



# EML USES ENGAGEONE VIDEO TO INTERACT WITH INJURED WORKERS

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*we help people get their lives back*

## WHO IS EML?

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*we help people get their lives back*

# OUR CUSTOMERS

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*we help people get their lives back*



Government  
Regulator



Injured Workers



Employers

## OUR CHALLENGE

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The workers compensation scheme can be complex and confusing...

*“You are entitled to much more than what they tell you. Nothing is explained in black and white. They use big fancy words.”*

*“There's a lot of confusion.”*

*“It is a stressful system to navigate.”*

*“They did not tell me from the start that I could claim travel expenses for medical appointments.”*

## OUR AIM

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We wanted to make things easier, and for injured workers to feel better informed at the start of their claim

# HOW DO THEY WORK?

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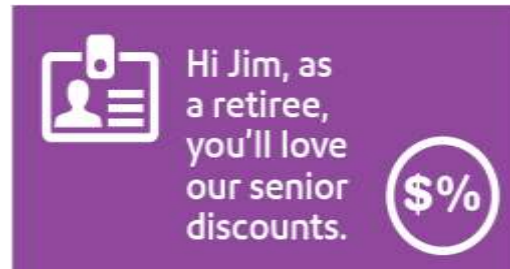
## Traditional video

Everyone sees the same thing.



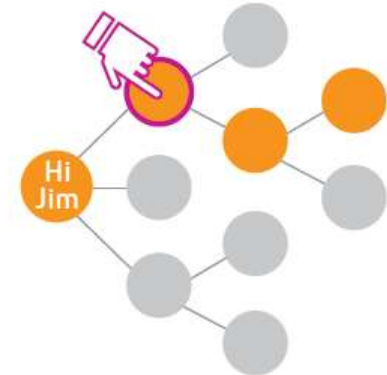
## Personalized video

Each viewer sees their own video.



## Personalized & Interactive Video

Each viewer charts their own unique video experience.



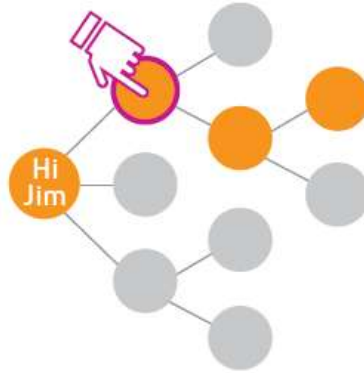
# WHY ENGAGE ONE VIDEO?

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Create a personal connection with viewer

Simplify information provided to our customers

Give our customers the choice in how they interact with us



Replicate our best service conversations

Focus early communication on recovery rather than process

Use analytics to help understand customer behavior

# NEW CLAIM VIDEO PILOT - FEATURES

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Personalization



# NEW CLAIM VIDEO PILOT - FEATURES

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**RETURNING TO WORK:** (Tick as many boxes as you like.)



- 1. How will I know when I'm ready to return to work?
- 2. Planning to return to work
- 3. What support will I have?

