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# InstaCore

*Video Workflow Engine*

Video Enabled Business Processes

# Sequential, Automated and Optimized Processes

Collaborate with voice and video. Customize your workflow. Manage all your tasks on one platform.

**InstaCore is a software that integrates video technologies along with a set of useful modules that change how your organization interacts with itself and with others.**

## The Right Modules in the Right Sequence Will Enable You To:



Make faster decisions



Collaborate from anywhere



Enhance customer experiences



Offer video consultations



Improve Client Relationships

# Communication Simplified.

## Voice

- Get on multiparty voice calls with impeccable audio clarity.
- Provide quality customer care.
- Put calls on hold, and also forward calls.

## Video

- Get on one-to-one HD video calls for consultations, customer care, and more.
- Give presentations on multiparty video conferences with collaboration tools.
- Conduct webinars.

# What makes InstaCore so effective

## Conduct Meetings at Low Bandwidth

InstaCore functions impeccably on bandwidth as low as 20kbps, ensuring that users always have a smooth experience.

## Integrates with Existing Workflow

Choose modules such as video/voice calling, recording, payment gateway and more to integrate with your existing workflow.

## Automatic Backup Server

In case the server fails, the backup server - Hot Standby - automatically takes off. This makes InstaCore extremely reliable and running 99.99% of the time.

## Access from Any Device

InstaCore is a robust software that is compatible with smartphones, tablets and laptops. All software updates are automatic, and are compatible with legacy systems.

## Get Started Immediately

A user-friendly interface enables users to quickly understand how to use the software. If lost, the built-in quick search option helps you on your way.

## Ensure Data Security

All content on delivery is protected with AES 128-bit encryption, effectively minimizing security breaches.

workflows, escalations

# POSSIBLE INTEGRATIONS

## Registration

- > Customize your data fields to get information such as date of birth, contact details, employment, and other personal details.
- > Integrate Single Sign On for easy registration via Facebook, Gmail, LinkedIn and more.
- > Segment your audiences using the data gathered.
- > Use this information to address each segment in a more personalized way.

## Reminders

- > Set reminder frequency, date and time as per your convenience.
- > Ensure no tasks are left incomplete.
- > Make all your appointments without-fail.

## Search and Filtering

- > Use the search bar to quickly find specific information.
- > Set your own filters. Narrow down searches based on date, most popular, latest, price range and more.
- > Ensure customers can easily find what they are looking for.

## ID Integration

- > Integrate Aadhaar cards, or any national ID for customer authentication.
- > Build a database of your customers.

## Profile

- Enable customers to create personal profiles on your platform. Build a database of customer profiles.
- > Enable content sharing among users, boost social activity on your platform.
  - > Works as a legitimate feedback mechanism for other customers to rely on.

## Database

- > Organize, process and manage data in an efficient, structured way.
- > Quickly access important data, reduce the time spent on manually searching for information.
- > Analyse data to gain actionable insights with regard to most popular customer segment, highest selling products, and more.

## Routing One Manager to Another

- > Redirect calls to the appropriate manager based on who the customer is and what their requirements are, or based on parameters set by you.

## Website and App

- > Integrate your website and any app with InstaCore.
- > Integrate productivity apps, email, third-party cloud services, and more.
- > Integrate your ecommerce site/app.

## 3rd Party Shared Calling

- > Get on a video or voice call with your team.
- > Collaborate with multiple parties at once.

## Approvals

## Recording

- > Record voice and video calls for future reference.
- > Edit recordings. Crop out the unnecessary parts of the call. Compile recordings.
- > Share recordings with teams for training purposes.
- > Monitor call quality and improve content delivery.

## Analytics

- > Know what your best customer segment is.
- > Identify your best selling products.
- > Compare weekly, monthly and quarterly revenues.

## Notes and Comments

- > Annotate on documents along with your team at the same time.
- > Leave comments, give feedback on files shared with you.

## Process

- > workflows, escalations

## Feedback

- > Enable customers to rate their overall experience on a scale of 1 to 5.
- > Provide a comments section for customers to leave additional feedback.
- > Create questionnaires for customers in order to improve overall experience.

## Automated Call Scheduler

- > Fix appointments with clients.
- > Receive a reminder before the voice/video call.
- > Be prepared and on time for the call.

## Messaging

- > Connect with your team instantly.
- > Share data such as documents, PDFs, images, videos and more.



# InstaCore FOR CASE STUDIES

*V-Mulakat*

V-Mulakat facilitates relatives of prisoners to have live audio-video chat with jail inmates while sitting in a chat room of distantly located Common Service Centers(CSCs). The V-mulakat programme uses the video-conferencing facilities that have already been installed in state prisons for virtual deposition. Families of inmates no longer have to travel all the way to a prison.

Not only restricting to the prisoners & family, this is a web based application that can also be used for other public grievance services like a citizen requesting an appointment with Ministers / Government Officers.



