



# The Personalized Video Experience

## Are you sending out the same generic messaging to millions of customers?

Today, meaningful, rich engagement isn't about MORE messages; it's about BETTER messages. With higher bandwidth and more powerful devices, video has become the standard, but video alone isn't enough to get noticed. The Amdocs Personalized Video Experience gives your users immersive, custom-crafted video content adapted to their unique data, history, interests, usage patterns, and interactions, so your message gets through loud and clear. Even better, videos can be interactive, allowing customers to click to convert or even customize their video to update it in real time. Create bespoke video content for millions of users with just a few clicks and send it out through a range of channels to deliver the right message to the right audience – and start seeing results right away.

Regardless of demographics, every single customer has one thing in common – they love content that's all about them. Personalized, immersive video is all about providing dynamic content that puts the customer front and center.

**Personalized video goes beyond repeating the customer's name: it taps into CRM and other deep-dive data to connect with the user as an individual – even at scale.**

- ▶ Your customers are bombarded by generic messages and even entertaining video content often fails to catch their attention
- ▶ But they're also hard-wired to pay attention when content speaks directly to them
- ▶ Targeted video messages prove you're paying attention and build deeper, more lasting relationships

Merging data and video gives you a new way to achieve what sometimes seems impossible – capturing and retaining customers' interest and engagement with content that stands out from the digital noise.

### Relieve sales & support teams

Point and click to create immersive video content that guides users through the entire customer life cycle, from product selection and sales to onboarding to billing, self-service, support, and beyond.

### Unparalleled business results

Get better clickthrough, lower churn, higher conversions and upgrades, and massive improvement in NPS with meaningful video personalization.

### Engagement – with a smile

Entertain and delight your users with relevant content that speaks to them directly, powered by your existing CRM, billing, and other data.

### Fast, friendly, and flexible

A range of possibilities, from personalized video, infographics, and GIFs that autoplay in email to dynamic video ads, make sure your message gets seen.

# Personalized Video Impact Across the Entire Life Cycle



## Acquisition

Dynamic video ads drive conversions with targeted, scalable video content for niche customer segments, earning up to 7x ROAS.



## Sales

Personalized video marketing lets you upsell and cross-sell with the most relevant and compelling offerings.



## Onboarding

Add a human touch with a personalized welcome message, setup support, and more.



## Service

Use bill explainers to cut down on calls and improve self-service with friendly and interactive video guides.



## Retention

Take advantage of key moments like anniversaries and renewals, or tie in loyalty program benefits for a stickier experience.

The Amdocs Personalized Video Experience, powered by Idomoo, lets you use data you already have to speak directly to your customers and reuse video content so it keeps on delivering value. Consumers have come to expect generic interactions – and they’ll be delighted when you exceed those expectations and let them know that they really do matter. Put a smile on their face and have them opening every single message to watch their one-of-a-kind video. It’s not just a gimmick; by tapping into individual customer data, you’ll be able to talk to customers the way they want to be talked to – personally. Launch interactive, two-way conversations that build brand loyalty and set you apart from the competition. And it’s easy to use and scale, even for millions of customers.

1. **Video content is king.** Video content has the kind of power and influence you can’t get any other way. But video resources are time-consuming to create and inefficient if you’re only going to use them once. Personalized video assets are unique to every single customer. They can even auto-update in real time with live data, so they’re always evergreen.
2. **Easy to set up.** Our personalized video platform provides an intuitive interface to build in automation and integrations, including APIs. Get campaigns up and running in days and track results easily in a real-time analytics dashboard.
3. **Deliver the wow.** Give your customers something they haven’t seen a million times before and make every interaction fun and personal while building a sense of community. When customers feel heard, NPS goes up and churn goes down.

Amdocs works with telcos to harness the best of today’s technology solutions to create end-to-end solutions for next-generation customer experience. We make it easier than you ever imagined to stand out with data-driven video that really makes an impression – growing your reach, nurturing leads, and building customer relationships for life.