

7 Reasons

Why You Need Video in Your CX Program



Video is everywhere...

But how can it help to uncover deeper understanding of customer experience?

This infographic explores the magic video brings to your CX program

Video enriches our customer understanding

Reveals the “why”

Video goes beyond quantitative customer experience survey scores with a qualitative lens to truly understand the “why” behind the “what”.



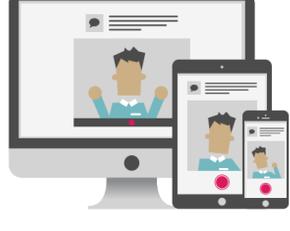
Deepens customer understanding

It cuts through the noise to obtain raw, unfiltered context to better understand your customers' feelings about your brand.

It provides a unique customer experience

Provides a more engaging experience

Customers are tired of surveys and choosing to communicate with video more and more. VideoCX gives your customers a frictionless and fun way to provide rich feedback.



Increases customer closeness

Add depth, emotion and authenticity to your CX data to build real, human connections between the people in your organization and your customers.

And it heightens stakeholder engagement when shared...

Brings data to life

You have a lot of data. Bring your charts and metrics to life with video and bring the human element back into your CX data.



Engages stakeholders with powerful stories

Quickly and easily create showreels to share with executives that highlight key themes, the peaks of your customers' experiences with your brand, and areas for improvement.

Delivers the real story

A typical video response is 6-8 times longer than a text-based response. Video brings depth, context, emotion and authenticity, driving more action.



The use of video has exploded



94%

of employees believe video is important for **every** business department



80%

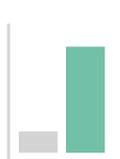
of employees consider the integration of video into their key technology platforms essential

And the demand for video is rapidly growing within our businesses, because...



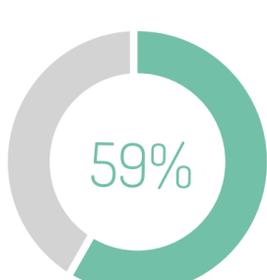
We're visually wired - almost **50%** of the brain is dedicated to visual processing

&



We suffer from information overload - receiving **5x** as much information as we did in 1986

And that's why



of executives agree that if both text and video are available on the same topic, they are more likely to choose video

VideoCX is a complete end-to-end solution that first allows your customers to easily share video feedback. Next, our industry-leading analytics platform helps identify critical insights in seconds and turns real customer stories into powerful, ready-to-share showreels. Enrich your customer experience program with video to hear the true voice of the customer.