

INFOSYS PERSONALIZED SMART VIDEO

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.



Key Features

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

Faster Delivery
Platform can utilize CDN caching for faster delivery



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

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

Easily Embeddable
Seamlessly integrated into any web application

Key Benefits



Enhanced Customer Experience

Personalized video communication results in higher levels of customer engagement



Trust and Brand Value Additions

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



Light-weight & Client-based

Client-oriented and does not require a backend or database



Zero Compute & Minimal Storage Infrastructure

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



Zero Setup Time

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

PSV Success Stories



An American managed healthcare company sent out over 180K personalized videos for customer profile verification which improved campaign effectiveness by 20%



An American managed healthcare company leveraged PSV in more than 100k welcome kits of their healthcare plan briefing members on various options and the contact details of their member advocate

About Us

The incubation center of Infosys called 'Infosys Center for Emerging Technology Solutions' (iCETS) focuses on 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. For more information, please reach out to us at icets@infosys.com

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