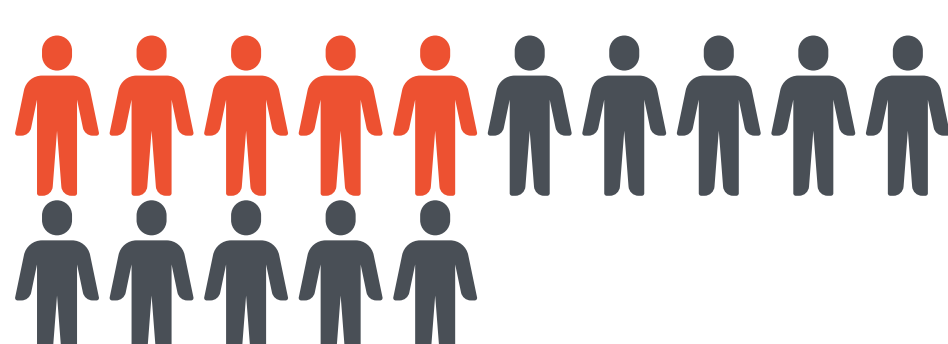
## THE IMPORTANCE OF CUSTOMER RELATIONS

**97%** of consumers consider the quality of customer service as an important criterion

**66%** of clients are likely to switch brands if they feel they have been treated like a number

**97%** of satisfied customers share their positive opinion with at least 6 people 

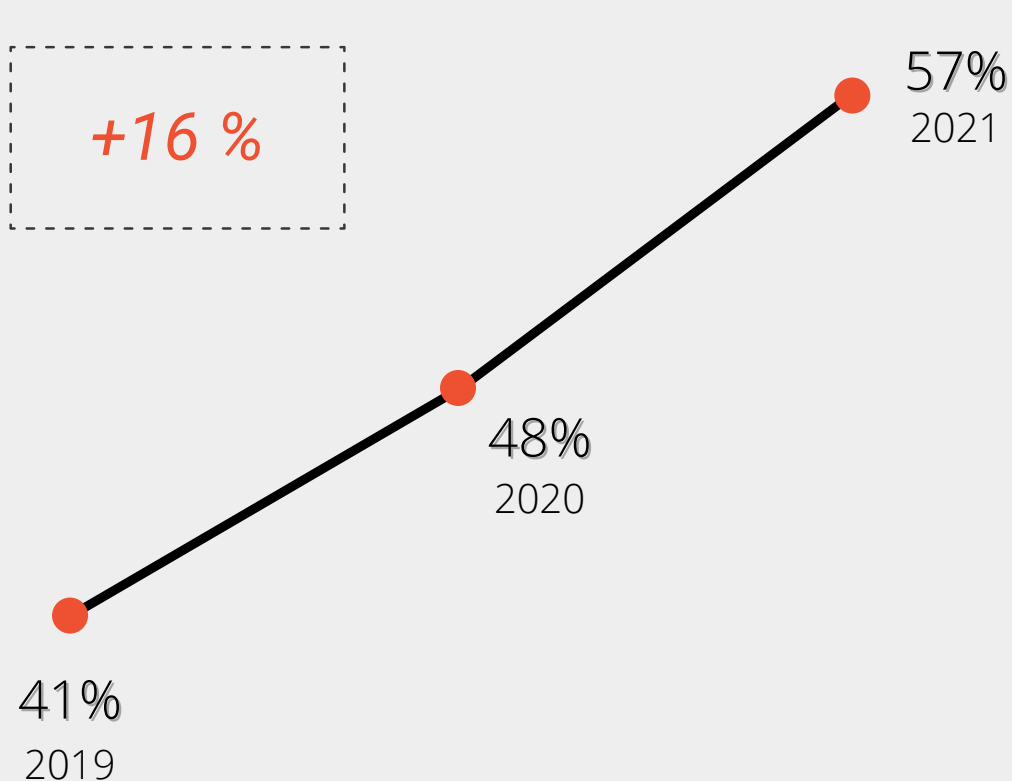
**13%** of unsatisfied customers share their negative feedback with at least 15 people 



## ZOOM ON THE USE OF VIDEO FOR CUSTOMER RELATIONS

The use of video for customer interactions with customers is increasing...

And should continue to grow...



By the end of 2022, **65%** of companies will use video to communicate with customers



## THE PERCEPTION OF THE VIDEO

Customers think that video communication :

Companies believe that video communication :

**82%** Bring people closer

Builds a better relationship with customers **59%**

**59%** Reduces aggressiveness

Helps agents understand the customers' feelings **52%**

**45%** Provides better availability of brands

Make the interactions more effective **45%**

**47%** Gives companies an innovative image

Offers more personal interactions **47%**



## VIDEO COMMUNICATION APPEALS THE FRENCH

**77%** of French people would like to be able to activate the camera on their smartphone and show the situation to the advisor instead of describing it

**95%** of customers were satisfied when they used the video call channel

**60%** of French people choose the brand that offers video as an additional contact channel

**63%** of French people have more and more requests for remote video chat

**30%** of French people say they would switch brands if the brand offered video chat as an additional tool

