

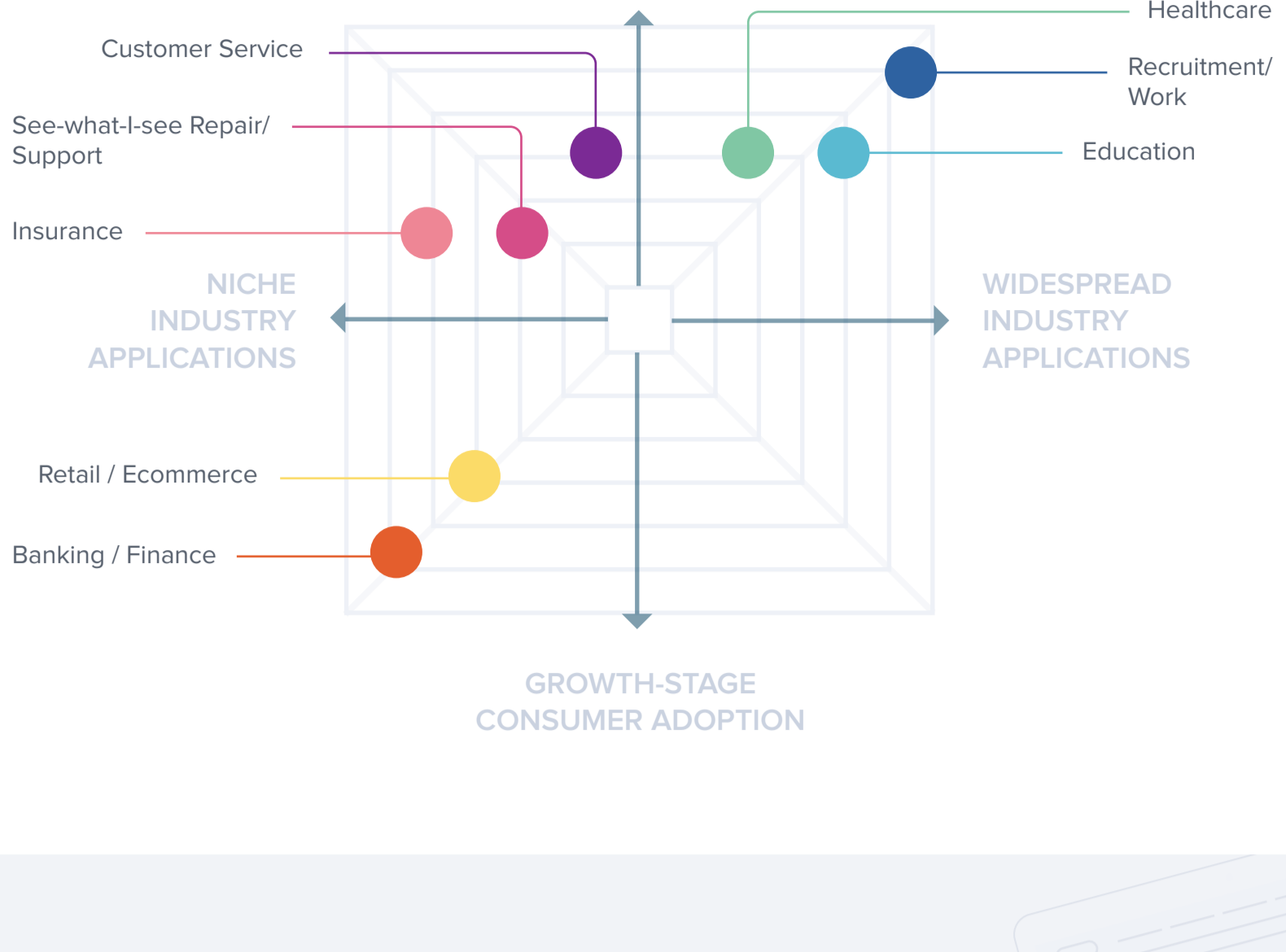
INDUSTRY SPOTLIGHT

From on-demand face-to-face interaction to operational efficiencies and extraordinary customer experiences – live video communications are revolutionizing the way business is done.

Live video is rapidly becoming a standard form of communication in the business world. However, any emerging medium comes with its unique challenges in implementation and adoption – from technological barriers through to regulatory boundaries and consumer behavior.

The TokBox Live Video Maturity Study measures the degree of progress live video has made since 2012 across a range of industries – from the youngest ripening industries to the late bloomers.

