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5 Ways to Harness Video
Knowledge Sharing for
**World Class Customer
Success Teams**

E-Book (2022)

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Why Video Is the Future of Successful Customer Experience

The customer success landscape is constantly evolving. As new technologies emerge and culture shifts, consumers set a higher standard for a successful customer experience. Before 1960, interactions with customers were primarily face to face. Then, when call centers and 1-800 numbers arrived on the scene, customer support shifted to voice interaction. Later, web users expected access to customer support on a website through a knowledge base. The consumer expected to find help on a business' website without interacting with an employee.

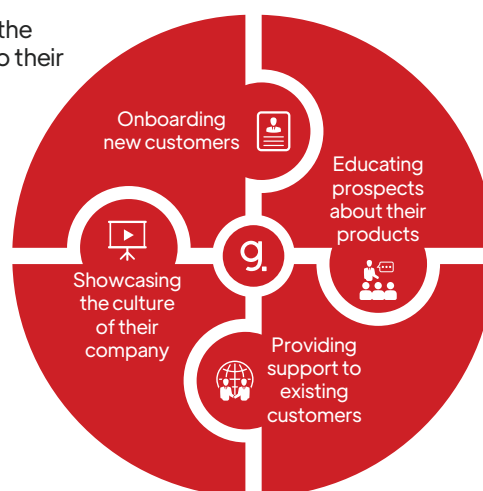
During the pandemic, most businesses were forced into a digital transformation in every area, including customer success, IT support and knowledge sharing. Not much has changed in the post-2020 world. 79% of consumers prefer live video chat when dealing with customer service or troubleshooting.

Consumer behavior and customer expectations have shifted. Since they already use mobile video to learn new skills, review products and troubleshoot, integrating video into the customer success journey is no longer an optional feature, but rather the standard. In this book, we'll show you how Guidde's video solutions can help your success team create a world-class customer experience.

Incorporate Video into the User Journey

Customer success is becoming more complex, as the number of touchpoints along the customer journey continues to expand and new technologies emerge. To meet these challenges head-on, many companies are working to integrate different aspects of an expanded customer success strategy into their day-to-day operations. This often means that a company might need to upgrade its processes, technology, and workforce so it can meet the demands of this new strategy.

Customer success teams across the globe are incorporating video into their strategy in different ways:



Yet, many companies find it difficult to integrate video into their customer success strategies because of the implied complexity of creating such a plan. Here are some helpful tips for incorporating video into your customer success strategy.

Why Video in Customer Success Matters

Foremost, video has become a crucial element of many successful customer acquisition strategies. 73% of consumers are likely to buy a product or service after watching a related video, according to a survey conducted by Animoto. Customers trust video content more than written content, especially for learning about benefits and other important aspects of a product or service that they may be purchasing. This is because the combination of text, visuals, and audio stick with people more than alone text or static images.

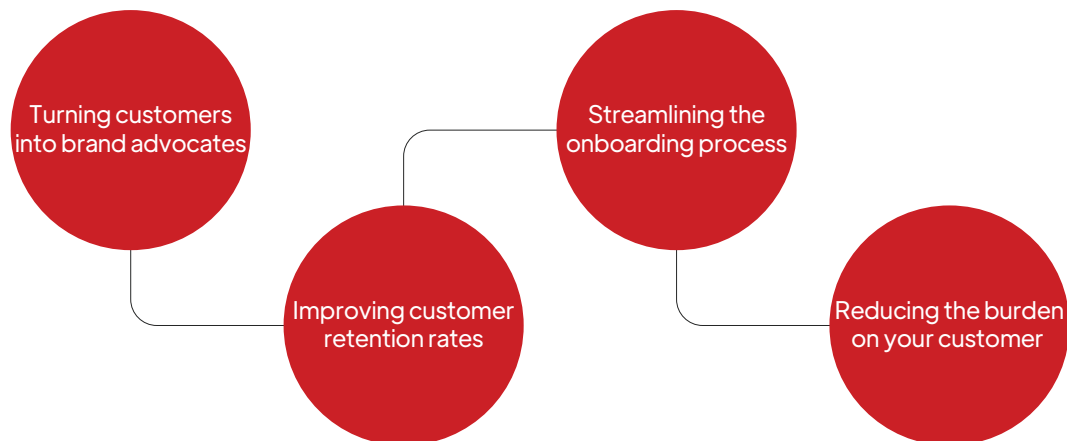
Video has also become an essential way for organizations to show the value and expertise while building the trust that's imperative for long-term success. This is particularly true for B2B customers, who place a higher value on proficiency.

