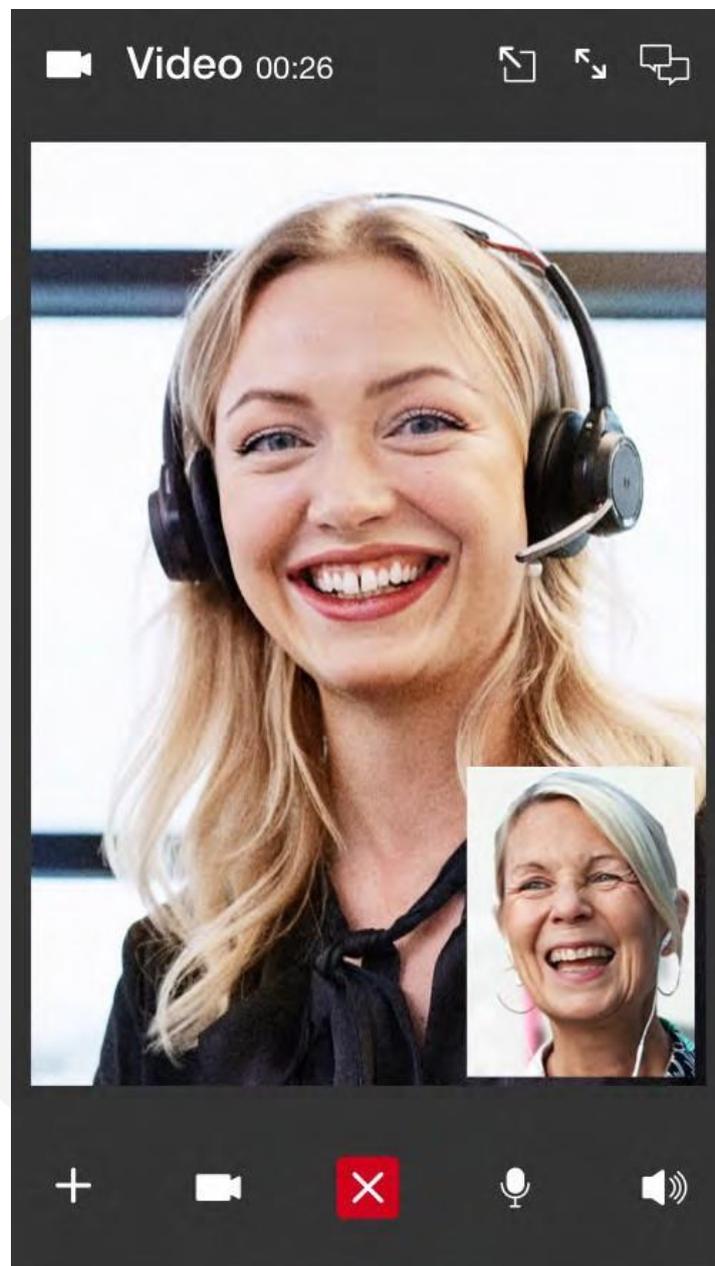


MAKING CONVERSATIONS FLOW



VIDEO MEETING

– Like a live meeting — without being in the same place!



LIKE A LIVE MEETING — WITHOUT BEING IN THE SAME PLACE!

Something happens when we humans meet face to face. Making eye contact helps lay the foundation for a friendly, long-term relationship. There are also situations when it makes life easier to see things with your own eyes. For you as a customer it feels reassuring to see how your insurance premium has been calculated on your screen during your call, and if you are a service technician, life is made so much easier if you can get a look at the “wire and the flashing box” the customer is talking about.

It's easy to think of a video meeting as a telephone call, but with a picture. However, this is not the case. A video meeting is like meeting for real, but without the travel time. It is just as flexible as it is sustainable. Moreover, it is effective as remote meetings are often briefer.

Video is a fast-growing medium. The *Swedes and the Internet* survey from 2018 revealed that 64 per cent of respondents stated that they use video to communicate, a rise of 24 percentage points over three years. Everything suggests that we have only just scratched the surface of the potential out there. If you consider that virtually all people rarely leave their connected smart phone behind, and that people today neither want to wait for, nor need to travel anywhere to get help. Furthermore, some authorities equate the video meeting to a physical meeting from a legal aspect.

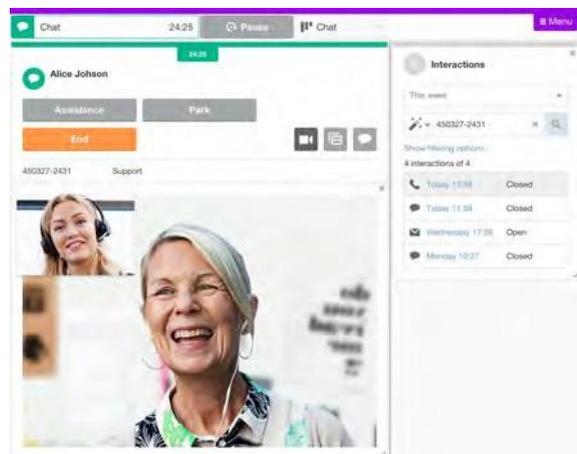
In this white paper we explain how to create customer and business benefits using video meetings, what to think about in order to succeed and provide an enticing glimpse of the future. Welcome to the meeting – on screen!

