

The Secrets of CX Appeal

Creating Consistently Exceptional Customer
Experience (At Scale, Through Video)



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The Secrets of CX Appeal

Creating Consistently Exceptional Customer Experience (At Scale, Through Video)

Why is CX so important?

Customer experience is really important. This might seem a given, but anyone who's ever ventured into a store only to be greeted by a standoffish assistant with no idea what's on sale will know otherwise. Retailers that provide a great customer experience are sadly less common than they should be...and those that do are often smaller, independent stores.

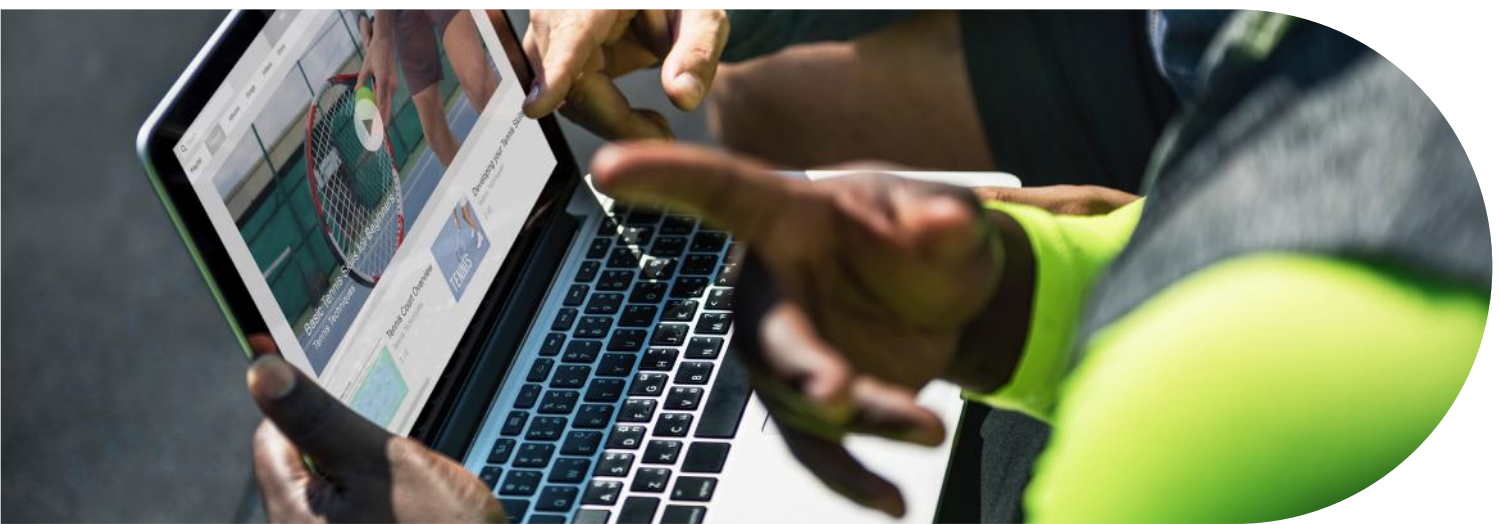
Why is this? Well, the fact is that, if you're a big retailer, training all of your staff to know all of your products inside out, as well as to uphold your brand values and know how all of your systems work can be at best challenging – and often impossible.

But simply saying that decent customer service training is too difficult to implement is not an option. The mind-blowing result of a recent Gartner study explains why: it found that 80% of companies expected to compete mainly based on customer experience this year. Unless your products really are one-of-a-kind, you're in this 80% and you need to be near the top to be competitive.

Another consideration when it comes to CX is the growth of online shopping. In February 2019, the amount of shopping done online in the US overtook the amount of shopping done instore for the first

time ever. When shopping is done online, it's hard to stand out, so retailers need to make sure that they grab every opportunity when a shopper comes into a store. Great CX is a way of doing this – and if you don't offer a good experience, you can be sure that your customers will go to a competitor next time. 57% of shoppers say that they've gone to a competitor because they provided a better experience.





Why is video so important?

The increasing use of video for all kinds of communication means that consumers are used to being offered a video whenever they want information or entertainment. Let's put this in context. YouTube has over a billion users – that's a third of the users of the whole of the internet. Over 500 million hours of video are watched on YouTube every day. And that's just on one platform. Video is increasingly our default distraction, the amusement we turn to when we have a spare hour.

In fact, even our spare minutes are being consumed by video. The explosion of video content goes alongside an explosion of new ways to watch it. From VoD to OTT, there's a host of new technologies designed to allow consumers to access the video they want, when they want it. That might be from a laptop, on a tablet or on a mobile phone on the train to work. Consumers can grab their video fix even if they have 30 seconds till the next stop.

How does all of this link to CX? Well, imagine if you could take this enthusiasm for video and ensure that your company directly benefits from it. It's clear that video isn't just for entertainment. If you want to get a message to an audience, video is the way to do it for the very reason that video feels more fun to watch and is easier to absorb. If you want to train your employees to provide good customer service in a way that they might actually enjoy and remember, video is the answer.

The same goes for providing how-to guides and product information for your customers. 100-page manuals are outdated and will only put off consumers, but a short video is not only easier to follow – it's also more appealing. Creating a series of branded product videos will make your organization look modern and professional, as well as emphasising your brand identity.

Getting started

Both customer service training and product information videos are great ways of improving your CX and increasing customer satisfaction. They will both help build an emotional relationship between your brand and your customer, which will boost your revenue – studies show that customers who are 'emotionally connected' are likely to spend at least twice as much as others over the course of a year.

So where to start? Using video for things like CX might sound daunting if you're not a broadcaster by trade, but lots of organizations are already doing it. In this ebook we've tried to address the most common questions and challenges for anyone who's looking to improve customer experience in their organization. We'll talk about why you should use video for CX, how to get started and how to avoid common video management pitfalls.

Why would you use video for CX anyway?

Spoiler alert: video marketing works. It works because it presents information in a concise and engaging format for busy consumers. It works because, more than any other strategy, it can create an immediate emotional connection with its viewers, one which builds trust and, for that matter, boosts intended actions like filling out contact forms, downloading critical content and, over time, converting window shoppers into loyal customers.

Said differently, video marketing works because people like video—they like it because it enhances their online experience. Consider these head-turning metrics from WordStream:

- Consumers spend 1/3 of their online time watching videos
- 500 million Facebook users watch videos every day
- More than half of marketers globally say video has the best return on investment (ROI)
- Marketers who leverage video increase revenues 49% faster than those who don't
- Videos increase organic site traffic by an astounding 157%
- Landing page videos increase conversions by on average 80%

Increased availability and accessibility

In the past, if you wanted to circulate information to a lot of people quickly, you had to ensure they were either: A) in the same place at the same time, or B) able to receive the information in another form of documentation. But video gives you the flexibility to disseminate information at your end-user's convenience.