Define Your Video Strategy

There's more to a video strategy for customer success than creating a few tutorials and uploading them to a website. To successfully integrate video into your customer success strategy, you'll need clear goals that are aligned with the broader company mission, vision, and business objectives.

- What problem are you trying to solve?
- What is the end goal?
- How will video help you solve those problems and what's the intended return on investment, or ROI?

Your outcomes could include:



To create your own video strategy, consider the type of video content that will be the most compelling for your customers. Next, brainstorm how you will use the video content. For example, will you switch to video conferencing during the early stages of the customer success journey? Finally, outline the potential benefits of your video.

With these questions in mind, you can create a better strategy for incorporating video into your overall customer success strategy.

Create a Roadmap for Video Integration

Video integrations are largely a numbers game. To get the best results from your video, you need to produce adequate content for each stage along the customer journey without overwhelming your customers and prospects.

This is also an excellent opportunity to cross-pollinate video integrations with other aspects of the customer success strategy. For example, you might create a series of video that covers frequently asked questions, or FAQs, about a particular product. Once that video is uploaded to your site, you can embed it into your online help center and link to it from those FAQs. This allows you to expand your reach with the same video and more value for your efforts.

Creating high-quality video content is a time-consuming process that often requires a significant investment in both time and money. With these issues in mind, it's important to contemplate how you plan to integrate video into your customer success strategy. Once you've addressed these challenges, you'll be well-equipped to reach your customers with engaging and informative video content.

Use Video in Customer Onboarding

A company's onboarding process can make or break a customer's experience. A 2020 report by Wyzowl found that 86% of participants would stay loyal to businesses that invest in their onboarding process that welcomes and educates customers after they've bought a product or service.

This is why successful onboarding is crucial — having a new customer pay for your product or service results from their faith in you. Once they've made that investment, it's important to reassure them and show them the benefits of what they purchased.

Elements of a Successful Customer Onboarding Process

A common misconception of the onboarding process relates to where it starts in the customer journey. Contrary to what some might believe, onboarding kicks in after the sale. Once payments have been confirmed and customers have agreed to terms and conditions, the onboarding process begins.

Successfully onboarding your customers can have a significant impact on the overall customer experience. Customers will be more confident in their choice, which reduces buyer's remorse. They are more engaged and more forgiving when there are hiccups along the way.

Every successful onboarding strategy should include these seven elements:

- ▶ Welcoming new customers
- ▶ Introducing the customer success manager
- ▶ Setting boundaries and expectations
- ▶ Explaining your process
- ▶ Defining goals and objectives
- ▶ Outlining key milestones
- ▶ Getting information from the customer

Incorporating video knowledge sharing into strategic parts in the process can save your customer success team time, allow for more clients per customer success manager, and decrease the entire onboarding process.

How To Use Video During Onboarding

Now, one obvious way to include video in the onboarding phase is through video conferencing calls. However, those can be repetitive and uninspiring. Video conference calls also eat up your success team's human resources. By re-imagining your existing onboarding process, you can save the personal contact time for when it's needed most.

Guide's video sharing platform allows customer success managers to create an engaging experience for customers while still automating the onboarding process. Customer success managers can create a space for each new client account and invite the relevant stakeholders into that space.

Start with a video welcome message. You can opt to use an evergreen welcome video to explain the process and expectations. Since clients deal with the same success manager during their lifecycle, you could personalize the experience by having your customer success team record a welcome video to use with all their clients. That way clients meet their success manager from the get go.

Next, share on-demand videos specific to the client. Instead of scheduling a conference call to run through goals, objectives, and milestones, record a video presentation to explain the component and set expectations. On-demand videos empower customers to go through the information when it's convenient. This is particularly useful when there are multiple stakeholders involved with busy schedules. End the video with next steps and ask the customers to reply with any questions.

Then, create a knowledge base for each customer through a playbook. Playbooks are a revolutionary feature in the Guidde platform. As the customer success manager, you can store all videos and documents related to your client's project in a special playbook that they can access at any time. You can also add generic customer support videos or FAQ videos to your client's space, so that all their information is in one place.

Finally, embrace asynchronous video communication. Guidde has a video chat feature that allows customers to reply to your communications with a video message. This feature lets you form conversations with your customer when it's most convenient for you and them, which helps improve the speed of customer onboarding and customer success.

Video opens a new world of possibilities for onboarding new customers. It also has the potential to transform the onboarding experience for customer success teams and their customers. One of the key things to remember is that video does not need to be expensive or complex. Explore the possibilities with Guidde's Customer Success solutions.