TECHNOLOGY MEETS MAN

When you start the process of selecting a technical platform for your video meetings, it's a smart move to involve business operations from the very start. Is what you are planning feasible to implement? Does it suit your way of working? Does the solution you are considering meet the requirements of your future customer meeting? If you are planning for advisory meetings by video, you need to find out if, for example, there are requests for three-way discussions. Perhaps an interpreter or a relative who is at a separate location needs to be included in the meeting?

It's also important to opt for a solution that is so simple to use that the customer is up and running with a single push of a button. This is especially important when it comes to meetings on the fly. The interface needs to be intuitive and the meeting experience should feel seamless. For many people, it is crucial to have the option of switching between channels over the course of the conversation with the customer and that the historical data follows along.

During the implementation, you also need to decide on where to hold and for whom to pitch the video meeting. Should it be visible to everyone or exclusively to certain customers in certain situations?



Provide the customer service employee with effective tools with the option of switching between channels

HOW TO MAKE YOUR VIDEO MEETING A SUCCESS

FRAME THE MEETING CORRECTLY

Whether we are talking about a meeting on the fly or a booked meeting, it still needs to be framed correctly. This ensures that the customer gets a good impression of your organisation, feels reassured and can concentrate on what the meeting is all about. If you are holding a meeting and the customer sees two of your colleagues standing in the background talking to each other, there is a risk that it will draw attention away from the meeting. In addition, you risk being distracted from the meeting you are holding. If it is a meeting that would have taken place behind closed doors if meeting live, your video meeting should be framed in the same way.

Also keep in mind that the surroundings should reflect your line of business. A patient who has a video meeting with a health care specialist probably expects to see white walls, while a customer who calls a service technician thinks it is perfectly natural that the backdrop looks like a control centre.

SUITED AND BOOTED?

A sound basic rule is that the person holding the meeting should be dressed just like if he or she would be in a physical meeting. A smart dress isn't necessarily the answer, as you may risk creating distance to the person you are talking to. But if you are a doctor, the customer probably expects a white coat and if you are a bank employee, there is a risk that the customer might choke on their coffee if you are sporting a thrash metal T-shirt.

The clothes and other equipment that the customer sees, such as headsets, must match your brand and the customer's expectation. Think about what the best solution is and talk to the staff about an appropriate code of conduct. In general, you can say that guidelines are useful while rules are not quite so appealing!

TIPS FROM TELIA'S STUDIO

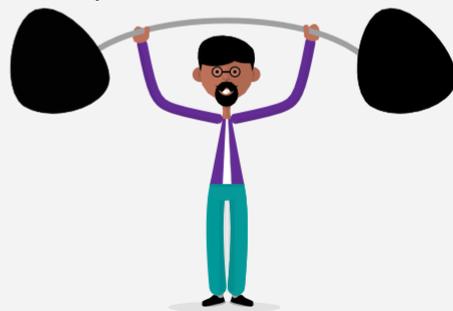
800 films are recorded every year at Telia's in-house studio. These include everything from short greetings to the organisation to trend tracking with our experts and full-day events. Over the years, the staff at the studio have encountered most of the pitfalls and lived to tell the tale. Here they share their best advice!

HOW TO AVOID MISTAKES!

- It is good to sit in an environment where there is constant light. If the sun suddenly shines in from one side, you risk appearing like half of your face has disappeared.
- Go for simple and solid colours and avoid small patterns and striped clothing as you may look strange to the person you are meeting on-screen. Stripes, for example, can look like they are moving about.
- The audio quality is more important than the picture quality. Yes, you read correctly! If the sound quality is poor, you will not have a positive meeting, and a good picture does not compensate for poor audio. Choose a microphone that captures the sound well.

PRACTICE AHEAD OF TIME

There are certainly some individuals who can throw themselves into the video meeting world and deliver a top performance off the cuff. But this is not the case for most of us. It is not uncommon to feel hesitant even to having a go at it, but with a little training, our experience is that most people think it is both enjoyable to learn something new and that they can handle it with confidence.



Make yourself feel at ease by going through the basics such as where to look and what to think about when you make gestures.

The customer sees everything we do. In most cases, it is also unnecessary that everyone who, for example, meets customers over the phone or in a chat also add video meetings to their repertoire. Different people have different skills, so pick those who want to do it, think it is enjoyable and who represent your business in a positive way on-screen.



