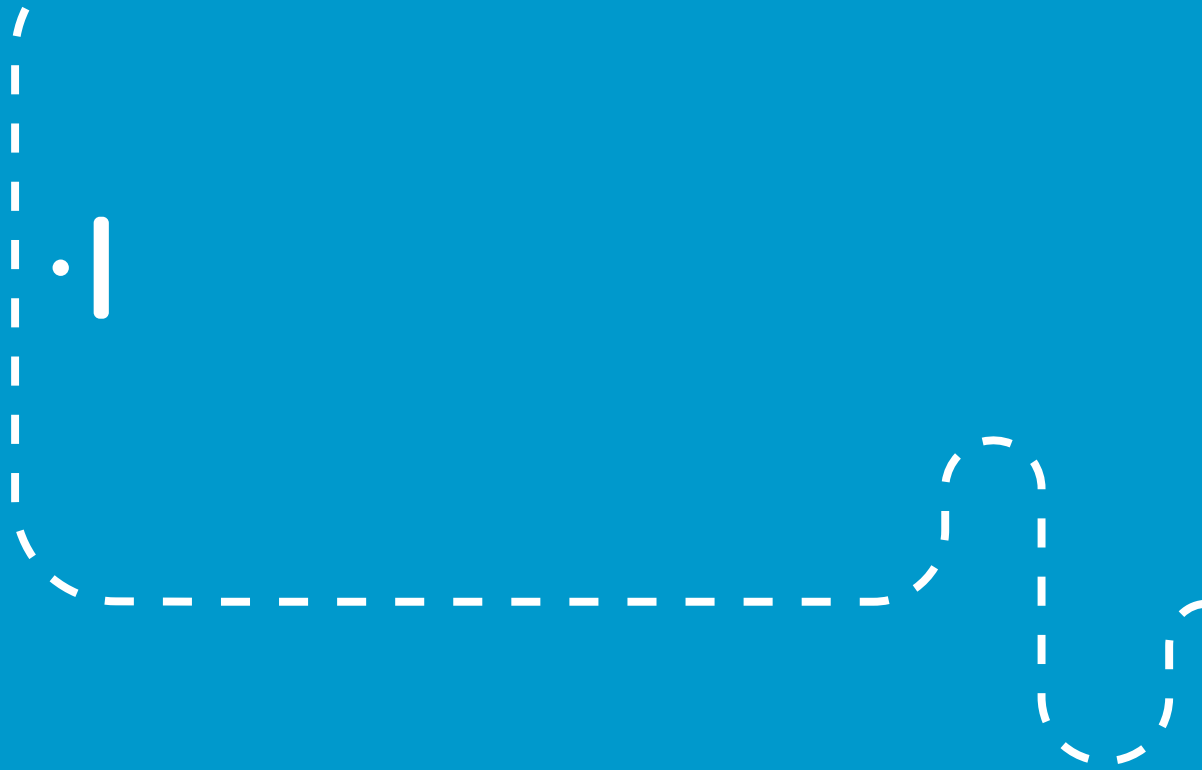


How Simple, Personal Videos **IMPROVE CUSTOMER EXPERIENCE**

Ethan Beute

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Are you better
in person?



- | Of course you are ...

- > Clearer **communication**

- > Human **connection**

- > Higher **conversion**

You most important standard on most valuable relationship is a gap....

29,900%



300X


How Simple, Personal Videos IMPROVE CUSTOMER EXPERIENCE

Ethan Beute

- ➡ Chief Evangelist, BombBomb
- ➡ Host, The Customer Experience Podcast
- ➡ Coauthor, Rehumanize Your Business





Subscribe 

★★★★★ (47)

Audio

Business



LINKS

Website

Report a Concern

The Customer Experience Podcast

BombBomb >

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

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%)

