



The Five Big Business Benefits of Video

MAKING CX AND SALES MORE PERSONAL

A COMMUNICATION GAME-CHANGER

For businesses striving to stay ahead in an increasingly digital and competitive landscape, the key lies in building authentic relationships with customers. One emerging and game-changing tool is video communication, a channel that enables businesses to provide personalized customer interactions unrivaled by traditional mediums like phone or email.

Imagine a customer reaching out for support, not just hearing a friendly voice, but actually seeing a live person on the other side of the screen. Video communication is more than just a tool; it's an opportunity to provide authentic, face-to-face connections in a landscape often dominated by impersonal automation. For C-level decision makers looking to maximize customer engagement, video has emerged as a game changer in enabling more emotional connections and enhancing brand loyalty.

Video is more than just a communication tool; it is a medium that fosters genuine human connections by adding emotional intelligence to customer experiences and sales engagements.

Read on to learn what the Ryan Strategic Advisory 2025 CX Technology and Global Services Survey revealed, and how your business can integrate video to improve both near-term KPIs and long-term customer loyalty.

2025 CX TECHNOLOGY AND GLOBAL SERVICES SURVEY

819

BUSINESS
LEADERS

12

COUNTRIES

19

INDUSTRIES

MAKING ENGAGEMENT HUMAN AGAIN

Studies show that customers feel more valued and understood when they interact with a real human being. Aside from spoken words, gestures, body language, and facial expressions carry valuable emotional weight that fosters deeper understanding. Our own Ryan Strategic Advisory 2025 CX Technology and Global Services Survey revealed that 25% of companies expect video chat capabilities in customer service to increase sharply, with industries like healthcare, insurance, and fintech already leading adoption at over 30%. These sectors rely heavily on trust, making video a critical communication tool for handling complex and emotionally charged conversations.

For example, consider a customer submitting an insurance claim after a car accident. The ability to see a supportive representative clearly demonstrating empathy can make all the difference in how the brand's service is perceived. Video doesn't just resolve queries; it strengthens emotional bonds.

LEADING ADOPTERS OF VIDEO:

HEALTHCARE

INSURANCE

FINTECH

EMOTIONAL INTELLIGENCE AT SCALE

Unlike emails, text messages, or engagements via voice, video allows businesses to bring an elevated human presence to digital interactions. Body language, visual cues, and empathetic facial expressions can transform a routine support ticket or sales pitch into an experience that resonates deeply with customers.

Consider this next survey statistic: in 2025, 33% of firms predict that video chat usage will increase moderately, while an additional 25% anticipate significant growth. This continued investment signals video's power to connect on a human level far beyond basic problem resolution. Consumers in industries like retail banking, insurance, and healthcare increasingly seek personal, face-to-face interactions, especially during high-stakes moments like making medical decisions or discussing investment strategies.

58%

OF BUSINESSES
SURVEYED PREDICT
THAT VIDEO
CHAT USAGE
WILL EXPERIENCE
MODERATE OR
SIGNIFICANT GROWTH.

THE FIVE BIG BUSINESS BENEFITS OF VIDEO

1. ELEVATING CUSTOMER EXPERIENCES

Trust is the backbone of customer loyalty, and video makes it easier to build that trust quickly. A 2024 HubSpot report revealed that 94% of customers rate video support as a positive experience, while 70% expressed a preference for video over traditional communication methods like phone calls or emails.

For industries handling sensitive interactions such as healthcare or insurance, video allows customers to feel like they are speaking to a real, empathetic expert who understands their concerns. This personalized, human-centered experience helps to establish long-term loyalty.

94%

OF CUSTOMERS RATE VIDEO SUPPORT AS A POSITIVE EXPERIENCE.

2. INCREASING SALES CONVERSION RATES

Video isn't just good for customers; it's a game-changer for sales. From the Wyzowl 2024 report, 82% of consumers reported being more likely to make a purchase after a video interaction. Why? Because video creates an opportunity to ask questions, receive instantaneous feedback, and interact with sales representatives. Though this can also be done by phone, video enhances the sales experience in a way that feels even more authentic and confident, thereby increasing the likelihood of converting a lead that much more possible.

82%

OF CONSUMERS REPORTED BEING MORE LIKELY TO MAKE A PURCHASE AFTER A VIDEO INTERACTION.

3. REDUCING OPERATING COSTS

Beyond elevating customer experiences and sales conversions, video contributes to reduced operational costs. Businesses in technical industries can use video for remote troubleshooting, eliminating the need for onsite visits. According to a case study referenced in the draft research, an electronics company reduced on-site technician visits by 20% through video-guided troubleshooting.