The TokBox Live Video Maturity Study

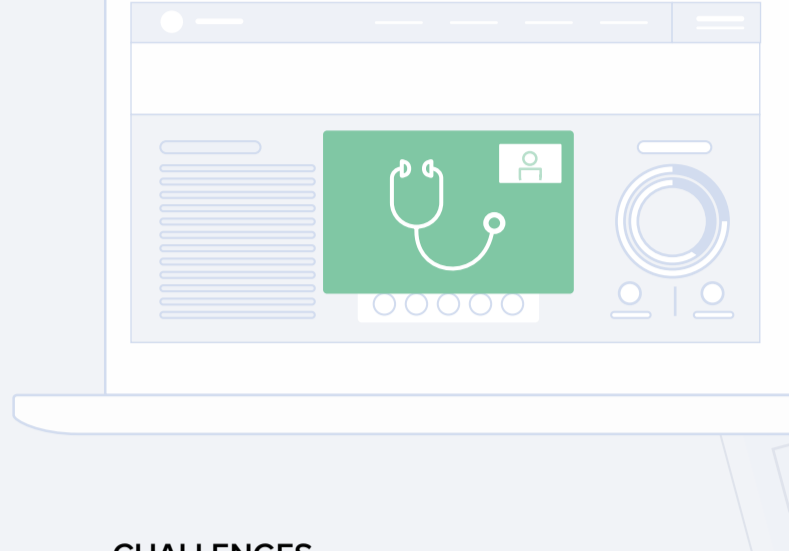


INDUSTRY

Healthcare

USE CASES

- Remote doctor consultations
- Medical imaging collaboration
- Virtual mental health support & counselling
- On-demand wellness and fitness



DRIVERS

- Cost effective care
- Greater access
- Better patient outcomes

CHALLENGES

- Recording and archiving for patient record compliance
- Security and encryption for patient privacy
- HIPAA compliant

60% of people either have or are likely to use live video to chat with a doctor about a non-emergency condition such as renewing a prescription

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Education

USE CASES

- Telepresence learning
- Virtual classrooms
- Online tutoring
- Exam proctoring

DRIVERS

- Greater student engagement
- Improved learning outcomes
- Increases accessibility & reach
- Affordable & cost effective learning

CHALLENGES

- Recording for ongoing learning
- Security & encryption for student privacy
- Screen sharing for collaborative learning
- Annotations for real-time
- Demonstrations

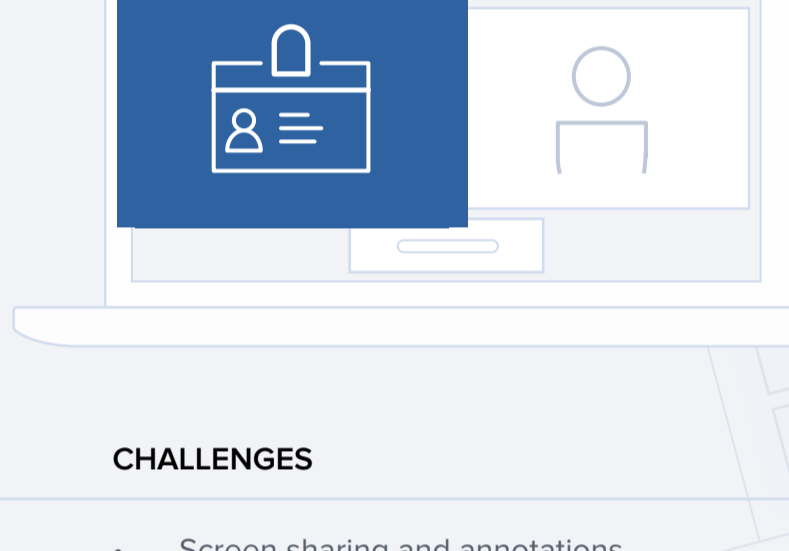
3 in 5 people either have or are likely to use live video to speak with a tutor remotely such as through a language app or education platform

INDUSTRY

Recruitment / Work

USE CASES

- CRM software
- Online recruitment
- Telepresence commuting
- Remote collaboration



DRIVERS

- Boosts employee efficiency
- Reduces travel time
- Access to global talent
- Reduces costs

CHALLENGES

- Screen sharing and annotations
- Embedded video in context of existing workflows
- Security
- Multiple end points

70% of people either have or are likely to use live video to collaborate remotely on a professional work project

1 in 5 people are already using live video to speak with a recruiter or for a job interview with a potential employer

INDUSTRY

Customer Service

USE CASES

- Pre-sales support
- Contact center enquiries
- Identity verifications
- Post-sales support

DRIVERS

- Enhances brand loyalty
- Personalized customer experience
- Efficient customer service

CHALLENGES

- Embedded video to deliver seamless in-context support
- Security and customer privacy
- Screen sharing
- Quality at scale

