

Press Clipping

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Visual engagement

👤 CXM Editorial Team 🕒 August 1, 2014 📁 Latest Digital News

Forward-thinking LV= is to pilot the use of Vizolution's vScreen which uses visuals to improve customer engagement in its life and broker insurance divisions.

The system allows advisers to replicate the experience of a face-to-face interview via remote technology at the customer's convenience, and in a completely secure environment.

It means advisers can show the customer product and regulatory information in real-time and the customer can confirm their understanding via a digital signature. All documentation shared with the customer can be saved securely onto their electronic device for future reference.

One of the key benefits of vScreen is the simplicity of the system and the ease with which the customer can enter a vScreen session. Customers don't need to download any software as vScreen operates over the internet; all that is needed by the client is access to the internet from any device, whether they are a PC, Mac, tablet or smart phone. The unique vScreen technology is designed to eliminate all issues with firewalls, pop-up blockers, downloads and other computer settings. This ensures the firm can engage with their customer every time.

LV= was a winner at the UK Digital Experience Awards, scooping the Global Reviews Award for Digital Experience, and the Best Internal Use of Digital. LV= has also scooped awards at the UK Customer Experience Awards. Find out more about the awards [here](#).

Rod Willmott, Fast Track Director of LV=, said: "LV= is always on the lookout for innovative ways to improve our customers' experience and we decided to explore Vizolution's vScreen to help shape the next generation of call centre experiences."

Bill Safran, CEO of Vizolution, said: "LV= has more than five million members and customers so we are very pleased to be working with them. We are confident that by adding a visual element through the use of vScreen it will enable higher levels of customer interaction, understanding and engagement."

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