



# 8 Ways Video will Transform your Customer Experience Program



According to a recent study, by the year 2020, customer experience will overtake price and product as the key brand differentiator. So, in 2019, it's no longer enough to rely on just having a good product: it's about creating positive touch-points throughout the entire customer journey, making sure that you're managing the customer journey and creating a process people want to repeat.

Research shows that 75% of people expect a consistent experience, whenever and wherever they engage with a brand, with 64% expecting this interaction without delay. When you put it like that, it's no wonder that 84% of organizations who are working to improve their CX report an increase in revenue. Basically, without positive customer interactions, it's not that you can't compete - you won't even get off the start line.

But to deliver exceptional customer experiences, we must listen to our customers' feedback. That way, we'll have a clear understanding of where we excel and where we underdeliver. We typically have listening posts set up throughout the customer journey, both transactional and relationship-based. The most common approach is to give our customers this "voice" through CSAT, CES, NPS, or OSAT, etc. What's that? We're not telling you anything new? Stay tuned... Sadly, many well-intended CX programs are falling down by placing too much emphasis on customer data, and not enough on the customers themselves.



## CX surveys could use a helping hand

The trouble with relying solely on quantitative feedback in our CX programs is that we often lose sight of the human element of customer experience, and the results often underperform and underwhelm when sharing with the wider business.

Furthermore, we've seen declines in response rates for surveys, and customers are demanding a better experience for providing feedback. In order to get the feedback we need, it's critical that we shorten surveys or offer more engaging question types that excite customers - or both.

Is it any wonder that only 1% of customers feel as if businesses consistently meet their expectations? Our customers are not only seeking stellar experiences but also need to feel heard and understood. And with the digital and social age we live in, they aren't waiting to give their feedback if they feel they aren't being heard.

# How video can transform CX

So, what's the role of video in all this? Video is by far the most powerful way to gather human feedback so you can see how your customers really feel about their interactions with your brand, products, and services - and video today is an entirely different ball game to customer feedback videos of the past. Many CX practitioners have previously been put off using video because they are conscious about how long it takes compared to quantitative feedback, but today's technology enables you to gather and understand hundreds of videos in just a few minutes - so you can uncover emotions faster than ever before.

Today, you can capture video feedback by integrating video open-ended questions into existing CX surveys to collect hundreds of rich, visual stories about your customers' experiences.

Then, to take the pain out of video analysis, the self-recorded customer feedback videos are instantly uploaded to a video analytics platform, like Voxpopme's VideoCX solution, where they are human transcribed, time-coded, and quality checked before being coded for key themes and rated for sentiment. This way, you can discover the themes that matter most and categorize content by your customers' true feelings. Armed with best-in-class video feedback tools, you can identify the most powerful snippets of video and bring the voice of the customer into the boardroom, delivering frictionless feedback with real impact.

**So, without further ado, here are 8 simple ways that video transforms your customer experience surveys:**

## **1 Video improves the customer feedback experience**

The days of traditional text-based surveys or lengthy tick-box questionnaires are long gone. Instead, customers today are turning to video more and more for a frictionless and fun way to provide rich feedback. It's a much easier way for them to express themselves than closed questions as video allows them to substantiate on scales and scores. But more importantly, it transforms open-ended questions, allowing consumers to articulate their true feelings beyond the confines of a text box. And because they can take part anytime, anywhere, video feedback can fit in with their lives and significantly reduce survey fatigue and stop surveys feeling like mile 25 of the New York Marathon.

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## **Video is empowering**

Video empowers your customers because they feel as if they are really being listened to. They can share their experiences in their own words via video which improves engagement, helps them feel closer to your brand, and makes your customers feel as if their experience matters. Think about when you've written a text-based response - did you really write down everything you truly thought? How about ticking boxes in a survey, or selecting options on a scale - did they represent what you were actually feeling? Probably not - and that's precisely where video can empower your customers and deliver a whole new customer feedback experience. In the words of John Lennon, it's time to give "power to the people, right on!"

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## **Video increases customer closeness**

Howard Schultz said, "great companies that build an enduring brand have an emotional relationship with customers that has no barriers." And when it comes to nurturing that relationship, there's nothing better than video. You see, video is much more personal and adds a human aspect to communication, which means you can build real connections between the people in your organization and your customers. After all, if senior leaders are to make necessary calls on the future of your business, it's vital they hear raw, unfiltered stories from your customers - and by humanizing your data, you can get closer to your customers.

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## **Video enriches customer understanding**

Thanks to powerful, automated video analytics, it's easy to gather insight into key themes, trends, and emotions in customer feedback videos which quickly deepens customer understanding. Video delivers more depth and emotion than scores alone, helping you bring a richness to your feedback and see the worlds through your customers' eyes. You'll find that a short video response from a customer provides far more detail about their most recent experience or satisfaction with your brand - offering context to the numbers we typically capture. What does that mean? That you can cut through the noise to obtain unfiltered content so you can better understand your customers' honest opinions and feelings about your brand.

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## Video uncovers the why

Video allows you to discover the why behind survey scores. By collecting real customer stories via video, you can unlock previously unknown insights and build a more sophisticated understanding of the customer psyche. Sure, Jenny gave us a 3 out of 10 on our post-purchase CSAT survey and she even took the time to fill out our open-ended text question where she wrote, "3 - It was a positive experience." But without the context that video provides, it's hard to know which aspects of Jenny's journey resulted in that score. Video allows Jenny to share the specific reasons she gave you a 3 and discuss how you might improve her experience next time. It goes beyond quantitative experience scores and empowers you to understand the why behind the what. By seeing the stories behind your scores, you can build empathy with your customers and make sure your overall CX program focuses on the people that truly matter.

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## Video makes closing the loop easier

With a better understanding of a customer's experience and more context around their issues, you're better equipped to close the loop. When you really know your customers, it's easy to fix their journeys, make improvements, drive change and most importantly, strengthen your customer relationships. With video feedback in your corner, closing the feedback loop will be as easy as putting one in your shoelaces.

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## Video brings data to life

If numbers numb us, then stories stir us. Video can help you bring metrics to life and get the human element back into your CX data. Humans are visually wired - in fact, almost 50% of the brain is dedicated to visual processing. So, to drive real change, we need to start telling stories in the C-suite to demonstrate the real impact of the decisions we make. Humans aren't rational information processors, and we can't use data alone to influence them; instead, you need to bring the human element back into your feedback, so you can bring your results to life and make them more interesting by telling impactful stories that emote and engage all stakeholders. Say hello to video and goodbye to spending hours working out how you win over the most straight-faced person in your organization with your next presentation.

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## Video drives change

Adding the richness of video to your results means you can differentiate your CX program entirely and make sure it stands out in a data-heavy world. As a CX Practitioner armed with video feedback, you can head into executive meetings knowing that your key insights will be evidenced with powerful stories that ensure you're heard. By grabbing the attention of your C-Suite you can help to create empathy, transform culture, and implement real change across your entire organization.

# First time here? Take a moment to learn a little more about VideoCX below...

VideoCX captures deeper insights into customer and employee experiences - enabling stakeholders across your organization to see, hear and feel customer and employee emotions through agile video feedback - in new or existing CX surveys.

This video-first approach humanizes your data by providing unfiltered access to the “why” behind scores, creating empathy and sharing evidence that demands attention and transforms culture. Are you ready to enrich your CX program with customer feedback videos and start hearing the voice of your customers? Head to [voxpathme.com](https://voxpathme.com) to see how video can work for you.

We don't bite...  
Let's talk.



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