Take, for example, an employee training course. Without video, you would have had to schedule the training session at a time that worked for your employees as well as the training coordinator. You would then have to secure a location to hold the training, ensuring it has the capacity to hold all your participants. From a logistical perspective, it's littered with potential obstacles and challenges that could inhibit the user experience.

With video, you can record the training at the training coordinator's leisure. You can then make the training session available for viewing by the employees whenever its convenient for them. Each one can take the training at their own pace, whenever it works based on their job responsibilities.

It's also great for customer-facing videos. Having a video advertising your company's features, benefits, or testimonials affirming your services can be uploaded at easy-to-find locations such as your website or social media channels. It's then available for your customers to view at any time, spreading your message even further.

This is all true for most companies, but globally located businesses with employees or customers all over the world specifically benefit from communicating via video.



It's repeatable

Video is easy to use and easy to re-watch. If your customers or employees missed a key concept on the first viewing, they can simply watch the video again whenever they want.

From a content-development standpoint, video is also an efficient tool. If you're recording a video that needs to be re-used on a recurring basis, it's easy to make updates. You simply edit the portion of the video that needs to be changed and re-use it. The rest of the content you've already spent time and money to produce doesn't go anywhere.

Let's say you push out an annual video in which you list off your company's achievements for the calendar year. Some of the benchmarks and goals you set are similar, but maybe the numbers change on a yearly basis. Creating a video in which you show your progress in these different categories, updating only the statistics, could be a standing part of your team's content year after year.

If you opt to use materials you'll need to recreate each time you revisit a certain topic, it can take up too much of your valuable time. That's time that could be spent on other responsibilities. Opting for video could also save you money – another great reason to consider video as an option.

Video is both more effective and cost-effective than text

Videos are relatively inexpensive to produce and on average have outstanding return on investment (ROI), with 66% of marketers getting more leads using video, not to mention a 54% increase in brand awareness. They're also more effective than text because it's easier for consumers to remember them. Several studies have demonstrated for example that consumers retain about 95% of the messages contained in videos compared to just 10% for text alone.

There are many more reasons video is so powerful in enriching customer experience. For one thing, its versatility makes it work throughout the buyer's journey as it effectively generates and nurtures leads, enhances product presentations and bolsters social proof. For another, it helps consumers click with your brand naturally and immediately, giving a face as it were to your business.

Finally, it's important to consider that, although people justify their purchasing decisions based on logic, they make those decisions based on emotion. Your neighbor might tell you he picked up his shiny new convertible because it gets good mileage, but you know he's getting a kick out of the envy you feel every morning when you see it smirking at you in his driveway. Consumers like appeals to their emotions, and nothing creates an immediate emotional bond better than a well-crafted video.





Analytics help you measure and improve

Once your employee or customer has viewed a video, that's not the end of the process for you. It's still helpful to know how much of the video the end-user watched. This will let you know the value a potential customer saw in a video. Or in the case of an employee, it will let you know if they're keeping up with company-mandated requirements by completing a training or viewing.

Using video for CX enables you to view your analytics so you can know how effective your video was at its intended goal. You'll have quantifiable metrics you can use to determine how successful your video was in reaching your end-user, whether that's a customer or an employee. It also allows you to fine-tune your approach after the fact. Your video's analytics provide you with data to enhance your future customer experience while also evaluating your current performance.

How much oomph can video contribute to CX: a real-life example

Video improves CX because, among other things, it's a medium that shows rather than tells. So rather than explaining its power to move consumers, let's look at one of the most successful marketing videos in history.

The ASPCA was looking for an effective strategy to increase donations, so it turned to video, and to singer, Sara McLachlan. That video, which features the hit-song, "Angel" and heartrending images of caged animals in desperate need of help, well, worked. It worked because it touched prospective donors in a way nothing else could have—certainly not text alone.

What does that kind of emotional bond look like in marketing terms? Well, for the ASPCA, it looked like almost 1.5 million YouTube views (to date). It also looked like their most successful fundraising campaign ever, adding more than \$30 million to their coffers. We'll say it again: video really does work.

Key takeaways

- Video is a great way of ensuring that your training is available to anyone, anywhere. This helps you to provide great CX by training all of your employees in exactly the same way.
- The ability to edit and reuse videos will allow you to keep your training materials up-to-date without lots of additional time and money.
- Video can also be cost-effective because it is processed faster and recalled better than text – so you won't need to do as much training or marketing to get your message across.
- Video is also highly effective because it helps to create an emotional bond with viewers, who are then more likely to buy.
- Analytics are another huge benefit of video, allowing you to see how much the end-user watched and adjust your next video according to what you learn.

The awful, awful history of training videos!

We all know it. Training videos have a history of being not just dull, but downright insulting, as well. To ensure that you really understand why we had to use the word awful twice, we're going to take a look at some of the worst training videos out there, discuss why they're so bad and look at how we can make them better..consider video as an option.

A short history of training methods

People have been training others to do jobs for a long time, and this training has been handled in several different ways:



Instructional practices were developed within a particular community or an individual trade to show workers how to do one specific job. As more knowledge accumulated, more individuals were able to pick up skills on their own or from others, in an informal manner.



On the job training (OJT) was the first kind of systematic instruction. Someone who knows how to accomplish a specific task shows another person how to do the job. In today's world, OJT is still around because when a person knows how to do a task, he or she can train a fellow employee, as well.



Apprenticeships were in place in and referred to as early as 2100 B.C., and expanded during the Middle Ages.



The classroom as we know it appeared during the Industrial Revolution. The goal was to educate trainees on how to do the tasks required in the factory.



Vestibule training, in the 1800s, took place near the job site but in a particular room big enough to hold machines and as many as ten workers and their trainer.



On-job-instruction training was designed in the 1940s for supervisors in defense plants so that they could teach their workers in various job areas.

All of these kinds of training have one thing in common – they mean that everyone doing the training has to be in the same room at the same time. But, in the modern world, that's not always possible. Fortunately computer-based training (CBT) was introduced in the 1980s. CBT allowed for greater flexibility, more knowledge acquisition and instruction in newer fields.

The use of computer interaction and video has made it possible to offer training to employees while at work, at home, and even during a break. Useful and creative videos can be a significant addition to training – the possibilities are endless and the delivery is flexible.

Terrible training videos

As excellent as video training is, though, there are correct ways to do it. For a start, video producers need a good level of experience and understanding to come up with an on-point video. At the same time, companies must make sure that their video emphasizes the messages they want to convey. Unfortunately, this hasn't always gone to plan in the past. Here are some examples of where training videos have become truly awful...

1 The Unintentionally Hilarious and Poorly Recorded Training Video

If a video is crudely photographed, poorly lit, or seems to have faded with age, the message will possibly get lost on the audience. [The Service is Selling, and Selling is Service](#) video is hard to look away from, that's for sure; a bit like a train wreck you might say. It seems the producers were trying to emulate a rapping video but fell short of that vision. The audience was probably transfixed, but not in the right way – they're more likely to see the video as a source of amusement than valuable learning material.

