



# 10 MYTHS VIDEO BANKING



01



## Too Expensive

Couldn't be farther from the truth. Video banking solutions start at just \$399/month with no capital expenses or hardware. Most ROI's < 1 account.

02



## Customers Won't Use It

Industry data has proven that customers are not "intimidating" in using it, Millennial/Gen Z's are video first calling demographics. Repeat usage is > 80%.

03



## IT Department Is Too Busy

If you have a web developer that can put a Facebook pixel on your website (3 minutes) then your IT team can handle implementing video banking.

04



## Won't Pass Our Security

Video banking passes all global financial service standards and does not store customer financial information. It's a communication channel.

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## Won't Increase Revenue

Online conversation rates can increase 3-4x for new customer acquisition. Account reviews can increase customer wallet share by > 20-40%.

06



## Culture Disruption

Employee culture changes with customer demands and communication. You can add this channel to existing operational support processes.

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## Will Increase Work In Our Call Center

Video banking can reduce call center handle times by > 30%. Yes, video agents should be in an environment and dressed similarly to branch employees.

08



## Change In Retail Strategy

With retail branch locations rapidly declining and digital marketing increasing, new ways for account opening and support are required.

09



## Interactive Tellers=Video Banking

Video banking can't replace interactive tellers but interactive tellers are not a "customer at home" solution. Tellers require real estate, video banking does not.

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## No Video Banking ROI

A Video Banking ROI is simple to figure out based on the implementation area of the bank. Figure out a place to start, capture your real ROI and expand.

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