MORE TIPS FROM THE STUDIO:

HOW TO SUCCEED IN FRONT OF THE CAMERA

- As a general rule of thumb, try looking a little happier than you normally would when you are in front of the camera. You need to use your face to send the right signals at all times. It's a little like acting!
- Make sure the camera is in line with your eyes. This is important for several reasons. On the one hand you will send out the wrong signals if it looks like you are peering down on someone and not only that, we also appear less good looking.
- Don't look at the person you're talking to, look into the camera! In the studio, they often set up arrows pointing to the camera as a reminder. Keeping your eyes focused on the right spot often requires a lot of training!

SCHEDULED MEETINGS

PROFESSIONAL ADVICE BY VIDEO

Many organisations engaged in advisory activities already offer video meetings. It can be a successful way of developing new customer segments and reaching out to a wider target group, and those who are first to the table in the industry will enjoy a clear competitive advantage.



PLEASE TAKE A SEAT!

The advisory meeting by video should reflect what you might expect from a physical meeting wherever possible. For example, it is good practice to create a virtual lobby or waiting room rather than let the customer wait on hold. Be equally sure to meet the customer at the right time, just as you would if meeting live.

Think "charter trip" and offer crystal clear instructions: Print your tickets and check in two hours before departure. Lunch on the plane is included and the shuttle bus will be waiting outside the terminal. Seek out Suntrip's staff with the bright orange t-shirts

In many meetings, the option of seeing a face is only important at the beginning of the meeting to establish contact. The real benefit lies in having the possibility of using the screen for showing a presentation or examples of how a business deal could be shaped.

DON'T FORGET THE SMALL TALK!

When you meet physically, it is often natural to engage in a little small talk before getting into the actual scheduled topic. Maybe enjoy a cup of coffee together or discuss the weather. Even if you do not touch upon any important issues, small talk has its place. This is where we establish a relationship and create a trusting atmosphere.

A NIFTY ENDING

Plan how to end the meeting on a positive note. Moving suddenly from a pleasant meeting to a black screen is not the best option. A view that says that the meeting has now ended is one alternative, or why not take the opportunity to ask the customer to complete a questionnaire. [Click here to participate in our survey!](#) You will also get useful feedback that can help you improve even more.



VIDEO MEETINGS ON THE FLY

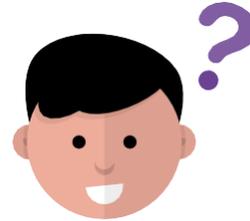
We have already mentioned that most of us nowadays constantly walk around with powerful video meeting equipment in our pockets. We have without a doubt also made clear that most of us want, and expect to receive, good help to address our needs wherever and whenever they arise. People under 30 take video and good service for granted. And for those of us who are a little older, we are well on the way to adapting to this new age as well. The business opportunities for “meetings on the fly” over video are virtually endless.

The key to first-rate on the fly meetings is to keep the customer completely at ease right from the initial contact. This is when the meeting experience begins. If the customer has to wait in line, it is important to notify them about where they are in the queue and provide regular updates. The customer should never have to worry about having been disconnected. Most of us are patient provided we know that everything is in order, but as soon as we think that something might be wrong that patience is quickly lost.

WHAT THE H*** DO I DO?

Every now and then, some of us might buy something that we run into problems while trying to assemble or install by ourselves. Imagine how much easier it would be to receive help connecting a set-top-box by video link compared to over the phone? The support technician can then see what we see and give instructions that we understand to those of us who do not know the names of the various cables. "Take the white cable that is to the left and plug in ...". This service can be offered at a much lower cost than sending out a technician to the home of a customer, and just consider what it does for the relationship when the experience is that you have solved the problem together!

The same way of thinking can be applied to a wide range of areas where you benefit from an expert to make good decisions. It may be when you're left in a pinch in a particular situation, like in the example above, or it could involve situations where we need ongoing support over an extended period of time.



GOOD FOR BUSINESS AND GOOD FOR THE ENVIRONMENT

Video is a smart and effective way of meeting our customers. It opens the possibility to create new value-adding services. Everything points to the fact that it is a medium that will continue to grow over time, and if you follow the implementation procedure it is both simple and enjoyable to work with.

IF VIDEO REVEALS TOO MUCH

Video gives us the opportunity to look into the home of the customer or citizen. You are privy to much more information than the individual is actually telling you. To begin with, you can see if the person looks fit and healthy, and you gain an insight about the person based on their immediate environment. What information is ethical to use, and in what situations do we have a responsibility to act on the information we receive? Is there anything here that we need to consider when making decisions, and is it something that may, or perhaps may not be documented? The best way of addressing these issues varies between different organisations, but it is an important issue for everyone to consider.



But video also plays an important role as part of your long-term sustainability work. We predict that video will get even more boost as environmentally friendly changes continue to gain momentum.



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MORE INFO

Do you want to learn more about the customer interaction of the future?

Let us show how your customer conversations can flow seamlessly by booking a free demo at:

showcase.ace.teliacompany.com