2 The Insulting Training Video

This customer service [training video](#) misses the mark in so many ways that it's difficult to single out the worst example of rudeness. The lesson seems to be targeting how not to treat your staff as a manager, but dwells for so long on how you 'would never treat your customers' that the whole point gets lost. The examples of what bad treatment is are also so obviously wrong that the viewer is left feeling insulted – most people know that treating people poorly because of their age, disability or gender is wrong.

All in all, there's so much focus on how not to treat people that this video fails to actually train anyone on what they should be doing. Telling your audience what they're doing wrong is not the same as telling them how to do it better. As a viewer, you're left feeling insulted and with no more knowledge than when you started watching.

3 The Derogatory Training Video

This training video gets a C– for being sarcastic and an F for being ineffective. The idea that women, simply because of their gender, cannot understand how to [purchase a video game](#), but also must accept dumbed-down information is laughable and insulting. What's more, it distracts viewers from the purpose of the video by making them indignant about the derogatory messaging in it. The audience is going to walk away with negative feelings towards the company, not great ideas about customer service.



**service is selling
and selling is service**

How to make dynamic training videos with CX appeal

As we've already mentioned, videos are one of the best education mediums in existence. Humans are suckers for visual and aural input. Videos grab the audience's attention, generate emotion in viewers and build trust among workers. What's more, they don't have to come across as cheesy. Here are some ways our terrible examples could be changed to make sure that they are actually effective as training videos.

Swap generalised, fuzzy messages for clear and targeted ones

There are three things you need to decide: what you require employees to know, how to change employees' behavior and what workers care about while on the job. And, to make sure your video is successful, your viewers need to leave with an understanding of what it is they were supposed to learn – something that was lacking in our awful example videos. To avoid these kinds of catastrophes, you must know your audience well. Which ones of your audience are college-educated, who has had excellent training in your industry? Deciding on and maintaining your core message throughout the video is imperative. If you get this wrong you run the risk of offending your colleagues, or going over their heads.

Don't patronise your audience or use humour that's in poor taste

One thing our example videos all had in common was that they got their approach wrong. If you were engaged as a viewer, it was because you were horrified by what you saw, not because you were learning. Plenty of thought is required to ensure that your message is presented in an engaging and exciting way. Whether the video is for training, demonstration, or receiving information about the company, emotion will strengthen its base and make it more memorable. This could mean making it funny (actually funny, not embarrassing like our examples), sad or thought-provoking as appropriate.

Avoid wobbly transitions and terrible quality by using trained creatives

Another problem across all of our example videos was that they looked pretty home-made and not at all professional. How likely are your employees

to take a training video seriously if it seems like an unprofessional joke?

The first lesson here is to make sure you use an experienced, professional video producer who can make something that your employees will be able to view as proper learning material. It might seem easy to farm out your video production to an agency. Sometimes this can be the right choice – after all, professional video experts are just that: experts in creating great, effective video. However, don't underestimate the value of an in-house creative team, especially if the video is being made to teach and encourage.

If your company is creating lots of video, then one obvious benefit of an in-house video production team is that the cost of your videos will be lower. But another, bigger advantage is that in-house creatives work for your company. They understand what you do, how it works and how people will respond far better than an external agency – however expert – is likely to.

Know your audience: Check that your video training is working

Read the YouTube comments for the derogatory training video and you'll see that actual employees of the organization that produced this video are horrified by it. Avoid this kind of impact by checking how your audience receives your video.

Donald L. Kirkpatrick, Ph.D., came up with an evaluation model that is as accurate as it was in 1959 when he created it. The model is called The Kirkpatrick Four Levels™.

Level 1: Reaction – How much do participants react favorably to the learning event?

Level 2: Learning – How much do participants acquire the intended knowledge, skills, and attitudes based on their participation in the learning event?

Level 3: Behavior – How much do participants apply what they learned during training when they are on the job?

Level 4: Results – How many targeted outcomes occur as a result of the learning events and subsequent reinforcement.

In other words, measuring these different areas will help you to work out how much of an impact your training videos are having. Don't be disheartened if it takes a while to find the right formula – just keep asking your employees for feedback. And remember, they're probably not going to be as awful as our examples!

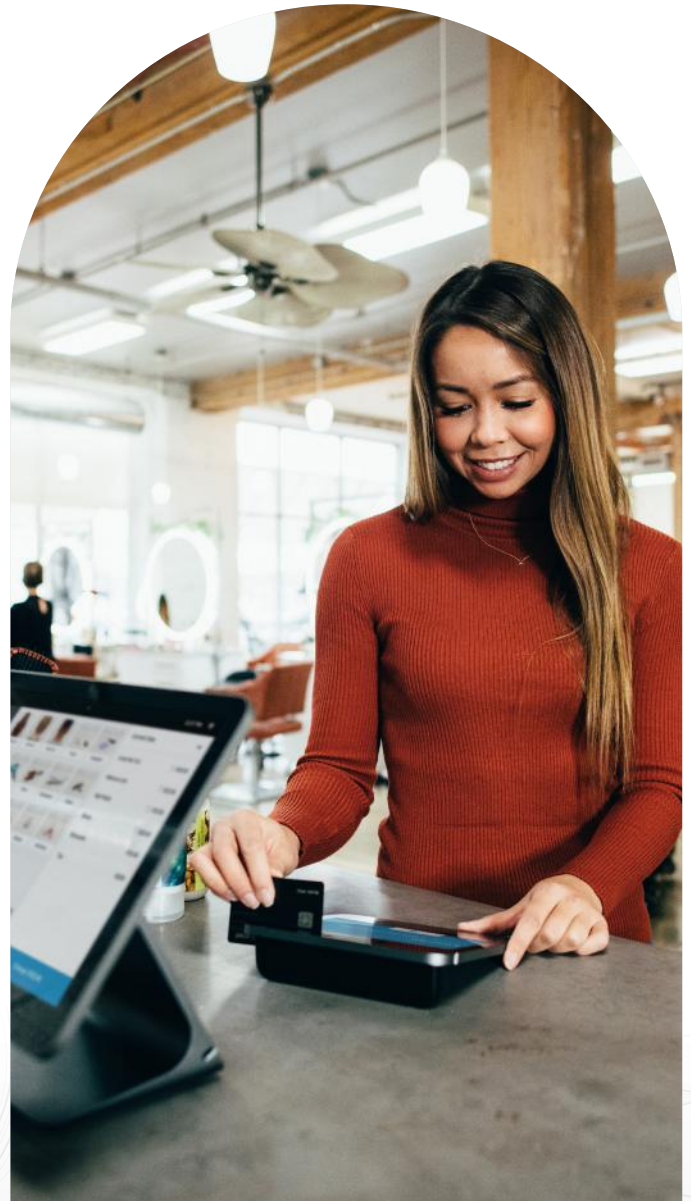
If you need help increasing the amount of video you're producing, companies like IPV can help your business increase its video output by as much as 50 percent. Chat to us about this, as well as spending less on storage and working remotely.

