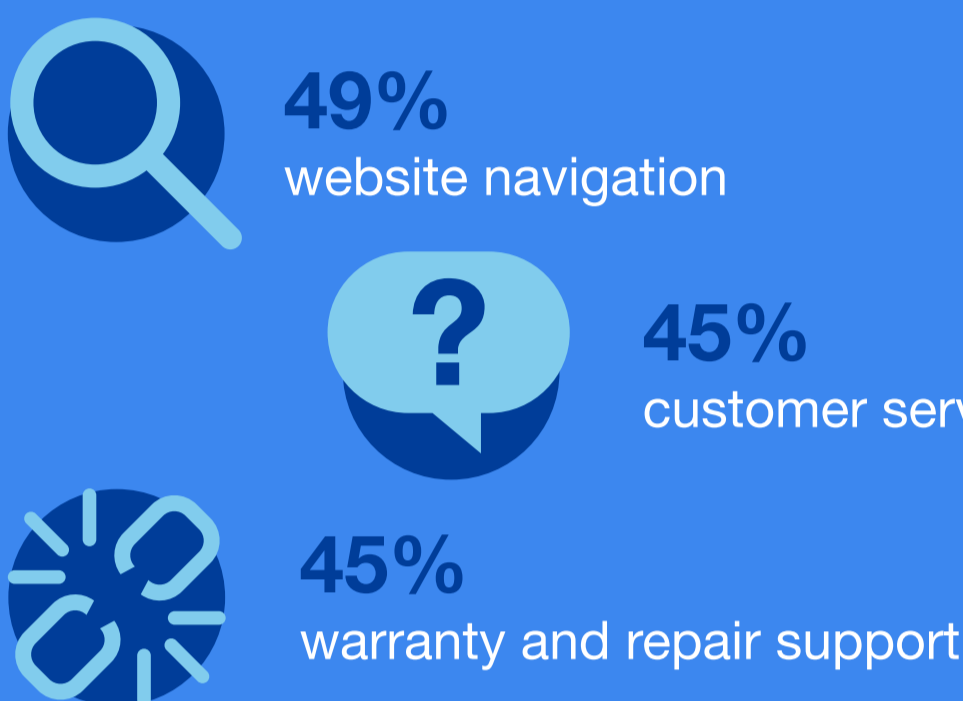# Visual Engagement Technology For The Win

How The Right Visual Engagement Technology Creates An Effortless And Secure Customer Experience In A Remote World

FORRESTER®

Organizations Are Challenged To Meet Top CX Priorities

CX professionals' top priorities — creating a secure and effortless customer experience — are also their top challenges.

VISUAL ENGAGEMENT SOLVES TOP CX CHALLENGES

Visual engagement (video, screen share, etc.) has become the most popular tool behind phone and email. Specifically, for:

49% website navigation

45% customer service

45% warranty and repair support

BUT COMPANIES' CURRENT TOOLS LACK FEATURES NEEDED TO SUCCEED

70% still require a software or app download

62% don't have agent restrictions to improve customer security

62% don't support mobile apps

WITH THE RIGHT CAPABILITIES, VISUAL ENGAGEMENT WILL BE MORE VALUABLE

Top features of a visual engagement tool:

1 Initiate sessions within an app (35%)

2 Mask private or personal data (31%)

3 Support multiple browsers (29%)

COMPANIES INCREASE INVESTMENT IN VISUAL ENGAGEMENT TO MEET CX PRIORITIES

89% of CX professionals plan on investing in visual engagement technology in the next year.

56% expect improved customer satisfaction

56% expect increased customer trust

52% expect improved customer experience

Read the full study