



FINANCE

Video Conferencing for Financial Services

Enable Affordable, Efficient Customer Advocacy

The current mortgage crisis and global credit crunch have financial institutions under more pressure than ever to maintain consumer confidence and retain business.

Customer satisfaction for financial services is largely determined by the institution's ability to drive customer advocacy, according to a recent survey by Forrester Research. But in a time when companies are cutting budgets and trying to do more with less, achieving real trust is difficult. Enter ACT Conferencing's video collaboration services.

ACT's video solution suite is tailored to the needs of global financial services organizations. Our solutions deliver reliable, high quality collaboration over disparate video systems and networks. We have 4,000 Proximity video suites for use worldwide. If you own video equipment, ACT can manage the bridging or the entire event.

Realize the ROI

For a fraction of the cost of travel, you can connect with your high profile clients in high definition video. ACT can help you realize the potential of your investment whether you rent Proximity suites or you use your video equipment. Increased reliability and quality can remove barriers to user adoption.

Trust your most important client relationships to the experts

If you have a video system that is collecting dust, you may need the expertise of our video engineers on your next call. We test the connections, assist in dialing out to participants and stand by to make sure the event runs smoothly. We apply the same expertise when you rent one of our video suites. Show up and the system is ready to go. In both cases, you are free to concentrate on the meeting, and the flawless execution makes you look good.

Focus on the bottom line

Focus on customer advocacy and retain and grow your customer base. The use of video conferencing can offset costs and maintain your reputation in uneasy times.

Effective communication yields higher returns

In a Watson Wyatt Communications Study (2005/2006), companies that rated high for effective communication have 20 percent lower turnover, 4.5 times more employee engagement and 57 percent higher return on investment.

Video conferencing provides face-to-face communication without the costs, hassles and environmental damage associated with travel. To calculate the savings on your next video conference, visit ACT's Conservation by Collaboration Calculator at www.acttel.com/sustainable/calculator.asp.

About ACT Conferencing

ACT Conferencing delivers customized audio, web and video collaboration services globally. Since 1989, we have serviced customers through our integrated global platform and experienced customer-focused team. Based in Denver, Colorado, USA, we have operations in Australia, Canada, France, Germany, Hong Kong, Malaysia, the Netherlands, Singapore, and the United Kingdom.