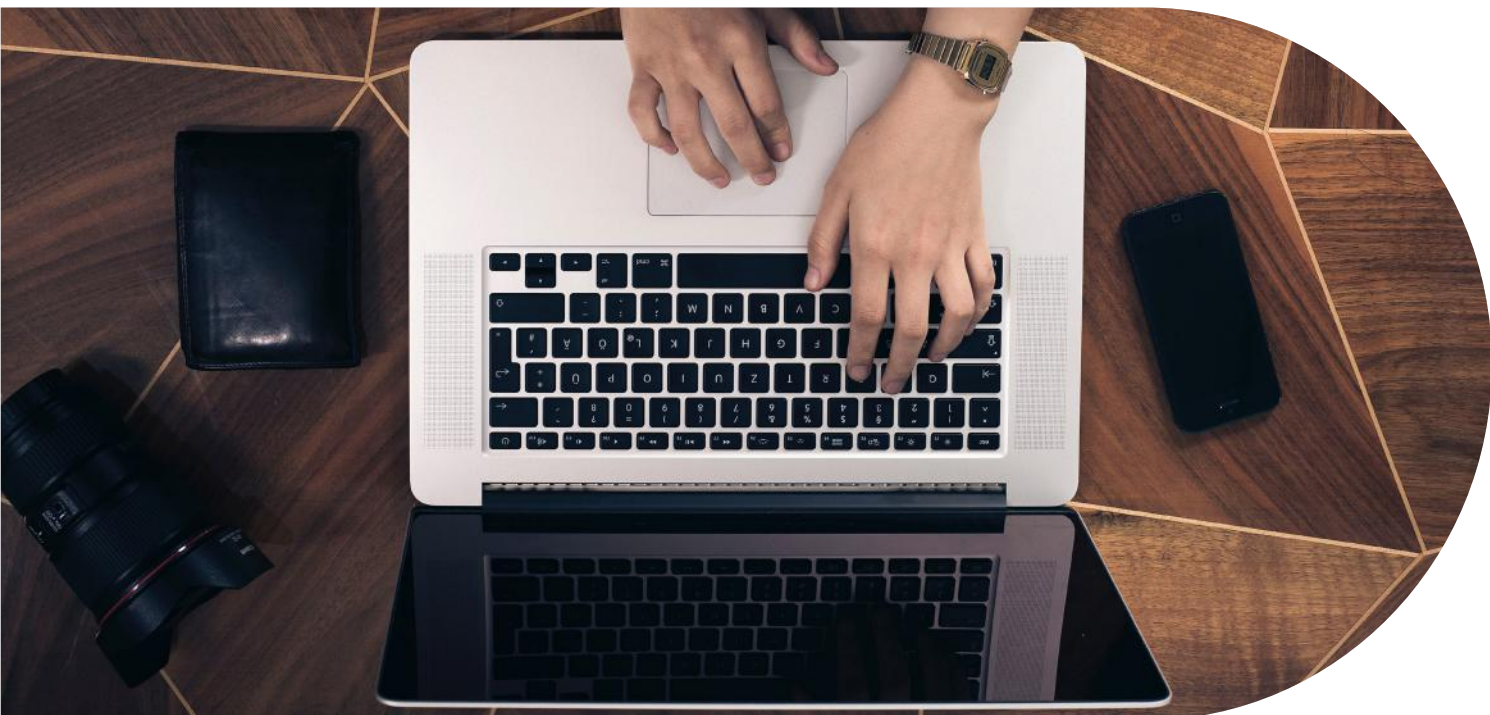
Just a Few More Tips:

- 1 Identify your specific goals and choose the project leaders that are best for this video.
- 2 Allow those in charge of content to create freely.
- 3 Keep your videos concise, simple, and sleek.
- 4 Use each training video as a chance to learn and improve your business.
- 5 Try new techniques.
- 6 Question what works and what does not, consistently.
- 7 Don't become predictable: keep your videos fresh.

Key takeaways

- There are loads of examples of bad training videos out there, but you shouldn't let this put you off using them as they're highly effective if done right.
- To make sure your training video is clear and to-the-point, decide on your message and emphasise it throughout the video.
- Find a way of appealing to your audience to get your message across – but if you make your video funny, make sure it's in good taste!
- Always make sure a professional creates your video, or your employees won't take it seriously.





The creative process of CX Appeal

Now that you understand why it's a good idea to use CX videos (and what not to do!), let's take a closer look at the process of creating one. It involves a lot of strategic thinking, but with a little consideration for your customer and some careful planning, you'll be on your way to making compelling, engaging content that greatly improves your customer's experience.

Who will make your CX videos?

Before you begin, you have to figure out who's going to create your video. We talked about this briefly in the last section but we'll go into more detail here. You have two primary options: going with an outside agency or producing it with your own team, in-house.

The perceived advantage of an agency, of course, is that hypothetically, you can send your wish list to them and get back a CX video perfectly tailored to your needs. While that sounds great on the surface, there are a few drawbacks.

One is that first, you need to identify the right agency which can be a time-consuming and costly process. You'll have to vet each agency properly to ensure they do high-quality work. If they don't? You'll end up spending additional funds having them fix it or finding someone else to do it for you.

The second issue is that no external agency can understand your organization's unique mission and needs like you do. They can ask you questions and try to put themselves in your shoes. But no one's going to possess the intimate understanding of your company that you have.

Compare this to producing the video in-house. You save time by avoiding the process of selecting the right vendor. You can also save a substantial amount of money by not paying someone else to do what you can. If you have easy-to-use, intuitive video content management software in place to manage your CX videos, you can easily create and manage video in-house.

Again, no one "gets" what you do like your own team. Keeping your CX video production internal ensures that you capture that subject matter expertise without having to break the bank.

The solution is simple: find the right software and produce your videos in-house. Remove the hassle of finding an entirely new crew to trust and go with the people who understand what you do best.

What do you want to say in the video?

After you've figured out who you want to make your videos, you have to figure out what message you're trying to convey. This has to be done before you can begin production.

Starting the process of making a CX video without knowing what you want to say is like taking a road trip without knowing where you're headed – you're likely to waste a lot of time and money. You need to have a clear message in mind throughout the entire process. There are several questions you could ask to determine what this is:

- What audience are you trying to reach? Who is your trainee or customer? You can't figure out what you want to say without knowing who you want to say it to. Knowing who your audience is – and understanding them – will help guide you through the production process. It will inform your choices on what kind of video to make.
- What's your desired result for your audience? You've established who your viewer is. Now you need to determine exactly how watching this video will improve CX. When they're done watching the video, what action do you want them to take? If they're an employee being trained, is it to come away more knowledgeable about a specific subject? If they're a customer, is it to make a purchase? Whatever the result, you need to know this going in. You also need to understand how your audience best consumes information and match the format of your video accordingly.