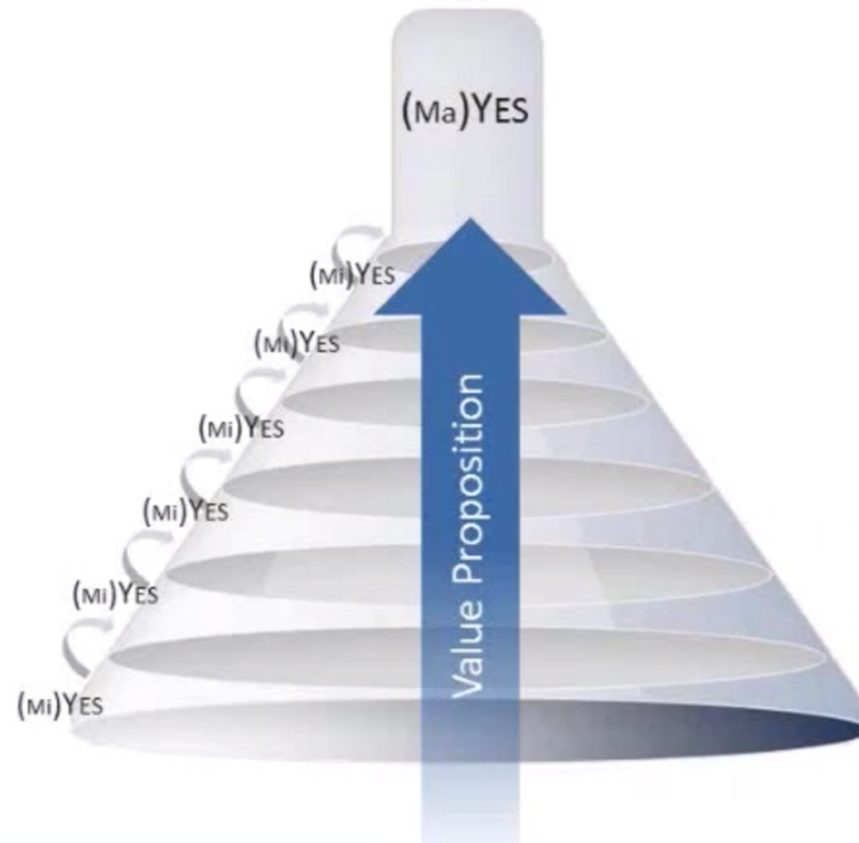
FROM TOP TO BOTTOM

Traditional Funnel



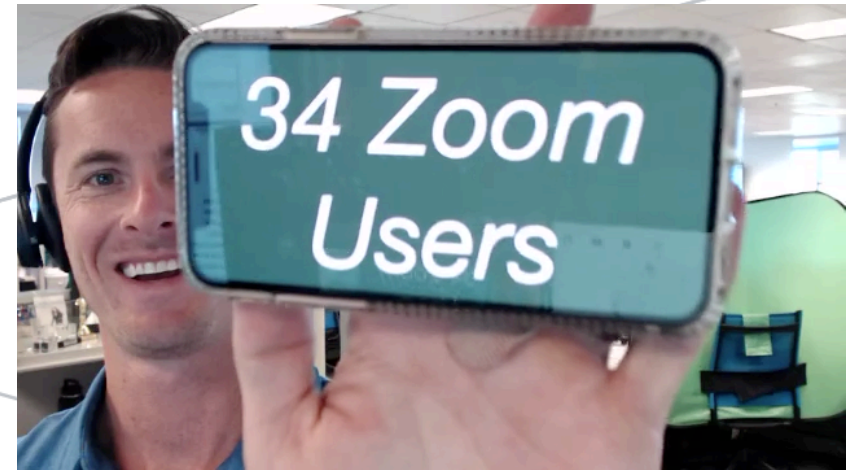
FROM BOTTOM TO TOP

Inverted Funnel



FROM LEFT TO RIGHT

Bow Tie Funnel