Similarly, global companies using video conferencing in B2B outside sales are doubling the number of virtual meetings they can host compared to in-person sessions. Video enables businesses to work smarter, save costs, and increase their productivity without compromising relationship-building.

20%

REDUCTION IN ON-SITE TECHNICIAN VISITS FOR A LEADING ELECTRONICS COMPANY

4. APPEALING TO THE VIDEO GENERATION

For the Gen Z consumer, born into a digital-first world, video isn't a novelty; it's a necessity. According to Wyzowl (2024), 86% of Gen Z prefers video content over text formats, while 65% actively expect brands to engage through video calls or real-time interactions (HubSpot, 2024).

These statistics reveal an important dynamic in digital transformation strategies. Younger generations value authenticity and real-time communication as markers of a trustworthy brand. To remain competitive, businesses must adapt to these evolving consumer preferences by not just offering video as an option, but making it a core pillar of their customer service and sales frameworks.

65%

OF GEN Z'S ACTIVELY EXPECT BRANDS TO ENGAGE THROUGH VIDEO CALLS OR REAL-TIME INTERACTIONS

5. FOSTERING INCLUSIVITY AND ACCESSIBILITY

With 430 million people worldwide experiencing hearing impairments in 2024 according to the World Health Organization, video offers unparalleled access and inclusivity. Features like sign language support, real-time captions, and visual communication create an accessible environment for interactions. Businesses catering to diverse audiences can use video effectively to break barriers and communicate with empathy.

VIDEO ISN'T A FUTURE NEED; CUSTOMERS WANT IT NOW

Video communication is no longer a “nice to have” addition to your business playbook. It’s rapidly becoming a competitive differentiator, capable of transforming sales and support functions into measurable ROI engines.

C-level leaders must spearhead investments in video technologies to secure market relevance. From improving customer lifetime value (CLV) to improving operational efficiencies, video presents tangible business opportunities worth prioritizing.

With 49% of enterprises anticipating rises in their CX budgets expected to through 2026 (2025 CX Technology and Global Services Survey), video is undoubtedly set to grow in importance of future-facing strategies for both sales and support. Organizations that implement it now will be well positioned to meet customer expectations and sales goals – both today and tomorrow.

49%

OF ENTERPRISES
ANTICIPATE
INCREASING CX
BUDGETS THROUGH
2026, PAVING THE
WAY FOR ADDING
HIGH-VALUE CHANNELS
LIKE VIDEO

GET STARTED TODAY

START SMALL

Pilot video communication in specific departments, such as sales or customer service.

PARTNER WITH EXPERTS

Collaborate with video platforms offering enterprise-ready features, ensuring alignment with your customer base and operational goals.

LEVERAGE ANALYTICS

Use built-in analytics tools to measure impact areas, such as resolution rates or conversion upgrades post-video interactions.

ABOUT PETER RYAN

Peter Ryan has been at the forefront of the contact center services market advisory for over a decade.

Having begun his career in London at Datamonitor in 2003, he quickly established himself as one of the foremost experts in the burgeoning CRM sector.

Over the course of his career, he has advised contact center outsourcers, their clients, industry associations, and governments on matters ranging from vertical market penetration and service delivery to best practices in offshore positioning.

Peter's expertise in outsourcing has been recognized multiple times. He received the prestigious Best Respected Contact Center Professional award in 2015 from callcentrehelper.com and was included in Fonolo's Top 16 Analysts.

He was also included in each iteration of the Nearshore Americas Power 50 influencers listings, identifying the most important outsourcing executives in the Western Hemisphere.

Throughout his career, Peter has been a much sought-after speaker, headlining multiple events. He has also been frequently quoted in the media on various matters related to BPO and contact centers. Peter has a degree in Political Studies from the University of Saskatchewan and an MBA from Dalhousie University. He lives in Montreal, Quebec.



ABOUT TP

TP is a global digital business services company. With nearly 500,000 inspired and passionate people speaking more than 300 languages, its global scale and local presence allow it to be a force of good in supporting communities, clients, and the environment. It delivers the most advanced, digitally powered business services to help the world's best brands streamline their business in meaningful and sustainable ways.

TP helps organizations gain a competitive advantage through:

- A comprehensive, AI-powered service portfolio from front-office customer care to back-office functions, including Trust and Safety Services that help defend both online users and brand reputation
- A balanced high-tech and high-touch approach blended with deep industry and geographic expertise to make people's lives simpler, faster, and safer
- A proven combination of the most advanced solutions, data analytics, and disciplined processes that helps companies transform and run better
- A range of specialized services such as Collections, Translation and Localization, Visa and Consular Services, and Recruitment Services