- Does your message align with your brand's mission and objectives? You could make the world's greatest CX video, but if it doesn't reinforce your company's values, it won't do you much good. Make sure that as you develop your content that the messaging, production value, tone, and style all align with your company's set of values and its established brand. Otherwise, you may draw criticism from your company's leadership after you launch, end up with confused employees...or even worse, confused customers.

Once you've established your message, think of the tone you want to achieve. It can be funny, uplifting, melancholy, or educational. The important thing is that it fits with your messaging. This will help inform your video's premise. After that, you should develop a script, or at the very least a rough outline that promotes your message in a concise yet engaging way. Remember to write your script based on your limitations and budget.



Where will you shoot and edit?

You know who's making your video and you know what you want to say. You have a killer concept and you've got everything needed to make it come to life. Now you have to figure out where you'll shoot and edit the video. For shooting, you'll need to find a location that A) accurately reflects the setting you want to portray in your video and B) you have access to. For example, if you're recording a CX video showing off your business's convenient location, you'll want to use exterior and interior shots of your facility.

The best place to film? It might surprise you, but this is often your very own office. Setting up your own office studio is actually rather easy. With a minimal

amount of space and the right equipment, you can turn your own facility into the exact location you need to create a winning CX video.

Once you've wrapped on shooting your video, you'll need to edit it. Do you have an editing bay with the right software needed to splice up your footage? Do you have a large monitor and crystal clear speakers to help you sync the audio with the video?

Editing your CX video can be as big a part of the process as any of the aforementioned pieces. It's one last chance to make it as tight as possible, telling your story in the most effective way without an ounce of fat left on your finished product.

Once you've edited the video, you'll need to consider the following:

- Where will you store the finished product? Know that the cost of available storage is high, so it may help to use frame-accurate proxy streams that allow for archiving as well as reduced storage costs.
- How do you plan to share and promote it?
- Who needs to see it for final approval before you can promote it to your customers?

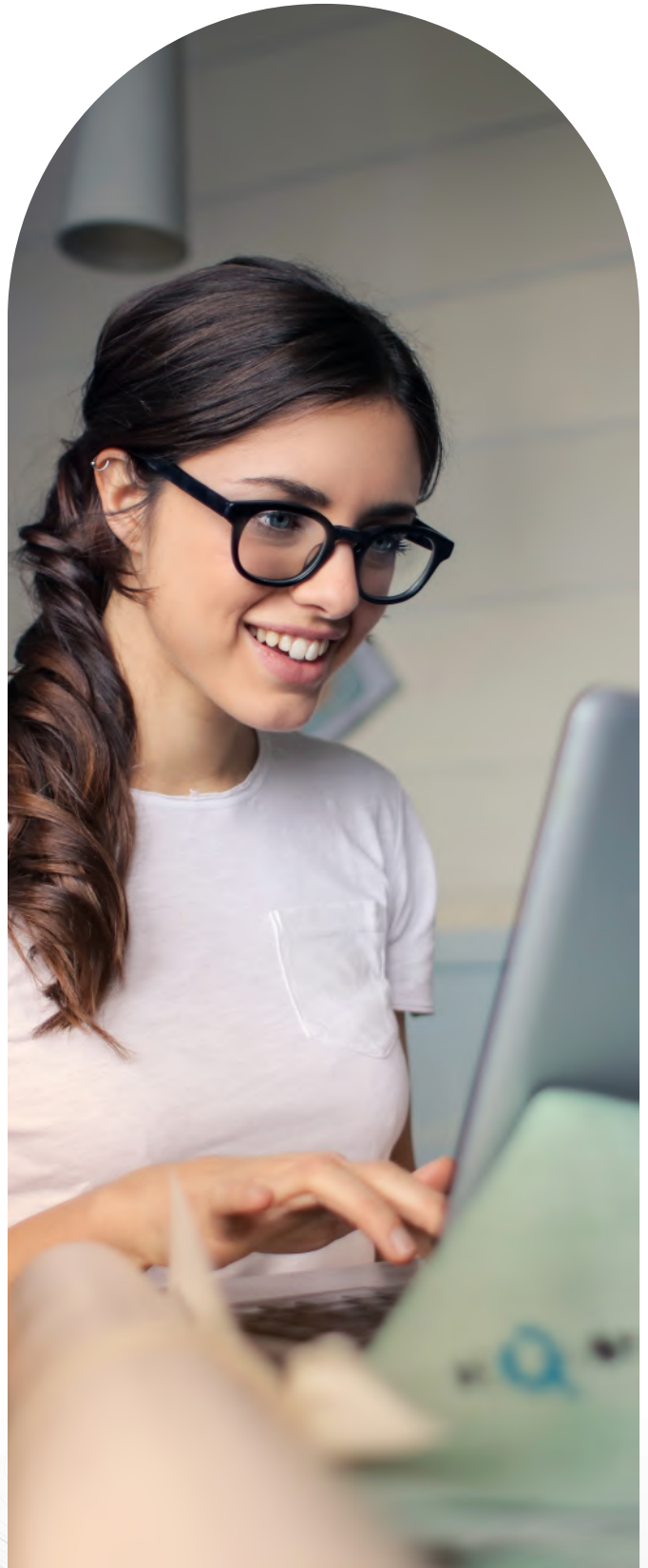


When's the best time to create CX videos?

Right now! The better-trained your employees are and the more content you can give your customer, the better experience you can help create for them. And, the better their experience, the more they're likely to buy! As CX-focused content – video, in particular – becomes more and more popular, you don't want to be left behind. Start thinking of creative ways to tell stories around your brand and message that will help strengthen your customer's experience.

Key takeaways

- While it may be tempting to use an agency for video production, there are huge advantages to in-house creatives if you're planning on making lots of video.
- Knowing what you want to say and achieve, as well as who your audience will be is essential before you start.
- Making sure that the messages you want to convey align well with your brand and company values will create a consistent experience for customers.
- Shooting and editing in your office premises can be easier than you think – and save you lots of time and money if you're planning on making lots of videos.



CX at scale. How to make the process 10x more efficient

Once you've planned out the creative components of your CX video, you still have to go about making the video. And for all the great benefits of creating videos, the process itself can be time-consuming and complicated at times.

That's why it's important for you to find as many shortcuts as you can to make the process as seamless as possible. In this section, we'll take a look at how to make the process 10x more efficient using a few simple guidelines. These will help you produce videos faster without sacrificing quality in any way – in fact, they'll only increase your videos' quality.