Creative Video Marketing Tactics That Will Boost Your Customer Success

The rise of social media has meant that brands have a new challenge when it comes to customers: authenticity. People want to know that the brand they trust is being run by real people with a genuine message. Video marketing can help you show your customers that you're real by giving them a behind-the-scenes look at your team and processes. In addition, video has been shown to have a positive impact on your customers' purchasing decisions. Customers are more likely to buy a product or service if they've seen it demonstrated, and video is an excellent way to showcase the benefits of the product or service you offer.

1. Build Trust with Customer Testimonials

Nothing builds trust, like hearing what your customers have to say. And what better way to show how much they like your product than with a testimonial? If your customers are happy with what you offer, they might even be willing to record a short video testimonial for you to share online. If you're running a SaaS business, consider including video testimonials on your site. You could also ask clients to leave a video testimonial as part of their customer success journey. This could be as part of their post-sale onboarding experience or as a requirement for a certain level of service. Once you've collected customer video testimonials, upload them to a dedicated playbook in the Guidde app, so your sales and marketing team has easy access.

2. Educate Customers with Video Content

There are certain topics your customers need to know about when using your product – security features, features and functionality, and even how to use certain features. Asking your customers to read about these topics is one thing, but showing them is another. When you have video content, you can explain the things your customers need to know in a more visual way that is easier to understand. You can also make your content more accessible to people with disabilities by adding closed captions or transcripts.

3. Highlight the Value of Your Product

Your product has many features and benefits that set it apart from the competition. The Guide app allows you to create a video highlighting some of those key features and benefits to make them more obvious to your customers. Then, use that video in different ways, including:

| Promoting the video on your website | Hosting it on a video hosting site | Embedding it in an Email campaign |
|--|--|--|
| <p>Consider uploading the video to your homepage or product pages. You could even add the video to your homepage slideshow to make it extra eye-catching. Make sure the video is placed in a way that makes sense with the rest of your content.</p> | <p>If you're going to do this, make sure you choose the right hosting site. You want one that's optimized for business and makes it easy to share your video on social media and other online platforms, like Guide.</p> | <p>If you send email campaigns to your customers, consider including a short video highlighting the key features and benefits of your product.</p> |

4. Run Facebook Ads to Drive Awareness and Intent

There are certain topics your customers need to know about when using your product – security features, features and functionality, and even how to use certain features. Asking your customers to read about these topics is one thing, but showing them is another. When you have video content, you can explain the things your customers need to know in a more visual way that is easier to understand. You can also make your content more accessible to people with disabilities by adding closed captions or transcripts.

5. Showcasing Product Features with Video Shorts

You could create a series of short videos showcasing key features of your product or service. These could be linked to on your website, or you could use them to drive traffic to your website. You could also consider hosting them on a video hosting site like YouTube, TikTok, or Guide, or uploading them to Facebook. You could feature the product, show how it works and how it benefits your customers. Customers can give feedback on your product and service. You could create a series of videos that last between 30 and 60 seconds each. This is a great way to showcase key features without having to create long videos that take time to produce.

Create a Video Knowledge Base

Creating a video knowledge base can be easy and effective if you follow a few important steps. First, choose your topic. What do your customers need to know? What information do your employees need to know? Create an outline of the content you want in each video. This will help you stay organized and on track. Find a place to host your videos. You can use a video hosting service like Guidde. Don't forget to include links to your videos on social media and other company communication channels. This will give your videos the visibility they need to be successful. You should regularly update your video knowledge base. This is important if you're using it to provide product training or answer FAQs. When your product or service changes, so should your video content.

These four tips can help increase user engagement with your video knowledge base:

Timing

Make sure your video knowledge base is available when your customers need it. For example, if you're using video to answer FAQs during the holiday season, make sure your video knowledge base is ready to go during the holidays.

Segmentation

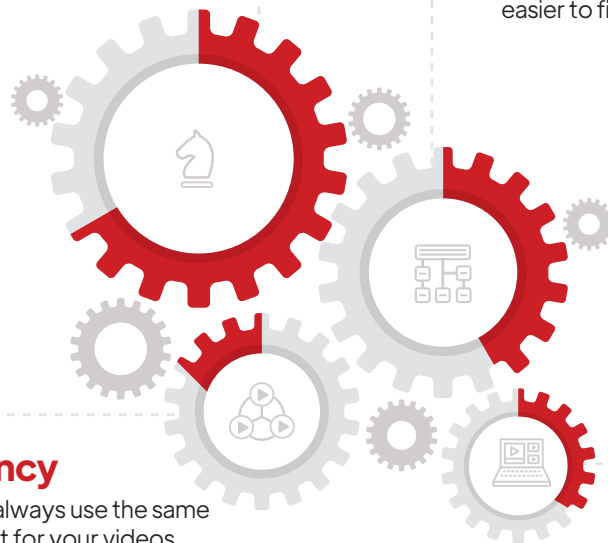
You can divide your video knowledge base by customer type, product or service type through the tagging feature. This will help you organize your videos and make them easier to find.

