



Bring your CX program to life...

Are you ready to see the story behind your scores?

Introducing VideoCX

VideoCX enables you to capture and share rich customer stories by building a video-centric CX program or integrating video into your existing surveys. Go beyond scores, deepen your customer understanding and engage your entire organization by using video to:

- ▶ Build real human connections between your brand & your customers.
- ▶ Encourage customers to freely share their thoughts and feelings.
- ▶ Drive key stakeholder engagement with video storytelling.



“At Oath, we need to have data backed insights but video helps us bring customer stories to life and that tends to be something that really resonates with our stakeholders.”

- Denise Brien, Senior Director, Consumer Analytics & Research

How VideoCX works...

1. Capture Video

Empower your customers to share rich stories and understand exactly what is driving your scores.



2. Instant Understanding

Automated analytics transcribe, time-code, theme-code and sentiment score your videos.



3. Create Stories

In just a couple of clicks, bring a topic to life with a compelling reel of video clips.

4. Drive Action

Engage stakeholders and build deeper customer understanding across the organization with video.



FAQs

Who will record video?

Video is popular with all generations. Our clients see great participation levels across their full range of customers, from 18 to 85.

How does it work with my existing CX program?

A simple survey integration is all you'll need. Our video open-ends can be easily added into any survey during scripting. When respondents reach the video question they will be given the choice to leave a video or text response to share their story on their terms.

Which CX programs can you work alongside?

The world's leading brands use VideoCX and we have great relationships with established CX platforms. Whether you use Qualtrics, InMoment, Clarabridge, Medallia, MaritzCX or any other solution, we can seamlessly integrate video into your existing program.

How quickly can this be set up?

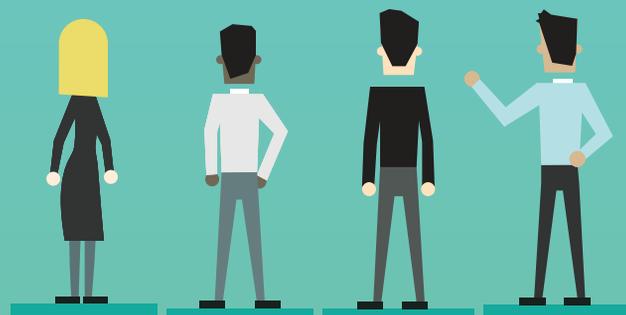
VideoCX can be added to your existing CX program within an hour! If you need a helping hand on video setup, we will provide you with all the support needed to embed a video open-end into your survey.

Do I need any specialist knowledge or training?

No, ease of use is our speciality! The addition of video questions is simple and Voxpopme's analysis and editing platform is intuitive for any user.

How do I get started?

Simply contact our team via email at sales@videocx.com or visit us at videocx.com to learn more and explore practical use cases.



videocx.com

Get started by contacting the videoCX team at sales@videocx.com or calling us on +1 303 488 3301