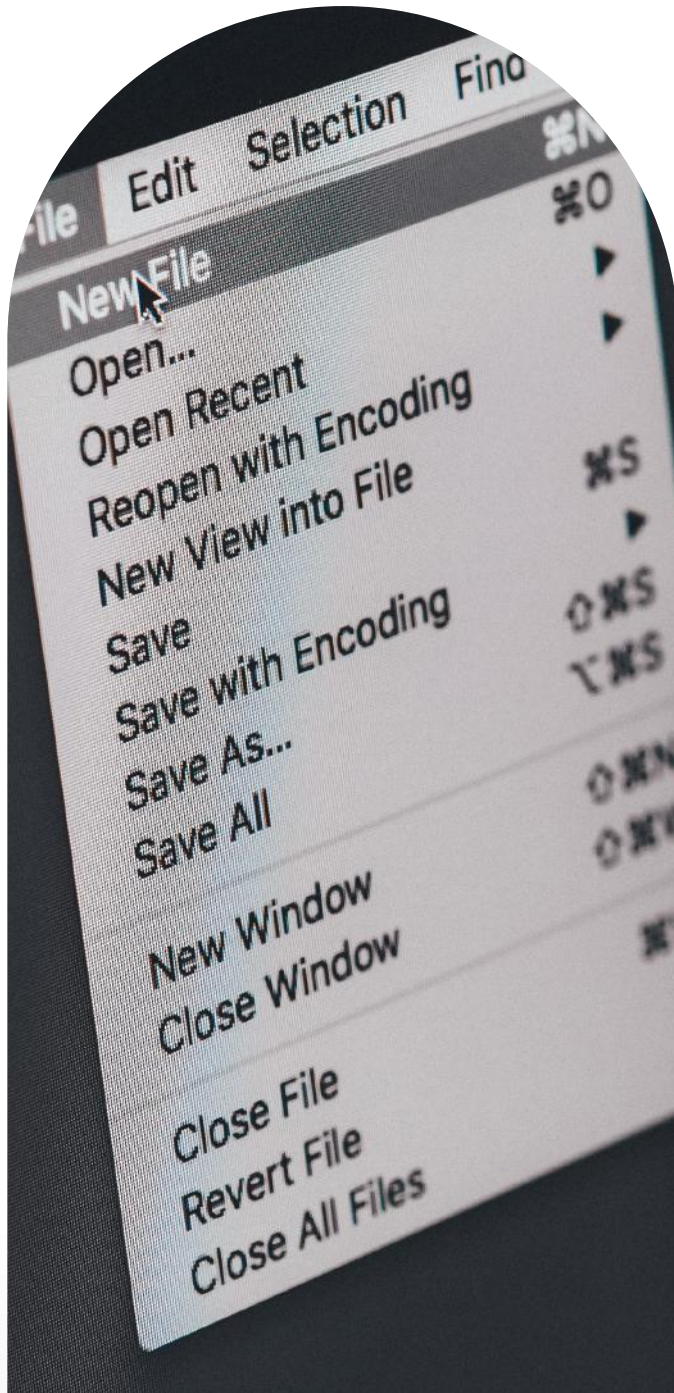


Building a library of assets

You may want to record a video of just a single person speaking directly into the camera to tell your story. While it's certainly one approach, it's not the most creative and probably won't captivate your viewers. To make a video that's truly engaging, you'll want to have lots of different clips in your video, as well as music and graphics. Over time, you'll build up a whole library of assets that will be useful again and again. Instead of having to search for, create or pay for new content each time, you'll often be able to repurpose existing content. Having the right music and graphics included in your video can create the perception that you have higher production values. They can increase the level of professionalism people associate with your work.

Depending on what type of video you're making, you may have a certain video clip or song in mind you'd like to include. You'll need to make sure all the pieces of music and/or video you use are pre-cleared or royalty-free before you begin. The best places to find this type of footage are sites that offer stock video footage and music clips. You'll most likely have to pay some sort of licensing fee.

Some video footage sites include VideoBlocks and Shutterstock. For royalty-free music and sound effects, the YouTube Audio Library is the one of the easiest to access and best resources available. You may have to do some research to find the site with the best value that has what you want, but it beats including something you'll have to take down later.



Re-using content

Let's say you pour time and energy into making a video. And after writing it, filming it, editing it, and posting it, it's clear you have a winner. It's driving engagement for your company and helping improve your customer's experience. You may find yourself feeling a little frustrated at the thought of having to create another video just like it. But in some cases, you may not have to.

When you've created a video that resonates with your audience, sometimes it helps to reuse it. You obviously don't want to overdo it – customers can get fatigued if they see a piece of content too often. But there are ways you can get the most out of your investment in a video by reusing the content:

- Post it on multiple platforms. You can post it to your company's website, Facebook page, Twitter, Instagram, or LinkedIn. The great thing about an effective video is that it will do well on just about any platform. By re-using it on multiple channels, you expose it to even more of your audience.
- Turn the transcript into a blog post. You can post a word-for-word transcript on your blog, but you can also expand on some of the concepts. Videos are made for brevity whereas a blog post can give you some room to breathe and really explore some of the ideas your video touched on.
- Re-post it during peak hours. Each social media channel has an optimal time for you to post. Experiment posting your video at different times to catch different parts of your audience. This ensures you'll get more eyeballs on your great content.

You have to think strategically when you reuse content, but when you've created a compelling video, it only makes sense to use it as much as you can.

Finding the right assets

There's only one problem with developing a library of great, reusable content. A video asset isn't like a book: you can't just open it and find what you need. Instead, you'll have to watch whole videos until you've found the bit of the one you're looking for – which can be as time-consuming as making a new piece of content in the first place!

Luckily, you can easily get past this problem by making sure that your content is properly organised and managed. A video asset management system is one way of making this easy – letting you spend more time creating great video and less on dull admin.

Collaboration and remote editing

The process of editing your video is an important one, as it can make or break your video's quality. Having sloppy cuts, poorly placed graphics, or timing issues can derail an otherwise professional production.

We've talked a lot about the advantages of an in-house editing team in this ebook and we think this is the best option for most organizations. However, the fact is that you may not have the capabilities to edit your video and you may not have anyone in-house to do so – or, your organization's editing team may be based in a different location. In that case, remote collaboration with video editors can be the answer. This way you can get a proven expert who understands video editing software and production.

The only challenge with this kind of collaboration is that professional-quality video can sometimes be too big to send or share. In this case, talk to a video content management expert to work out what the best solution for your organization is. Collaboration with video is possible – it's just a question of having the right tools. The important thing is making sure the editing is done to a high standard.

Proxy workflows to manage storage costs

Creating videos has a lot of benefits – it's the most popular form of content and it's a versatile medium that can be used for many different purposes that can improve customer experience. One of the drawbacks, however, is that storing video files can take up a lot of digital space and be costly. The editing process can also prove rather burdensome.

One of the ways to combat these costs and make the editing process a bit easier is to set up proxy workflows. Editing with a proxy allows you to use smaller files to edit with offline when using your chosen editing app.

There is more information available online about exactly how to do this, but know that it provides you with the flexibility to use smaller files, making editing and storage much easier and less costly.