Consistency

Make sure you always use the same tone and format for your videos. This will make them easier to digest and will help your customers know what to expect when they click on your videos.

Create a video playbook

This will allow viewers to see all of your videos in one place. It's also a great way to build awareness for your video knowledge base.



Enhance Brand Awareness through User Generated Content

UGC, or “user-generated content,” is any form of content created by your customers or consumers. It’s a form of marketing that allows customers to create their own content to promote your products and services. This content is usually created by customers and shared online via social media, blogs, or websites. It can take many forms, but the goal is to have customers create content that helps your brand.

Beyond that, UGC is a rather broad term, and there are many types of UGC that you can use for your business. Some of the most common types of UGC include:

- **Customer reviews:** This is one of the easiest and most common forms of UGC. All you need to do is ask a few of your satisfied customers to write reviews about your products or services. Make sure you have a system in place to respond to any negative reviews so that you can turn them into positive experiences.
- **Videos:** This is one of the most powerful types of UGC. A video testimonial is an excellent way to succinctly show the value of your product or service. And it’s much more effective than a written review because it’s much more visceral and engaging.
- **User-generated photos:** This works especially well for B2C companies. You can ask your customers to take photos of themselves or their surroundings while they use your product. This is a great way to show your potential customers how your product can be used in real life.

How to Achieve Brand Awareness Through UGC

Now that we’ve explored what UGC is and why it works, let’s talk about how you can achieve brand awareness through UGC. There are many ways to use UGC in your marketing efforts.

The key is to find a strategic way to incorporate it into your overall branding strategy.



First, Identify the type of UGC that will best suit your business goals.

You want to make sure that the content you use is relevant and useful to your customers. This way, it will be more likely to get shared and have a positive impact on your brand.



Second, Make it easy for your customers to share your UGC.

Make it easy for your customers to share the content they create with you by providing easy-to-use tools. For example, when you create a space for a customer's account on the Guidde platform, your customers can post video messages in their designated space. The share function also makes it easier for them to share those videos on other platforms. This will help you leverage your customers’ creativity and authenticity to get your products in front of more people.



Third, Track and analyze your UGC to make sure it's having the desired impact.

You don’t want to throw a bunch of UGC out into the world without knowing if anyone is even seeing it. Make sure you have tracking systems in place to measure the success of your UGC efforts.

Video Knowledge Sharing with Guidde Videos

Video content is more engaging, more memorable, and easier to understand than plain text. But it's challenging to create it, especially if you're working with a team or multiple departments. If you want to boost team collaboration and make your brand or business more accessible, creating a video makes sense.

A video can help you:



Share knowledge across teams. Create a single source of information that team members can easily access when they need it. This will help you eliminate the process of searching for the same information in different places.



Make information more accessible. People are more likely to engage with and understand information when it's presented as a video. A video can help you eliminate the need to read through walls of text and break down complex information into easy-to-digest bites.



Create on-demand video content. With video playbooks, you create on-demand, engaging video content that can be used across all your marketing channels.



Educate customers. If you use video playbooks to share information with your customers, you can also build trust and increase conversions.

Guidde Video Features

- **Semantic search.** With semantic search, you can create scannable content that helps search engines understand the topics and keywords in your video. This can help you earn higher rankings for your business or brand online.
- **Auto-generated subtitles.** Subtitles can help people who can't hear or understand your video content still learn from it. Use Guidde's video playbook software to make this process easier by auto-generating subtitles based on your video content.
- **Auto-generated transcripts.** Video playbooks are more than just videos. They're multimedia presentations that include text, images, and video. With Guidde, you can quickly and easily add a transcript to your video content so that people who prefer to read still understand your information.