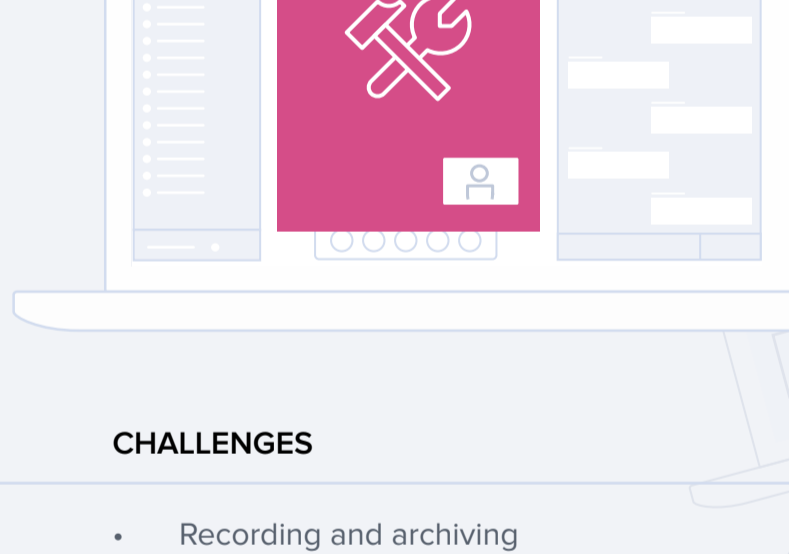
53% of people either have or are likely to use live video to speak with a customer service representative from any major brand

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Repair & Tech Support

USE CASES

- Tradesmen offering remote repair advice
- Customer support troubleshooting a problem
- Remote installation of new services



DRIVERS

- Operational efficiencies
- Cost savings
- Customer experience

CHALLENGES

- Recording and archiving
- Annotations
- Multiple end points

66% either have or are likely to use live video to speak to a customer service or technical expert to help troubleshoot a product such as a wireless router

65% either have or are likely to use live video to speak to a professional tradesperson to guide through a task such as fixing or replacing a part

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Insurance

USE CASES

- See-what-I-see for remote site inspection
- Customer service calls, agent with customer
- Multiparty claim review conferences, with footage review (live or recorded)

DRIVERS

- Efficient, seamless customer experience
- Operational efficiencies
- Liability management

CHALLENGES

- Fully embeddable video
- Multiple endpoints
- Recording and archiving

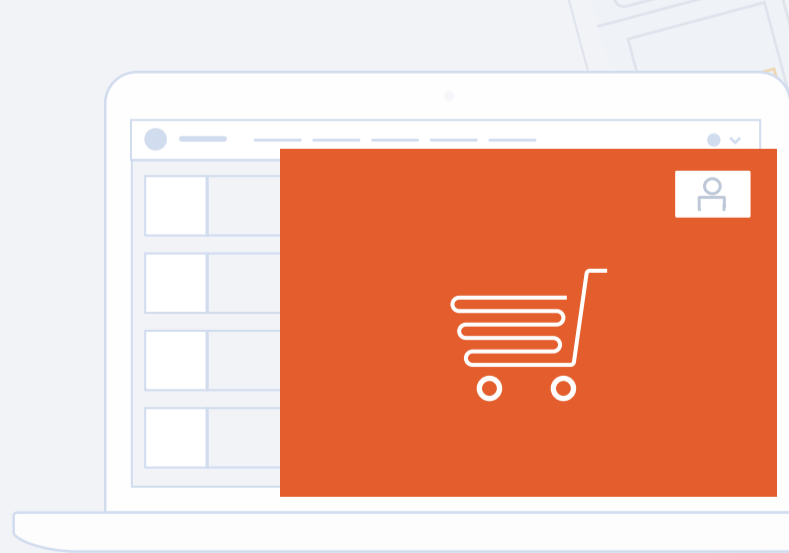
3 in 5 people either have or are likely to use live video to speak with an insurance consultant to show damaged property for an insurance claim such as damage from a car accident

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Retail / Ecommerce

USE CASES

- Pre-sales support
- Post-sales support
- Personal shopping



DRIVERS

- Increases brand loyalty
- Personalized customer service
- Sales efficiencies with personalized service at scale

CHALLENGES

- Quality at scale
- Embeddable live video
- Multiple end points

40% of people either have or are likely to use live video to speak to a retail sales advisor about a product

INDUSTRY

Banking / Finance

USE CASES

- Wealth management
- Retail video banking
- Tax advice
- Identity verifications

DRIVERS

- High-touch customer service at low cost
- Convenient and personalized customer experience

CHALLENGES

- Security and compliance
- Seamless integration into existing systems

37% of people either have or are likely to use live video to speak to a banking or sales advisor about purchasing a financial product such as a loan or mortgage.

42% of people either have or are likely to discuss investment options with a financial planner via live video