INFOSYS
PERSONALIZED
SMART VIDEO
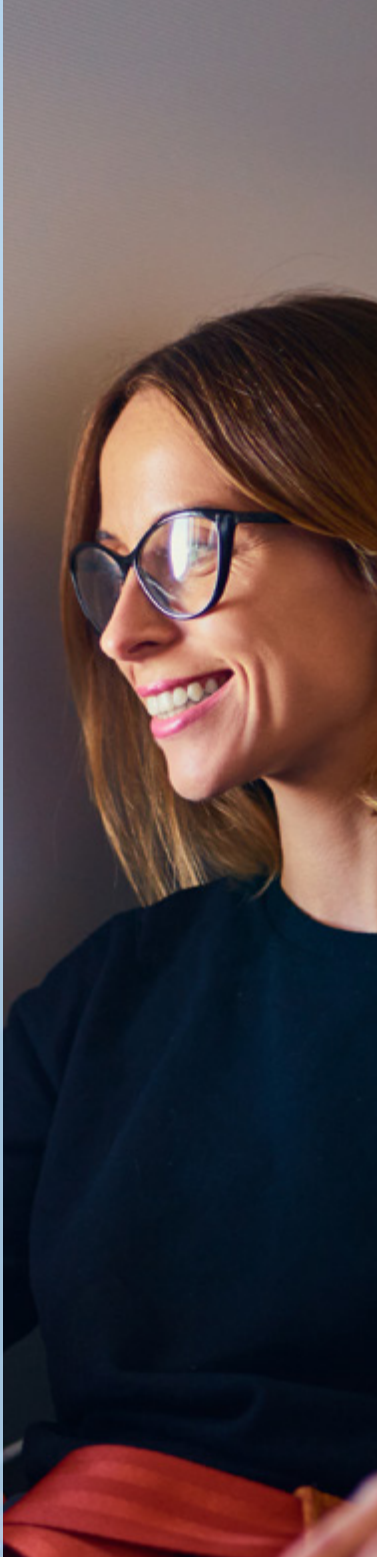
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Video Personalization – Impact & Challenges

Over the last decade, consumer-focused mailers and messages have been flooding mailboxes in an attempt to draw in and build customer relationships. However, generic videos, mails & text no longer create the desired impact for clients and businesses. Supported by a significant amount of data, personalized video content is now the go-to customization for companies that value consumers and take an effort to deliver them tailor-made and relevant media.

Innovative companies looking to pull the market have taken this into account and moved towards using available consumer data to personalize video communication. This has revolutionized the industry with visible upturns in consumer interaction and brand value addition. In this context, the ability to create personalized videos that are targeted in nature can potentially create a definitive edge for organizations seeking better engagement with their stakeholders.

The challenge of personalizing media content has however proved to be a time-consuming affair, with data and video content integration being a major roadblock. It has also placed a significant monetary weight on companies as personalization of video content takes up significant resources. The larger the consumer base, the more time & money is spent on personalizing content and consequently, more on storage infrastructure.

