



Engage VideoChime

Powerful In-Call Video Marketing—
A Premium Service

The calling experience has stayed the same for years: when you receive a phone call, you see the name or number of who's calling and maybe a picture of them, if you have it set up that way on your mobile. ***It's time for a change!***

Engage VideoChime is an effective video marketing tool designed for in-call communication. It enables both consumers and enterprises to share personalized short videos, audio clips, and static images with their callers during various stages of a voice or video call. Subscribers of Engage VideoChime can utilize this feature-rich platform to grab the attention of callers by delivering captivating and informative audiovisual content in moments of waiting—as a ringtone, as an announcement, or during hold times.

**Add millions of dollars in new revenue with
over 90% gross margin**



Key Benefits

Enhance Customer Experience

- Revolutionizes the calling experience for individuals and businesses with personalized content.

Strengthen Brand Loyalty

- Reduce attrition and attract younger generation to subscribe for mobile/VoIP service.

Boost Brand Awareness and Sales

- Empower enterprises to give callers the right message at the right time—improving targeted promotion of their brand/ products to generate high quality sales leads.

Increase Revenue From Customers, SMBs, and Enterprises

- A production ready solution for generating new revenue with high margins

Lower Marketing Cost

- Service providers can promote their plans and products to their customers and reduce cost of marketing.

Integrates with Telephony Infrastructure

- Seamless integration with IMS and VoIP telephony infrastructure. No separate app required to drive market adoption.

Key Features

CUSTOMIZABLE

Flexibility to specify media file type (audio, video, or image) to play in different scenarios - welcome greeting, call announcement, ring back tone, on-hold - for different callers and time of the day.

QUALITY OF EXPERIENCE

Bandwidth optimized HD Video and stereo audio quality media.

MULTI-MODAL

Supports different media formats adapted to device capabilities.

INTUITIVE OPERATION

Easy to operate using Visual design tools, APIs, and SDKs.

SCALABLE

Built to meet telco scale - millions of subscribers.

DEEP INSIGHTS

Detailed report for usage tracking & revenue recognition.

MULTI-ACCESS

Works in web-based, UC, cellular, and PSTN in-call experiences.

MULTI-DIRECTIONAL

Works for both inbound and outbound calls.

EASE OF CONTENT MANAGEMENT

Integrates with CSP/enterprise content library portal.

DEPLOYMENT FLEXIBILITY

Hosted in the operator network, private or public cloud.

PROGRAMMABLE PROGRAMMABLE

Drag and drop visual design tool, APIs, SDKs

Key Applications

Contact Center Video Marketing: Businesses can play short videos showcasing product demos, special offers, and promotions. These videos can be played before the call is connected or during hold time, capturing customers' attention, providing engaging and informative content, and ultimately increasing sales.

Outbound Video Caller ID: Call centers can play short videos or use static images as authentic caller ID to increase the chance of a call pick up.

Personalized Video Ring Tone: Allows subscribers to subscribe to a premium service to create personalized video ringtones, adding a fun and customized touch to their communications when connecting with loved ones.

Freemium Calling Services: Mobile/VoIP operators can offer ad-supported free (or reduced cost) voice call services to subscribers by pushing in-call video ads.

Community Message Broadcast: Service providers can play a crucial role in assisting local governments and communities in sharing public safety news, critical announcements, and educational content as in-call announcements.

[Learn More About Engage Video Chime](#)

We Help You Succeed!

Radisy's Engage business model is focused on channels and ensuring our customers are successful in servicing their enterprise, SMB, and consumer customers. We have 20+ years of experience in digital services, supporting our OEM, ISV, and reseller channels with products that offer telco-grade reliability, scalability, serviceability, and automation.



Achieve higher double-digit margins



Compete with cost effective solution



Promote your brand



Training & Support



Professional service to meet custom requirements



Self-Service Developer toolkits



CORPORATE HEADQUARTERS: 8900 NE Walker Road, Suite 130, Hillsboro, OR 97006
+1-503-615-1100 | 800-950-0044 | Fax +1-503-615-1121 | www.radisy.com | info@radisy.com

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