



HOW PERSONALIZATION IS SHAPING OUR EXPERIENCES

Abstract

With rising digital adoption by all and sundry, we see numerous innovations coming to life and our experiences evolving every day. Video marketing is on the rise, and of late, we can see video format used for policy-enrollment verification, the introduction of new products/services, precisely explaining government initiatives, etc.

What's changing to make it a mainstream revenue generation mechanism for businesses when this medium has existed for so long? Many factors are contributing to it - widespread adoption of the internet and mobile phones, more connected devices leading to burgeoning amount of data available for analysis, newer technologies helping unearth customer behavior insights, fast-evolving Artificial Intelligence (AI) refining machines to mimic humans impeccably, etc.

This artifact looks at the usage of personalized videos as a marketing tool and how one offering at Infosys is evolving as a game-changer.

Introduction to Personalized Video

First, let's see a bit on personalization before moving on to video personalization. In simple terms, anything that is customized or tailored to suit one's needs or preferences can be termed as "personalized". Till a few years back, we had to usually rely on local cable channel operators to give cable connection to our TV for watching our favourite sports channels or soap operas. Then came the private players who started offering packages to suit our needs at a premium. When the internet took the world by storm, a new way emerged - streaming of content whenever and wherever needed on our preferred devices. One of the leading OTT (Over-The-Top) players is a leader in this space and extensively uses Artificial Intelligence (AI) to provide personalized content to all users. Its recommendation engine is so strong that it can suggest to us

what to watch next and can show different website content/thumbnails based on an individual's preferences for a particular movie/series. This is an extreme case of personalization and various domains/companies are at varying levels of offering such experiences to their consumers.

Binge-watching is on the rise these days suggesting video is a preferred medium for most of us. An in-depth research on the subject corroborates the same and states that the popularity of the video format continues, and it will remain a priority for marketers in 2021. It also predicts that by 2022, it will account for 82 percent of the world's internet traffic.

Personalized video is delivering contextualized content in the form of (short) videos to end-users based on underlying data. It could be related to the introduction of a new product to

the customers or even helping them in knowing the breakup of any bill or an onboarding tool. Data becomes the crux of delivering good content along with a great presentation, and a good video personalization platform will be able to build on them. It is becoming a preferred medium for enterprises to leverage upon, however, there are various data privacy-related regulations that businesses need to be mindful of before making use of any customer's data.

Some of the benefits of personalized video are listed below:

- Increase click-through rates
- Increase sales
- Increase brand loyalty
- Increase customer satisfaction levels
- Turn end-users into brand ambassadors

Need for Personalized Video and Interactive Personalized Video

The traditional method of communication like sharing product brochures, utility bills, etc. in pdf format is becoming old and customers are demanding newer ways of keeping them engaged and of consuming good content at the same time.

Personalized videos draw the immediate attention of customers and in all probability achieve their purpose which

could be to increase click-through rate, deliver impactful details be it about product/service, explain the details of a bill in an interactive way, etc.

Interactive personalized video takes this one step forward by encouraging a customer to perform an action through that video. For example, adding a "call-to-action" button after displaying the monthly

bill using contextualized video. By clicking on this button, he/she can make payment for a utility bill. This serves dual benefits for both the organizations and the customers i.e., sending/viewing bills and eliciting action like making payment using a single channel. This reduces the number of mediums used to complete a single action.

Role of Artificial Intelligence (AI) in Personalization

We have already seen how a leading OTT player is using AI extensively in its recommendation engine. AI improves personalization based on insights garnered from an end user's behavioural pattern or purchase history. The number of use cases could be far and wide starting from alerting about taking the next vacation,

next movie release of our favourite star to developing a new skill based on the latest trend/our interest. AI would reduce the product/service launch time based on analytics by helping to create the right solution in the beginning rather than receiving feedback post the launch and then fine-tuning it. Advertisements can be

created which will strike the right chord with many customers as it would be based on the analysis of preferences and interests of various segments and personalized advertisements would be shown to the target audience.

Infosys Personalized Smart Video (PSV)

Infosys Personalized Smart Video (PSV) is one of the leading market players. It is a highly scalable real-time video personalization platform. This tool is a web-based video player that renders personalized experiences using a static video template, video metadata which contains information about personalization elements and user data. It provides a personalized video experience using web technologies without creating one video per person. The solution has the capability to transform a generic video

message into a highly intuitive and engaging personalized video with dynamic text, images, charts, annotations, audio, progress bar, call to action, etc.

PSV helps to do the following:

- Redefining video watching experience
- Embedding dynamic content on video
- Reducing call volume to customer support
- Delivering rich personalized content at low cost

- Building branding and loyalty
- Improving customer experience across all web channels

PSV supports personalization in terms of text, image, chart, progress bar, interactive HTTP (Hypertext Transfer Protocol) links in the form of text, buttons, and images, interactive dial-out link for contact numbers, interactive email link, captions, and transcripts.

Case Studies

A couple of case studies have been listed below for reference:

Profile Verification for a Large U.S. Healthcare Company

Challenge: Some of the registered providers (around 60K) failed to update/verify their profile information listed on the public directory.

Solution:

- Leveraging our solution, the company sent out a personalized smart video to all the providers notifying them to verify their information using their respective portals.

Benefits:

- Boosted campaign effectiveness by ~20%
- Improved compliance rate.

Increasing Awareness Among Consumers at a Dutch Energy Firm

Challenge: The client wanted its consumers to be a part of their vision on "Transition towards Greener Planet".

Solution:

- Using PSV, the client sent out an engaging tailored communication to its consumers explaining their electricity consumption and other resources.
- The communication featured a comparison of an individual's consumption with that of an average household.

Benefits:

- Better reach and reception of the campaign.

Boosting Awareness about Subscribed Insurance Plans Amongst Consumers at a Leading U.S. Firm

Challenge: The client wanted to communicate only relevant details of their plans to customers based on their subscription.

Solution:

- Using PSV, the client sent out an engaging tailored communication to its customers explaining the benefit amount and process.
- The communication featured benefits and a feedback survey of users' opinions about the video.

Benefits:

- Better reach and reception of the communication.

Conclusion

We have exciting times ahead of us and if businesses can draw a fine line between making use of customers' data in sensible ways and delivering great personalized experiences to customers then, it's a win-win situation for both!

References

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- <https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html>

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About Us

The incubation center of Infosys called 'Infosys Center for Emerging Technology Solutions' (iCETS) focuses on the incubation of NextGen services and offerings by identifying and building technology capabilities to accelerate innovation. The current areas of incubation include AI & ML, Blockchain, Computer Vision, Conversational interfaces, AR-VR, Deep Learning, Advanced Analytics using video, speech, text, and much more.

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