What Infosys brings to the table for Video Personalization

Infosys Personalized Smart Video (PSV) is a highly scalable real-time video personalization platform. Using dynamic text, images, charts and call-to-action buttons, PSV transforms a generic video message into a highly intuitive and personalized video communication. This platform provides a dynamic way to create content-rich interactive videos that contextualize the customer's information. PSV enables enterprises to assemble lean-in personalized storytelling videos that are relevant to their end customers thereby redefining the engagement experience.
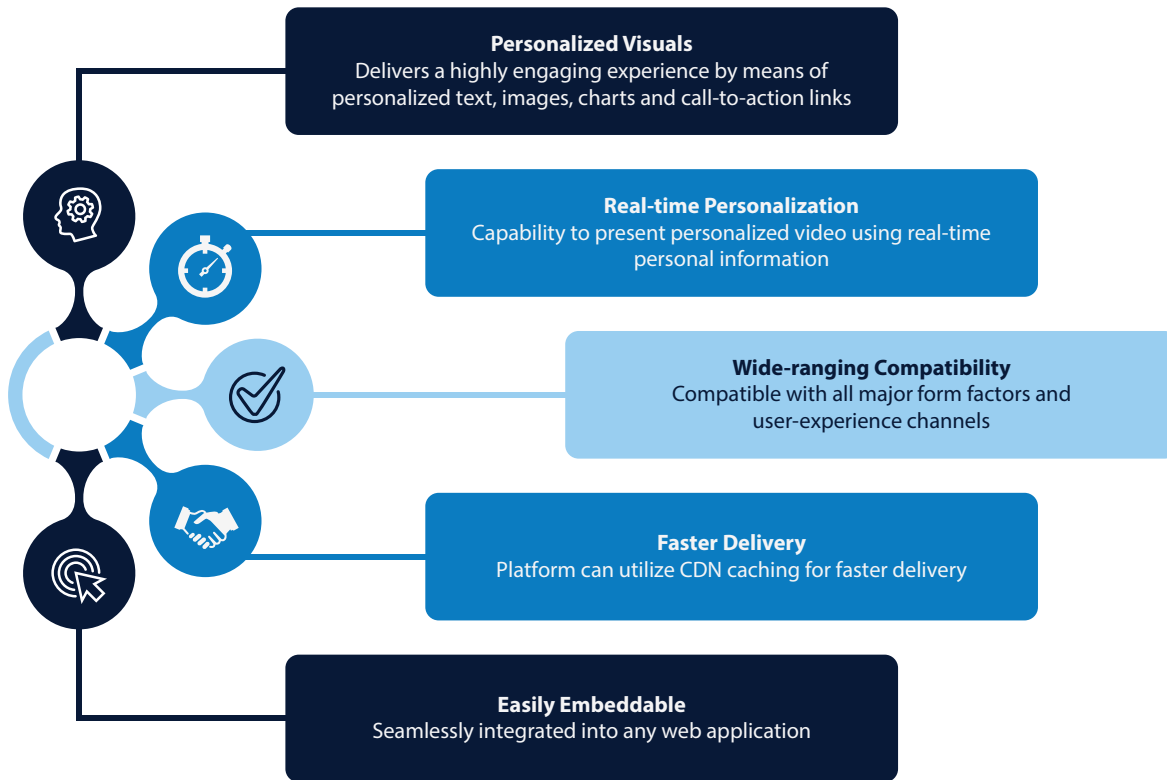
What differentiates PSV from the rest is that any organization looking to personalize content can now do so in minutes and for a fraction of the cost. It enables real-time personalization with seamless data integration and no technical expertise or training requirements.
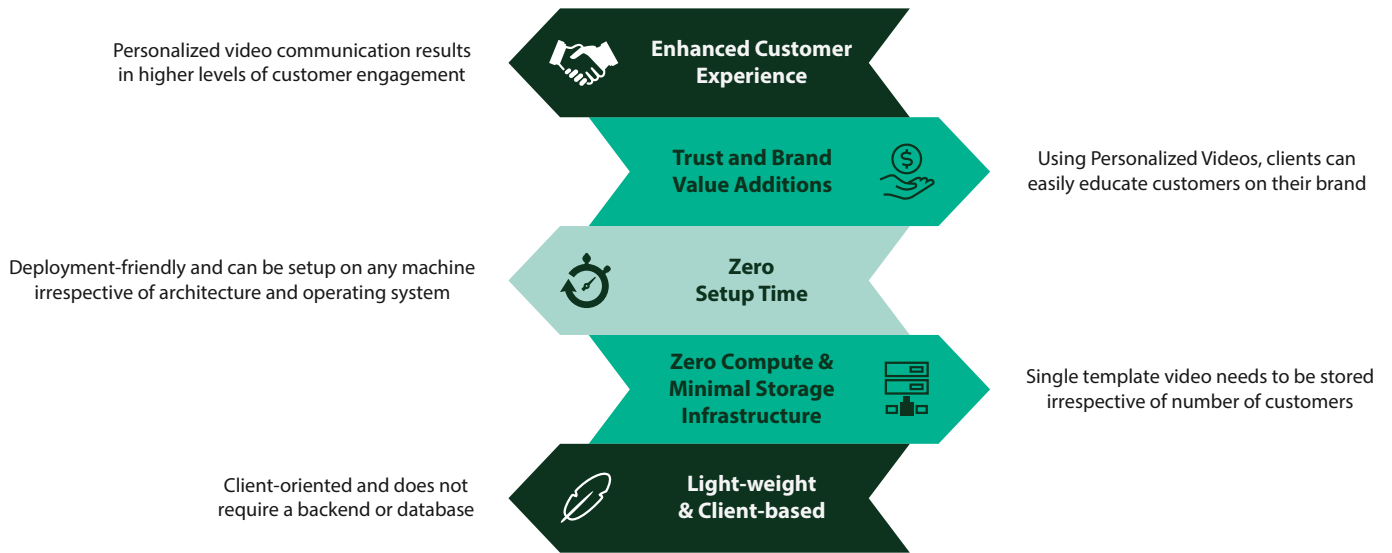
PSV works by following a template-based approach and provides a novel way to embed dynamic content in a video. By overlaying customer data on top of a template video, PSV leverages video reusability and eliminates the need to create "one video per person". Hence, it cuts down on storage infrastructure costs and nullifies the time constraints placed on companies looking to personalize video content. This in turn enables them to churn out personalized communication in breakthrough turnaround times.

Key Features

Personalized Visuals
Delivers a highly engaging experience by means of personalized text, images, charts and call-to-action links

Real-time Personalization
Capability to present personalized video using real-time personal information

Wide-ranging Compatibility
Compatible with all major form factors and user-experience channels

Faster Delivery
Platform can utilize CDN caching for faster delivery

Easily Embeddable
Seamlessly integrated into any web application

Key Benefits

Personalized video communication results in higher levels of customer engagement

Enhanced Customer Experience

Trust and Brand Value Additions

Using Personalized Videos, clients can easily educate customers on their brand

Deployment-friendly and can be setup on any machine irrespective of architecture and operating system

Zero Setup Time

Zero Compute & Minimal Storage Infrastructure

Single template video needs to be stored irrespective of number of customers

Client-oriented and does not require a backend or database

Light-weight & Client-based

For more information, contact askus@infosys.com

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