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Interaction

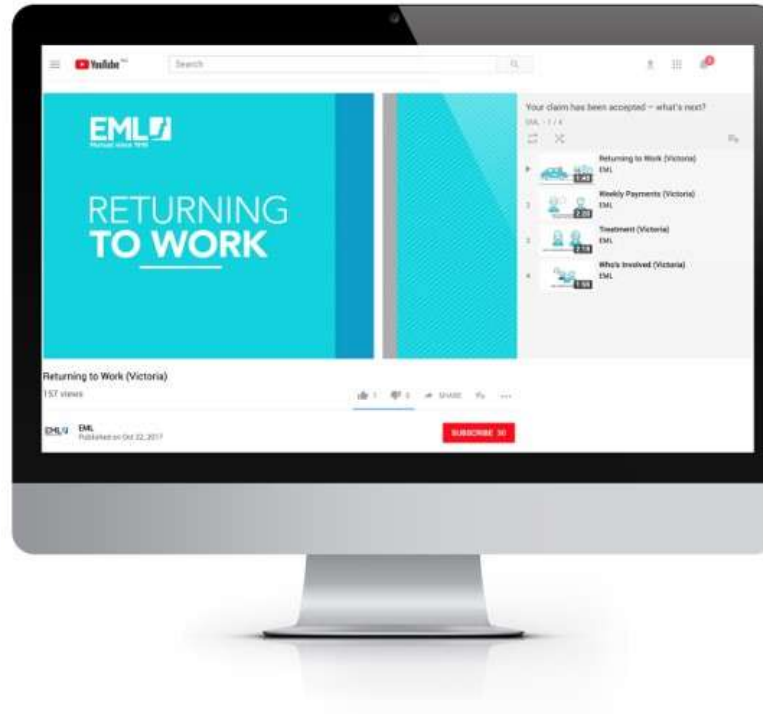
# NEW CLAIM VIDEO PILOT - FEATURES



Links & Calls to Action

# VIDEO DEMO

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Worker video demo

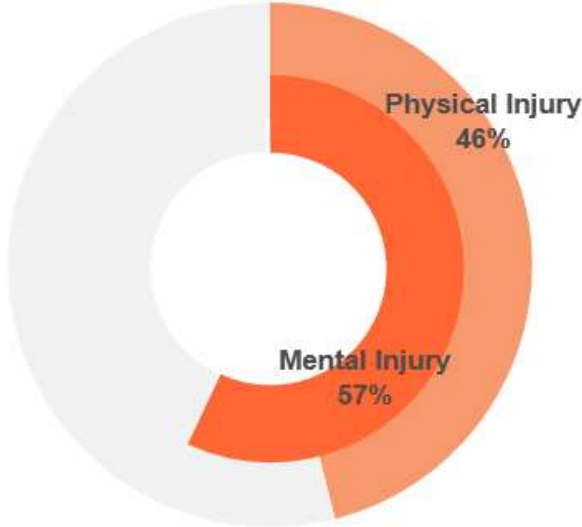


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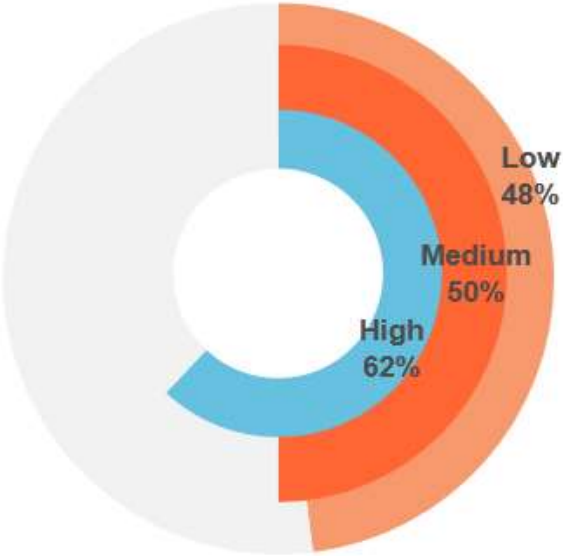
# FINDINGS – VIDEO OPEN RATES

Workers with a mental injury are more likely to open their video, and then they watch more content



Injury Type

The more complex the worker's injury is, the more likely they are to watch their video



Injury Complexity



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# CUSTOMER FEEDBACK

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*I love the details you have provided and the step by step information, thank you!*

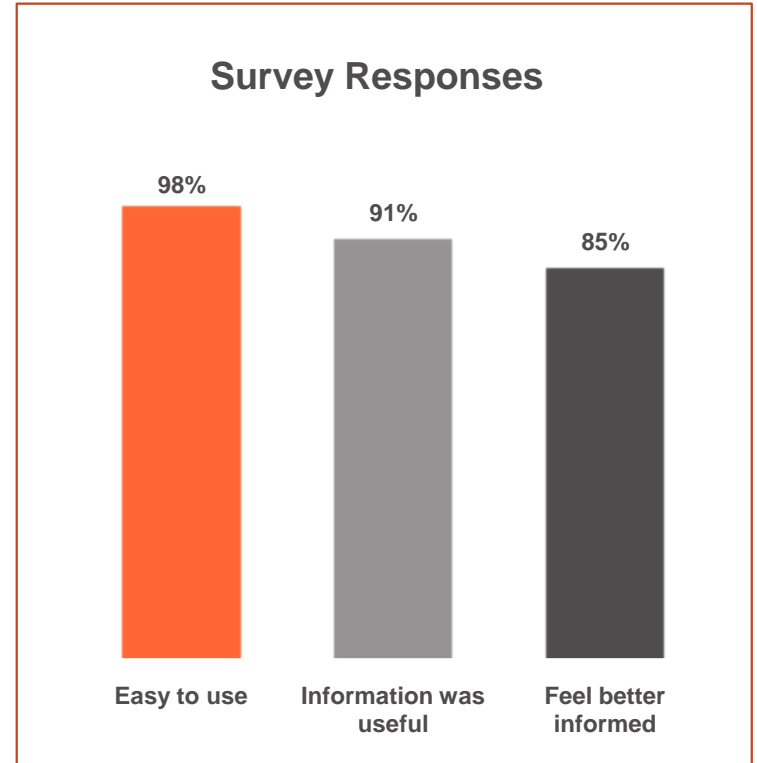
Injured Worker

*The video made me feel more comfortable and informed about the process. It's clear & to the point.*

Injured Worker

*Great source of information, as this is my first ever claim I've found it helpful and useful.*

Injured Worker



# CONCLUSIONS

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Video is a viable communication channel

Suited to complex information

Personalization is valuable

Enables better conversations with Case Manager

Appeals to workers with more complex injuries

Can bring family members into the conversation

Many uses throughout the life of a claim



# QUESTIONS?

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