How Simple, Personal Videos IMPROVE CUSTOMER EXPERIENCE

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Are you better in person?



> Higher conversion



29,900%



300X

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rehumanize

How **Personal Videos** Accelerate Sale and Improve Customer Experience



N BEUTE + STEPHEN PACINELLI



The Customer Experience Podcast

BombBomb >

- Formed by every single touchpoint
- Lives as thoughts, feelings, stories
- Synonymous with **brand** experience

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Audio

CLEAN

LINKS

Website Report a Concern

- Always happening
- Driven by customer control, product parity, and hyper competition
- Your great differentiator

Customer Experience in Simplest Terms

How you make people feel

"The deepest principle of human nature is a craving to be appreciated."



William James The "father of American psychology"

>) BombBomb

Marketing Through Video



Relationships Through Video



• SPECIFIC BENEFITS

- > More **replies** and responses (81%, 56%)
- > More appointments set and held (24%)
- > Higher close rates (68%)
- > Greater ability to stay in touch effectively (90%, 25%)
- > Decrease in **time** to ticket resolution (82%)
- > Increase **one-touch** resolution (55%, 14%)
- > Increase in satisfaction survey response rate (41%)





Image via MECLABS FROM LEFT TO RIGHT

Bow Tie Funnel



Image via Winning by Design/BombBomb FROM EMPLOYEES TO CUSTOMERS

The Service Profit Chain



Video Opportunities Across the Customer Lifecycle



Video Opportunities Across the Employee Lifecycle

'-' **3-Step Evaluation** ' To Add A Video



- Personal Connection (especially first touch) "In order to get things done, **relationships are key**. Since we are distributed around the country, **video is a great way to connect**.

I get a **much better response** when I want to get something done if I send a video:

I get the **meeting**. I get project **approval**. I - or my team members - get invited to participate in **key sales opportunities**."







• Emotion and Tone (positive or negative)

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or Complexity screen recording)



---' Personal Connection Emotion and Tone

Detail or Complexity

----' The Paradox of --' Vulnerability

Your imperfection is your perfection.

Practice

Turn on every light

Look into the lens

O Basic Video Tips

Don't use a script





rehumanize YOUR BUSINESS

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AN BEUTE + STEPHEN PACINELLI

WILEY





We believe in you.

Ethan@BombBomb.com

