



e-Bill Customer Portals Increase Engagement with Personalized Video

Interactive, customer specific videos provide customer service convenience

ACTON, MA, USA, April 1, 2015 /EINPresswire.com/ -- Sorriso Technologies, provider of bill centered digital customer care solutions, announces [Persona Video™](#), a software package that delivers personalized, interactive customer service videos. Persona Video identifies billing and service exceptions, and provides them with a personalized video explaining the exception and offering advice. Persona Video engages customers in an immediate and preemptive response to potential issues, turning what could be a frustrating phone call into a rich media experience.

Founder and CEO, John A. Kowalonek commented, "We're very excited about Persona Video. It's a simple solution that's better than having a customer service rep walk you through your account. It anticipates a customer's question and speaks to their concerns before they even notice there's an issue. And what's best, Persona Video can be added to a biller's existing portal with minimal effort."

Sorriso premiered a live demonstration of Persona Video at Mobile World Congress just a few weeks ago. Eric Ryan, VP of Product Innovation, reflected on the demo's success at the show, "Our Persona Video demonstration is what really drew people to our stand this year. Billers walk a fine line between automating customer service to reduce OPEX and delighting customers with an engaging experience. The attendees we spoke with saw how Persona Video meets both targets."

Persona Video will be available as a [cloud](#) or on premise offering. It can be purchased as a stand-alone solution, as part of a [Persona customer portal](#), or as an add-on to a company's existing customer portal. It will be available as a general release in summer 2015.

You can view a demonstration of Persona Video at <http://bit.ly/1OW2icQ>

Cara Shorey
Sorriso Technologies
978-365-3900
[email us here](#)

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