# How it works

- Applications received from the family members for V-Mulakat at the Police station are sent to PHQ then the PHQ will consult the prisons and arrange the time slot for family members and pass that information to PS's and to family members.
- Family members needed to go to Common Service Centers (CSCs) and apply for time slots for the audio-video chat with a particular inmate that enables them to meet the inmate at the allotted time without waiting outside the prison.
- Enables the authorities to maintain order and manage the crowd on the premises. Reduce security threat for prisons.

## Benefits

- Inmate video visitation Imagine no longer having to move inmates, service long lines of visitors, and manually manage visitation schedules.
- One can increase the focus on the safety and security of inmates, your officers and general public.
- Video Visitation may prove to be the ability to live monitor and record visits. This capability will not only create new investigative opportunities, but can also have a real impact on reducing violence within jail walls.

A woman with glasses is displayed on a computer monitor in a meeting room. Two people, a woman on the left and a man on the right, are looking at the screen. The background is a blurred office setting with large windows.

# Instacore For Solutions

Video integrated workflows change how businesses function regardless of industry. Businesses are shifting from voice-based communications to video-enabled business processes, for which the applications are near endless. InstaCore is a cost-effective solution that enables productive team collaborations, superior client servicing and enhanced customer experiences.

# Create a New Workflow



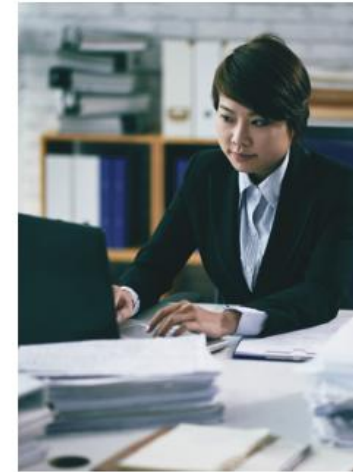
**Fitness Training**

Fitness instructors can get on video calls with clients, share workout schedules and diet charts, schedule calls, monitor progress, leave voice and video notes and accept payments.



**Architecture and Interior Design**

Designers and architects can get on video calls with clients, take their inputs and offer suggestions, schedule future meetings, present their work, take feedback, finalize designs and accept payments



**Legal**

Provide appointment booking and automatic call scheduling for clients. Discuss the case with the client and offer advice on how to proceed. Record and archive your video calls, securely transfer sensitive data, and playback video calls to ensure no important details are missed out on. Accept consultation fee.



**Tax**

Provide appointment booking and automatic call scheduling for clients. Get on a video call to guide clients on tax preparation, removal of tax levies, prevention of seizure of assets and any other challenges that they may face. Record and archive your video calls, securely transfer sensitive data and playback videos to ensure no important details are missed out on. Accept consultation fee.



**Personal Tutoring**

Provide after-school support for K-12 students. Enable the student/parents to schedule classes, interact via video call with the student, identify the challenges they face, explain concepts better using the whiteboard tool, share files, and create voice and video content. Accept tuition fee.



**Occupational Therapy**

Help children with fine motor skills and hand-eye coordination, provide rehab care and physiotherapy, and help patients cope with mental health issues. Through video calls, help patients identify their health goals, monitor progress, auto schedule future appointments, enable the patient's family members to participate in therapy sessions, and accept payments

# Integrate Modules into your Existing Workflow



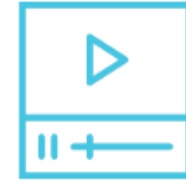
## Enhance Customer Satisfaction

Integrate video and text features into your existing workflow. With presence sensing, redirect customer calls to available service agents. Based on the customer's requirements, reroute the call to the appropriate agent. Show a real person listening to customers' grievances and build a relationship with them. Enable customers to share images of damaged products, interact with them via HD video calling, provide information, offer solutions, guide their purchase decisions and improve customer experiences.



## Ecommerce with Video

Integrate audio, video and text into your existing workflow. Offer personal assistance to customers via video calls, help them find products via search and filtering, recommend best-suited products, personalize their experiences and improve customer satisfaction. Provide excellent post-sales support by enabling customers to connect instantly with your support team in case they are unhappy with their purchases. Encourage customers to create profiles on your platform and share their experiences with others.



## Entertainment

Integrate webcast with your website or app. Connect fans with your brand ambassador, celebrity or sportsperson. Provide interaction time, Q&A sessions and a comments section for fans to leave messages and requests.



## Recruitments

Integrate voice, video and text with your existing recruitment process. Share documents and resumes, prescreen applicants, conduct interviews, schedule callbacks and collaborate across departments all on one platform.



## Ambulance

Start treatment sooner! Setting up cameras in the ambulance will enable the physician at the hospital to view the patient's condition and instruct paramedics on primary care accordingly. The physician can monitor patient vitals, body temperature, blood pressure and more, and have a surgery team ready if necessary. Recorded footage can be used for training purposes and improving emergency care.



## Operation Theatre

Get expert supervision during surgery by setting up multiple cameras in the operation theatre. Ensure that the surgery team has the right support from a senior physician via video call. The physician can monitor patient vitals, closely view the area being operated, guide the team step-by-step to ensure that the operation is completed successfully. Recorded footage can be used for training purposes and improving emergency care.



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