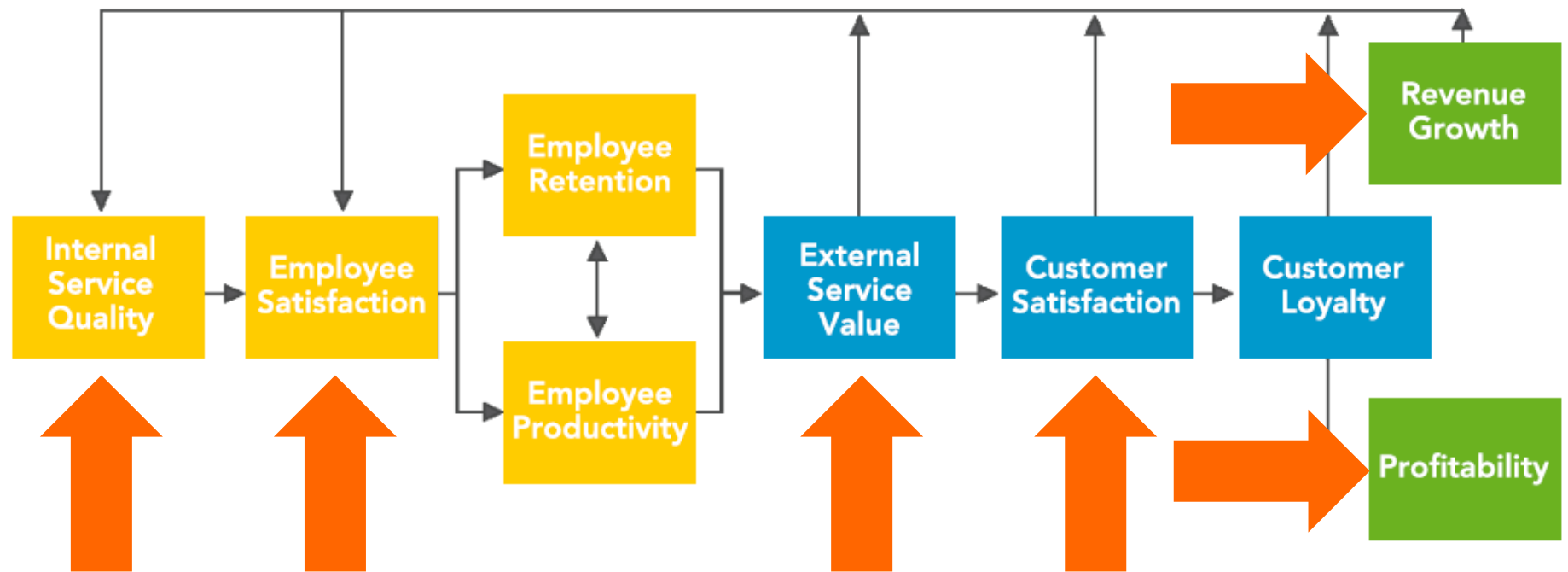


COMMIT

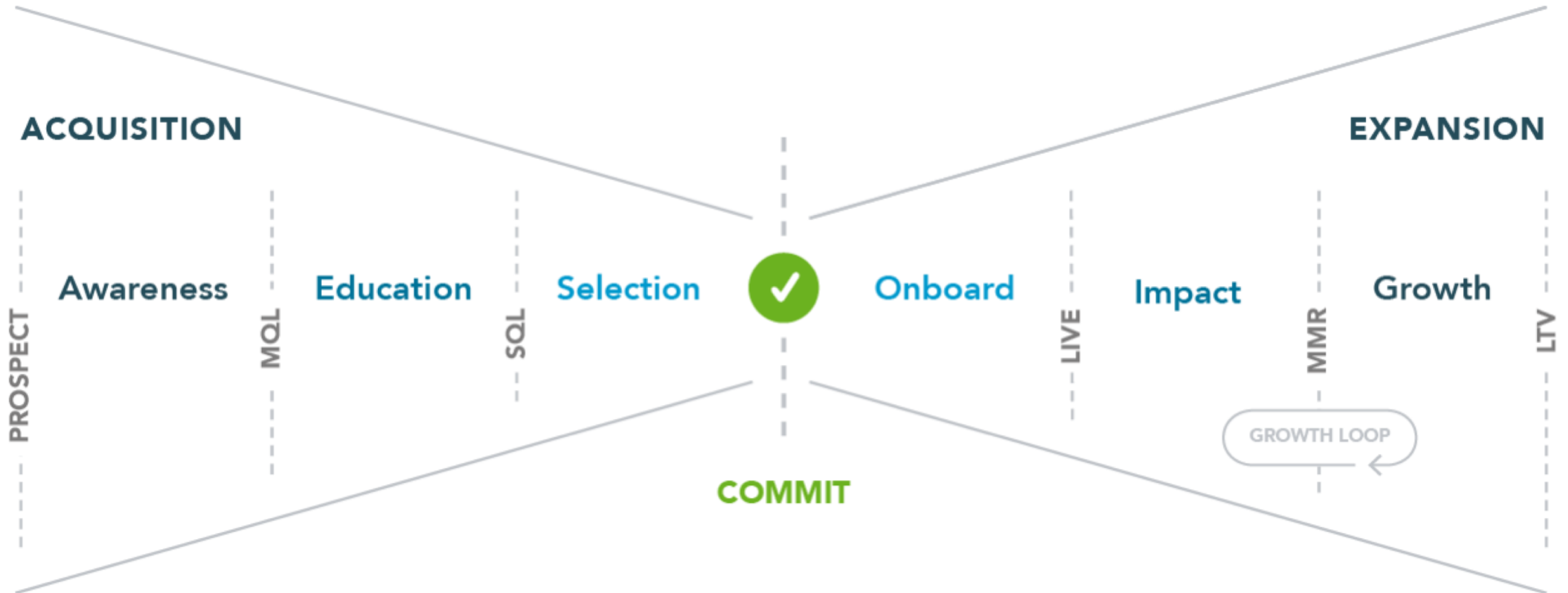


FROM EMPLOYEES TO CUSTOMERS

The Service Profit Chain



Video Opportunities Across the Customer Lifecycle