Automating correct formats for different destinations

Depending on where you plan to post or use your video, you may need your video in different formats. For example, to post to YouTube, you'll need it to be in one of several formats such as an .mp4 or .wmv file. You'll need to understand a few things to ensure you have the right formats:

- What format does your video editing software produce your video in?
- What format does your destination platform require?
- What formats are your other video asset files in?

The key is to either make sure these answers align or that you're able to easily convert the file using your editing software. Automating this with a process known as video transcoding will help align all video and audio files you're putting into your final product. It helps to have a video content management platform to automate this part of the process.



Captioning

Once your video is complete, there's at least one more feature you should add before posting: captioning. There are a few advantages to including captions on your video that will only enhance the customer experience:

- **Accessibility.** Some of your customers may be hearing impaired. That's where captioning can help your customers who need assistance watching your video. Your hearing-impaired listeners will appreciate this – and they may notice if you don't equip your video with captions.
- **Social media.** When you post a video to social media, you may have users on some scroll past it on whatever platform they're using. Adding a caption gives you an extra advantage in getting people to notice your video. Many of your followers may be watching the video at work without their sound on. Having captions allows them to comprehend what your video's saying without audio.

GoogleDrive gives you the capability to add captions to your videos fairly easily. YouTube also has controls in place for this. You can integrate speech-to-text to add captions as well with the right video management platform.

Adding captions to your videos is one of the final touches you can put on that may not improve the actual video's quality, but does make it more engaging for the customer to watch. It will attract more viewers, which should always be your goal.

Once you've figured out how to create a repeatable process for creating your videos in the most efficient way possible, you can now look towards figuring out which metrics will properly evaluate each video's success.

Key takeaways

- Building a library of assets that you can repurpose will save you time and money. This should include royalty-free music and graphics to increase the production value of your content.
- Make the most of great content by posting it on multiple platforms (making sure you do so at the peak time for each) and using the transcript as the basis for a blog post.
- As you develop a large content library it may be difficult to find the content you need. This is where a video content management system (VCM) can help. A VCM can also help you to automatically get your content into the right format for each platform you send it to.
- If you need to work with a video editor remotely, make sure you talk to an expert about getting the right tools to share video properly.
- Using proxy workflows can help you to avoid the high storage costs associated with storing lots of video.
- Adding captions to your videos can be beneficial both for hearing-impaired listeners, and those who want to watch without sound.

Key metrics to measure the success of CX at scale, through video

Now you understand why videos are such a key avenue of CX, how to make sure they're high quality, what the creative process should look like and how to make it more efficient. But perhaps the most important question remains: how can you determine if your videos are successfully enhancing CX?

Well, before you even began video production, no doubt you had already defined specific KPIs that would serve as touchstones of success. Now, you'll need to leverage metrics relevant to those KPIs and analyze the results.

There are a number of key metrics that help companies to measure the effectiveness and impact of their CX videos. This section will discuss 7 of these important metrics.

1. View Count

Perhaps the most basic metric that is related to CX video success is view count. View count, as the name implies, is a measure of the number of times your video content has been viewed.

It is important to note that view count is measured differently depending on the platform. For instance, YouTube counts a view for each user that watches at least 30 seconds of an ad, or the entirety of the ad if it is shorter than 30 seconds. Facebook's threshold for view counting drops down to 3 seconds of continuous play. Pinterest and other social media platforms have adopted the MRC standard of counting a view after 2 seconds of play with at least 50% visibility.

The bottom line is, there is a lot of variance between platforms as to what counts as a view, and what doesn't. Nevertheless, view count is an important foundational metric that can help you to determine the reach of your video content across the consumer base. The higher your view count, the more exposure your brand will enjoy.

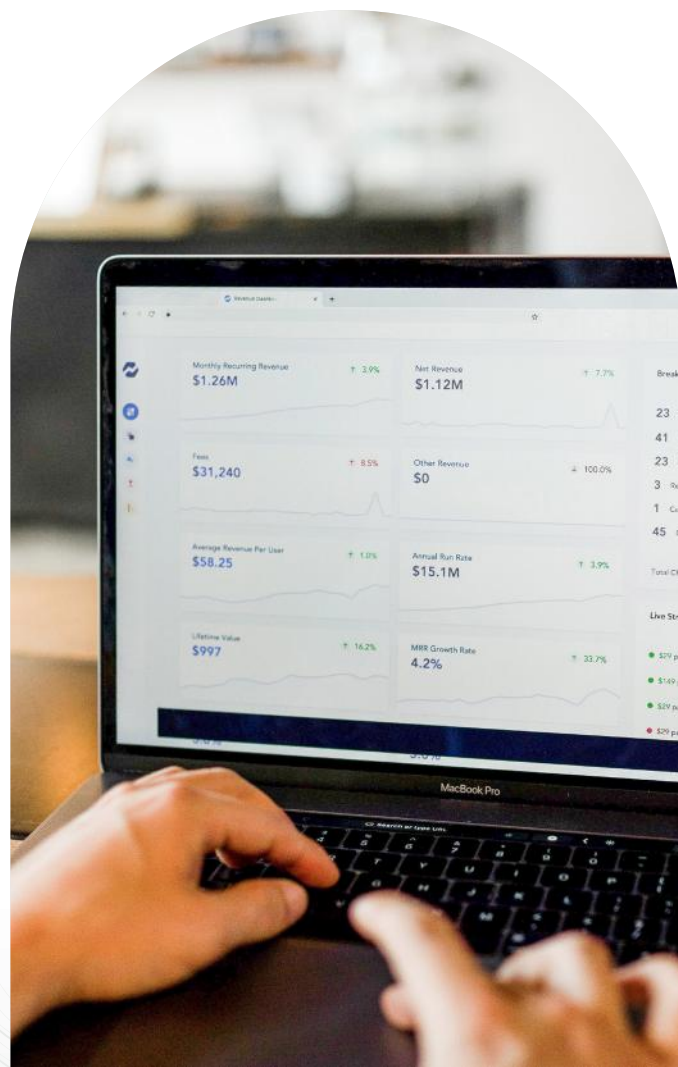
How can you boost view count? There are two basic options: share, or pay. You can share your content via email and social media links, or pay for your video to be promoted on other websites.

2. Play Rate

Play rate is a much more focused metric than view count. It measures how many users actually clicked Play to watch your video.

An analysis of your content's play rate is an excellent way to determine how relevant it is according to location, and how effectively your video attracts the attention of users. There are several ways that you can boost your play rate scores, including:

- Promote your video by placing it in a more centralized location on your web page, or increasing its size
- If it is delivered in thumbnail form, experiment with images that are more eye-catching to your audience
- Double check that any copy associated with the video gives an accurate description of the content contained therein
- Perform A/B testing to find the optimal image, size, copy, and even location for your video



3. Play-Through Rate (Engagement)

While closely related to play rate, play-through rate (also known as engagement) is a measure of how much of your video was watched by your viewers. This metric is generally given as a percentage, and can be expressed on a per-viewer basis, or as the average engagement for all of your viewers.

