

The background is a vibrant blue gradient with abstract, flowing white and light blue lines that create a sense of movement and depth. Scattered throughout are small white dots and several thin white circles of varying sizes, some of which are partially obscured by the larger wavy patterns.

**xcolly**<sup>TM</sup>

**CASE STUDY**

**Casaforte: the increase of  
redemption with Vidao**

# Casaforte

## Customer

Casaforte is the leading Self Storage group in Italy that allows you to rent spaces from 2 to 100 square meters to meet all storage needs. With over 20 centers throughout Italy, the "Hotel delle Cose" helps individuals, professionals and companies to solve space problems through temporary deposits sized on the actual needs of the moment, guaranteeing privacy, security and accessibility.

Casaforte's corporate philosophy develops around the motto "Our People Come First": placing people's needs at the center, placing itself in a perspective of continuous enhancement and improvement of the service and customer experience.



## Needs

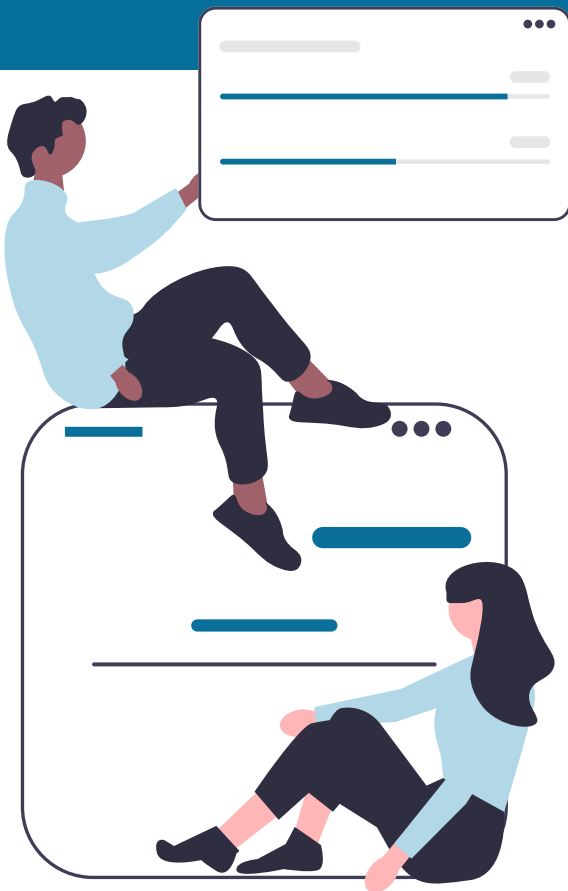
Casaforte needed to maximize the conversion of leads into contracts through a service managed by qualified personnel able to welcome, advise and support the customer during the purchase decision-making phase.

# Casaforte & Vidao

## Solution

Xenialab, through Vidao, has managed to meet the needs of Casaforte, offering the implementation of a virtual counter integrated with the digital signature system for the finalization of sales contracts.

All the potential customers (leads) interested in the Casaforte service are engaged by a team of qualified professionals to participate in an in-depth video call by sending a link to access the virtual desk (Vidao).



With no need to download any tools and through a simple web connection, the prospect clicks on the link and is connected via video with Casaforte staff to learn about the conditions and advantages of the service.

Here, with screensharing, the contract is shared and eventually the sale can be finalized in real time thanks to the integration of the digital signature.

# Results

Thanks to Vidao, Casaforte has:

- Shortened the contract finalization window and increased redemption
- Managed hot leads, increasing the number of sales
- 100% digitized of all corporate contractual documentation
- Innovated the relationship, sales and lead management processes through a smart, intuitive and professional approach.



*For our customers, MeetMax is not an end in itself but a new and efficient channel of communication with CaSaforte.*

*A simple and intuitive way for customers to access the services we offer without giving up the added value guaranteed by the great professionalism of our people.*

A handwritten signature in blue ink, followed by a large, stylized blue closing quotation mark icon.

# What is Vidao?

Vidao is the WebRTC video conferencing solution developed by Xenialab dedicated to strengthening company contact center and collaboration services. A tool that allows companies to be even closer to customers and the work team thanks to video technology.

## Advantages

### Demo live e Support

Immediate video support, with the possibility of conducting a preliminary technical evaluation, solving complex problems, guiding a demo.

### Accessibility

Greater presence in the area, ensuring continuity and quick access to services with video-assisted stations.

### Integrations

Vidao can be integrated with payment and digital signature systems for an excellent customer experience.

### No download

Initiating a browser-based video call using the customer's preferred device.

### Simplicity

Easily schedule and join video calls.

### Agility

Transfer of requests from chat to video call, with problem diagnosis and guarantee of the right support.

# Vidao and XCALLY

The Xcally and Vidao integration offers the best Web Video experience on both the Client and Agent side:

- Possibility to start a customer-side video call directly from the company website or during the live chat session;
- Tracking of the entire customer journey and integrated reporting;
- Receipt of Agent-side notification to participate directly in the video call;
- Fluid management of all contact channels (chat, voice, video, social) from a single interface.

The background is a vibrant blue gradient with various abstract elements. It features several sets of concentric, wavy white lines that create a sense of motion and depth. Scattered throughout are small white squares and circles, some of which are larger and more prominent. The overall aesthetic is clean, modern, and tech-oriented.

**xcally**™