Video Opportunities Across the Employee Lifecycle



3-Step Evaluation To Add A Video

1

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**.”



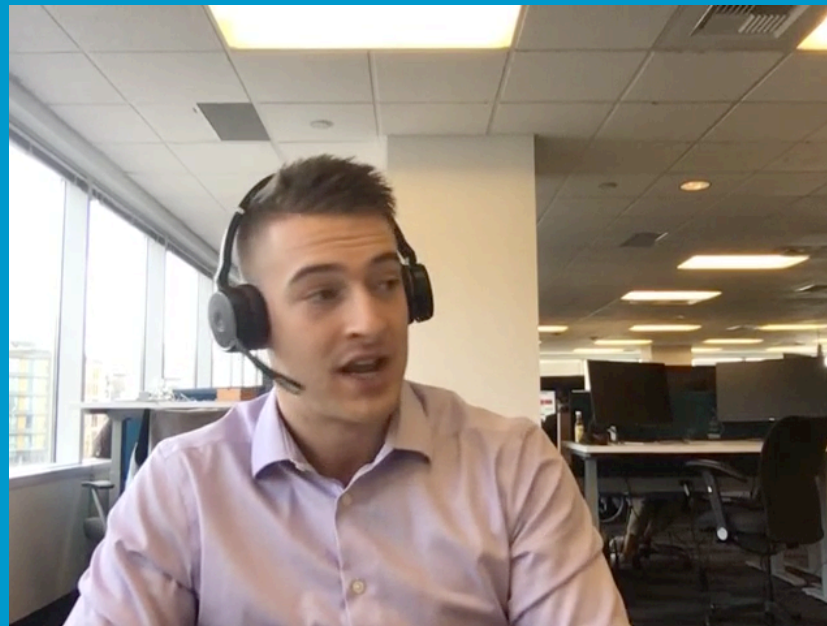
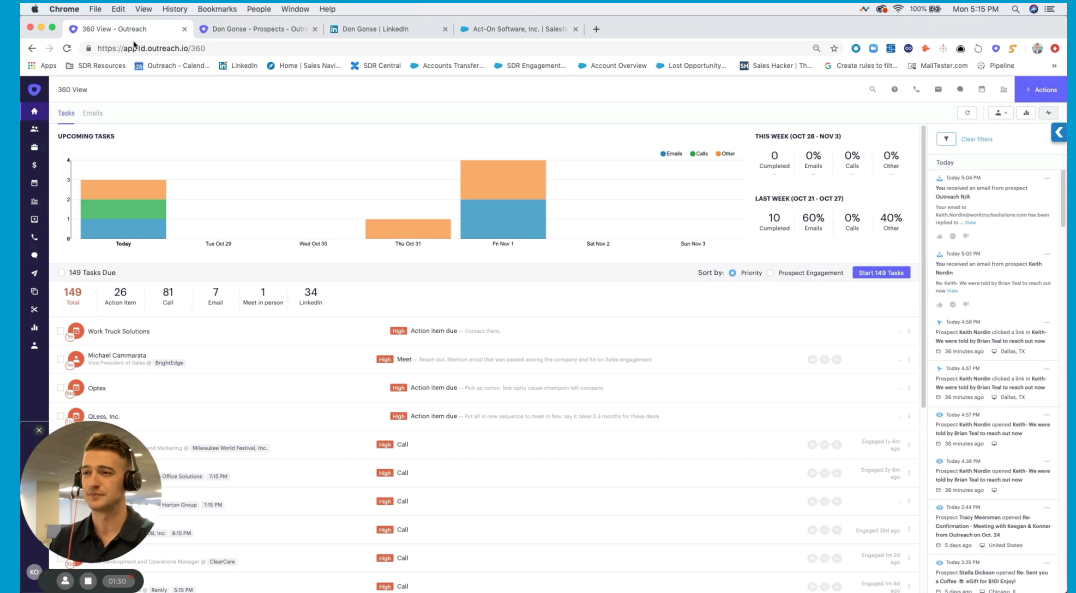
2



