

Engage, Educate, and Elevate Customers and Retail Teams

Deliver top-notch virtual events and branded content, effectively train retail sales teams, and engage with customers globally with AI-driven video solutions.



The Gaps Holding Your Retail Potential Back

The retail industry is rapidly evolving, and businesses are facing unique challenges to keep up. These include:

● Low Engagement with Customers and Employees

Static content fails to keep customers and employees engaged, resulting in missed opportunities for both sales and training.

● Inconsistent Product Knowledge Across Stores

Training in-person and online sales staff on new products, offers, and promotions takes time, often resulting in inconsistent information shared with customers.

● High Employee Turnover

Constant onboarding from high employee turnover and talent gaps requires round-the-clock accessible and effective training.

● Delayed Information on Promotions and New Products

Store teams often receive information on new products or promotions too late, creating missed opportunities to upsell or cross-sell.

● Difficulty Tracking Campaign Effectiveness

Retail marketing teams often struggle to measure video campaign engagement and track conversions effectively.

● Data Privacy and Compliance Concerns

Handling customer data securely while remaining compliant with data privacy compliances like GDPR and CCPA is crucial to avoid penalties.

How VIDIZMO Transforms Retail with AI-Powered Video Solutions

VIDIZMO's AI-powered platform empowers retail teams with innovative tools to meet the industry's unique challenges. Here's how:



● Deliver On-Demand and Interactive Training

Quickly train staff on new products, policies, and promotions with training videos on a centralized platform with in-video quizzes and handouts.

● Add Lead Capture Forms in Videos

Add CRM-integrated lead walls within videos and create custom registration forms to give viewers access to your video portal.

● Attach Marketing Resources in Videos

Allow viewers to access additional resources like brochures and product guides by attaching them directly to your videos.

● Host Product Showcases and Launch Events

Use interactive live streaming with live chats and Q/As to showcase new collections, product lines, or store openings.

● Track Campaign Effectiveness

Gain insights into video engagement with views, watch time, content interaction, demographics, and more to measure marketing ROI.

● Redact Store Surveillance Footage

Protect customer and employee privacy by redacting sensitive information in surveillance footage and other media.

● Create Engaging Product Demos

Record your screen and webcam with noise suppression and virtual backgrounds to produce engaging demos for products and features.

● Make Digestible Marketing Content with AI

Break down lengthy content such as webinars and conference recordings with AI-powered chaptering and summarization.

● Search Videos Using AI

Find the exact moment or topic in a video by recognizing spoken words, keywords, topics, and tags.

● Empower Loss Prevention and Security

Automatically detect key activities in surveillance footage, like shopping, trespassing, or robbery to quickly locate and review critical events.

● Add Multilingual Closed Captioning

Ensure accessibility and inclusivity by providing closed captions in multiple languages to support a diverse customer base.

● Customize the Platform to Reflect Your Brand

Maintain brand consistency by tailoring the video platform's look and feel, including logos, fonts, colors, and custom CSS.