Measuring the ROI of Video for Customer Success

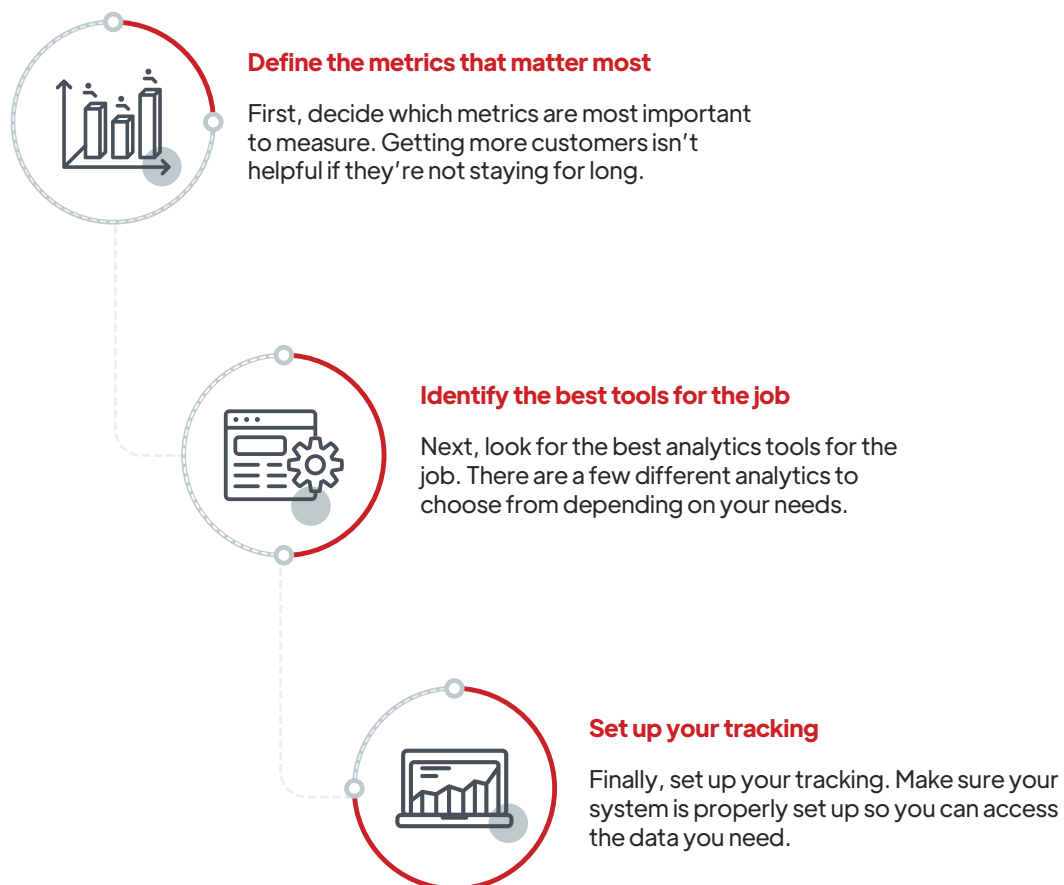
There are two different definitions of the ROI for customer success. The first is the financial ROI, which is how much money you're making from your customer success efforts versus how much those efforts cost to run. The other type of ROI is the customer retention ROI, which is how many customers you're keeping versus how many you're losing. Both are critical to measuring the success of a program.

While it's critical to track and understand the different metrics that make up the customer success journey, it's not as easy as measuring one particular event. Measuring the ROI of customer success means understanding these different metrics. It also means being able to compare them to other similar businesses.

3 Steps to Measure the ROI of Customer Success

Once you've decided which metrics are the most important to measure, the next step is to create the right analytics tools to pull that data.

There are thousands of tools out there to choose from, so start with these three steps:



Explore Video Content as a Revenue Stream

With so many online video outlets available, it's never been easier to share your ideas with a global audience. The potential for reaching new viewers is virtually limitless – and as a bonus, creating content is also affordable. If you're already producing video content on a semi-regular basis, that's great news for your business. Because the ROI of video has been proven again and again: It's an inexpensive way to engage potential customers and drive sales. Plus, it's also one of the best ways to rank in search results. These days, businesses large and small are getting on board with video content in a big way. They know that investing in video as part of their marketing strategy can have tremendous payoffs down the road. However, not all businesses see immediate returns from their initial investment in video production equipment.

Transform Your Customer Success Journey through Video Knowledge Sharing

Keeping customers happy, engaged, and coming back for more is a constant challenge for businesses. As markets become increasingly crowded, customer loyalty can be fleeting. The rise of social media means that bad experiences can quickly spread online, damaging a company's reputation and causing potential customers to think twice before buying from them again. To win customers' loyalty, businesses need to stand out from the crowd. Video marketing can help you do just that.

**Contact a Guidder today
to hear more about our
Customer Success
solutions.**