• Emotion and Tone

(positive or negative)

3



or Complexity
(screen recording)

- 3-Step Evaluation

Personal Connection

Emotion and Tone

Detail or Complexity



The Paradox of Vulnerability

Your imperfection *is* your perfection.

A decorative graphic consisting of a dashed white line that starts at the top left, goes down, then curves to the right, then down again, ending at a solid white circle.

● Basic Video Tips

Practice

Turn on every light

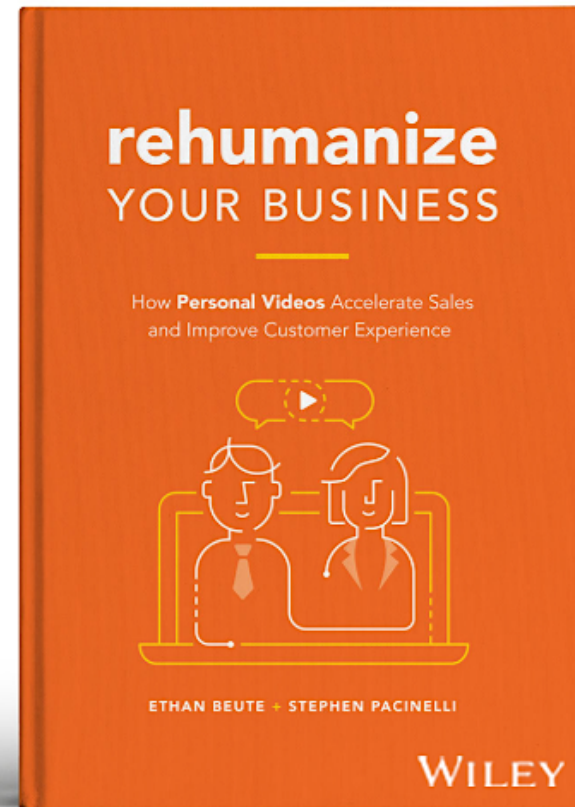
Look into the lens

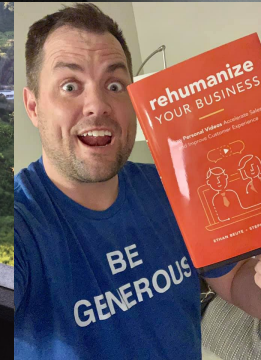
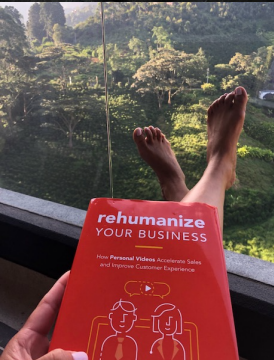
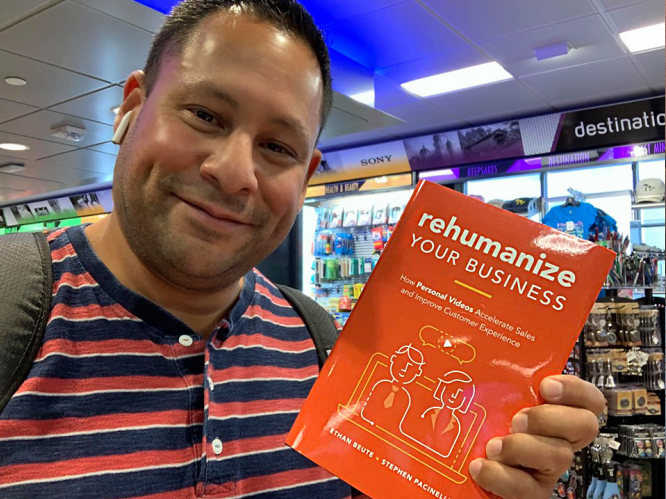
Don't use a script

• | **Get the guides**



Email: **Ethan@BombBomb.com**





We believe in *you*.

Ethan@BombBomb.com

