



## Recursive Labs Unveils Video-Based Customer Engagement Tool



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Recursive Labs, a developer and innovator of state-of-the-art customer engagement platforms used to facilitate communication between online businesses and their customers, announced today the unveiling of its new Request. Request is the first-of-its-kind customer engagement platform that incorporates live video to enhance online communication.

Request offers a revolutionary way for businesses to interact with their online consumers. Whether using their mobile or desktop computers, with Request, consumers can easily and quickly create a live video by recording their screen and explain their issues or pose their questions in real-time. They are afforded the ability to describe their issues in their own words, in their own voice, and then, with one click, send the video off to the respective business for rapid resolution. This allows the business to easily identify, see and hear the issue being brought to their attention.

Request's patented technology takes virtual queuing – traditionally known as the method by which customers wait back from a customer service agent – to new levels. Request has the capability to view and interpret exactly what is on the user's screen and transcribe it into a video. There are no plug-ins, downloads or installations necessary on the part of the consumer – just a simple click, record and send.

Developed by Recursive Labs' R&D team, Request fully integrates into various Customer Relationship Management

systems such as Salesforce, Zendesk and Microsoft Dynamics. It can immediately create support and sales ticketing system for quick resolution saving customers time and businesses the cost of transcribing the call.

Recursive Labs is known for developing some of the most advanced and secure engagement solutions, designed for customer-conscious industries. To this end, Request is applicable to several verticals, such as financial services, e-commerce and a range of other online marketplaces where one-to-one customer communication and security is integral.

“In an age of heightened emphasis on digital communication, businesses are continually looking for ways to effectively and safely interact with their customers. We developed our pioneering, patented Request technology to direct customer requests to the right agent, reducing the increased demand for digital customer interaction. Request is extremely easy to use for both the consumer and the agent to whom he or she is communicating. It is designed to enable businesses to focus on their customers by meeting their needs while respecting their time. Since consumers have the ability to reach out about their needs whenever it's most convenient, using whatever device they choose, Request positively impacts the customer experience and aids in acquisition. Request saves time by allowing customers to avoid the frustration of waiting in a virtual line, on hold. They can submit requests, ask questions, are looking at, ask questions or simply describe the problem in their own words, which businesses can easily decipher,” said Bud Albers, chief executive officer at Recursive Labs.

“Request has the power to change the way online interaction happens. It directly addresses today's 24/7 expectation for instantaneous access to customer service from anywhere on any device. Request eases frustrations customers witness such as long on-hold phone times and delayed email responses. As the world becomes more digitized, digital customer engagement will become key to creating and sustaining loyal customers. Business leaders will embrace Request technology because their customer-focused agents can communicate more directly, quickly and easily with their customers. Request can enable a more scalable call center and be on the cusp of the future digitization of customer service,” Albers explained.

Brian Leckrone, director of operations at Tone It Up, an online health and fitness platform for women, and Recursive Labs said: “Request is transforming the overall Tone It Up customer experience. By allowing our users to simply notify us in real time, we can quickly react. Seeing the problem just as they see it eliminates the need to transfer the issue to another agent or any user issue. As a result, we can deliver a better product to our customers and more quickly respond to their needs. For a limited time, to maximize the introduction of its advanced technology, Recursive Labs is offering a free 4-week trial. Additionally, the first 100 paying beta customers will receive unlimited video minutes for one year.

Digitization of consumer transactions are growing exponentially. For example, according to a survey produced by the American Bankers Association, digital channels were the most popular way for customers to open credit, savings and checking accounts in 2016. In fact, 64 percent of consumers used digital channels to open a checking account, up from 12 percent in 2014. Furthermore, technology has created a culture of immediacy that has fundamentally changed the way customers and businesses interact. According to an October 2016 Salesforce Report, entitled State of the Connected Customer Insights, this shift has led to an increase in demand for real-time consumer-business interaction. In fact, according to the report, 64 percent of customers expect to interact with businesses both respond and interact with them in real-time. The rise in online consumer-business communication, coupled with evolving customer demands, strategically positions Recursive Labs and its advanced customer engagement solutions to capitalize on the changing dynamics of digital-based interactions.



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