For instance, if one viewer watched 20% of your video, another viewer watched 60%, and a third viewer watched 100%, then the average engagement rate for those three viewers would equal 60%.

Play-through rate is an extremely useful metric for determining the effectiveness of your videos as a whole, and pinpointing specific video segments that are less effective at retaining viewer attention. On the other hand, play-through rate can also help you to determine which sections of a piece of content were most helpful to your audience.

There are a few key techniques that can help you to boost your play-through rate:

- Make sure that you craft an effective introduction. Typically it should summarize the content of the video, and provide a narrative "hook" for your viewers.
- Keep your video moving at a fast pace. Slow stretches will see the largest drop-off in engagement.
- Fulfill your viewers' expectations. Ensure that the advertisements for your video match the actual content contained therein.

4. Click-Through Rate

This metric measures the number of your viewers that "click-through" to your website, or otherwise follow up on the CTA included at the end of your video. Since videos have the potential to generate click-through rates up to 10 times higher than banner ads and other forms of marketing, it is important to keep track of how well your content is performing in this regard.

You can increase your click-through rate by focusing on the following factors:

- The effectiveness of your CTA. Is it placed at the right point in the video? Should it be more visually appealing? Does it match the tone of the rest of the video?
- Your CTA's relevance. If your CTA is not directly related to the topic under discussion, your viewers will be less inclined to follow through on your recommendation.
- The video's overall engagement rate. Your CTA may be fine; however, if the rest of your video has some issues with holding onto the viewer's attention, then you may need to go back to the drawing board and find ways to inject more energy into the content.

5. Social Sharing

The social sharing metric measures how many times viewers share your video across different social channels. It is an excellent method of determining the amount of appeal that your video holds for its target audience.

If expanded reach is a big objective for you, then social sharing and view count can work together as your main KPIs. You can boost your social sharing scores by simply asking viewers to share your video, and by enlisting the aid of relevant influencers to promote your content.

6. Feedback

Of all the metrics discussed here, feedback is the one that features qualitative data, rather than hard figures. Feedback is simply a measure of how your viewers react to your video.

Feedback is measured by means of viewer comments. There is no way to "boost" your feedback metric; however, paying close attention to the reactions of your viewers can help you to keep in touch with the emotional aspects of your video that really resonated with the audience.



7. Conversion Rate

When it comes to tangible financial results, conversion rate is the king of all metrics discussed here. Conversion rate measures the amount of leads and/or customers that you have acquired because of your video.

Conversion rate can be tricky to measure in relation to videos, since the video content you publish is likely only a single piece of your overall marketing strategy. In this case, a lot of your CX video might be about training your staff to provide better customer experience, and it's hard to measure how this translates to leads and customers directly. However, you can certainly look for trends – do you have more new or repeat customers since you improved your staff training?

To increase conversion rate in a video targeted at a customer, always ensure that your content is relevant to viewer needs, and answers specific questions that consumers will likely have. Additionally, craft content that matches where your target buyers are in their journey through the marketing funnel.

With key performance indicators clearly in mind, the above-mentioned metrics can help you to determine the overall effectiveness of your video content, and also clearly identify opportunities to implement enhanced CX practices. These metrics are wonderful tools that can drive consistently exceptional and scalable CX through video.



Key Takeaways

- There are 7 main methods you can use to measure the success of your video content – but it's best to combine these to get an accurate picture of how well they're doing.
- Conversion rate is the most important metric because it measures how many leads and customers you've acquired through your video.
- View count can be useful, but is measured differently depending on the platform you're using.
- Play rate is more focussed because it measures how many users actually clicked play to watch your video.
- Play-through rate measures how much of your video is watched by users, which helps you to determine an appropriate length for your videos.
- Click-through rate is the number of people who follow the CTA to click through to your website at the end of the video. This helps you to measure how effective your video has been in getting your audience interested.
- Social sharing is a great way of measuring how much people liked your video – they'll only share it with their friends if it really appealed to them.
- Feedback refers to comments left by viewers and can be useful to understand their emotional response to content.



Conclusion: Having CX Appeal Matters

The key takeaway is this: customer experience matters. It matters when it comes to polishing your brand, building trust and hitting your revenue objectives. It matters for your reputation and success. That means taking the time to ensure that you have a coherent policy to give a high level of customer experience across your organization, however big it is, and wherever your offices are located.

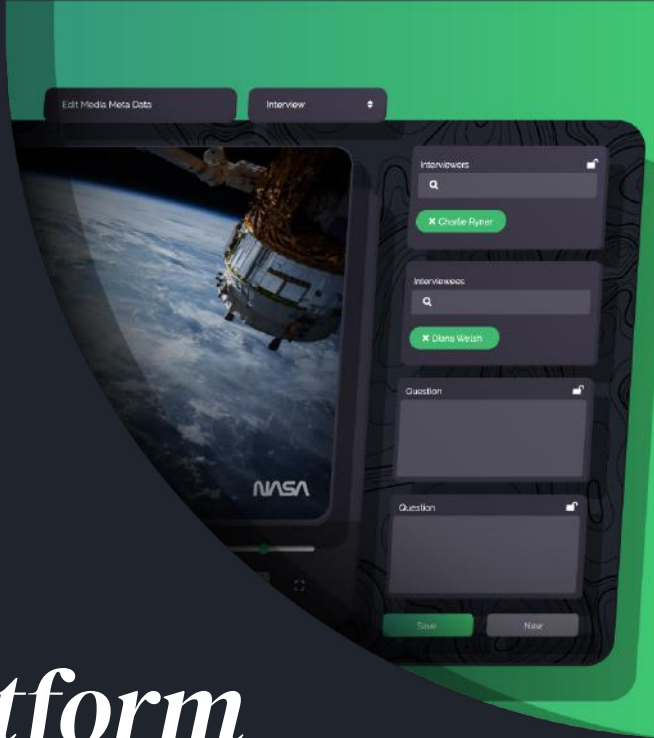
Creating this kind of coherent CX is challenging. To deliver great experience to every customer, you need to train hundreds of employees on thousands of products to ensure that they give consistent, knowledgeable service to everyone. Video is a great choice when it comes to educating staff and customers alike because it's proven to be more effective than other methods: people remember content better and generally prefer watching a video to reading. It's also repeatable – you can keep reusing it rather than creating something new every time. This makes it really cost-effective.

When you start creating video, avoid common pitfalls by ensuring that you make content with a clear message, deliver that message effectively and use a professional editor to create it. Although agencies can be useful, it's great to use your in-house creative team if you have one as they're more likely to understand your organization and accurately present its brand and message.

Once you're creating video regularly and accumulating a lot of content, you might need some help managing it. This can mean anything from making it easier to find, to helping you automate getting it the right format to push to different platforms, to using more advanced proxy workflows to collaborate and reduce storage costs. If you need help with this, get in touch with a video content management expert like IPV/. Video is the most important and effective way of communicating with customers and staff. Don't let anything stop you from using it!



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