



# How to support your prospects, customers & team with video



# Support

verb /sə'pɔ:t/

**To help someone, or offer help with something, when this is needed.**

Cambridge Dictionary

# Welcome!

Legendary football coach Vince Lombardi didn't **just** have strong opinions on gridiron. He had plenty to say about business, too.

One of his greatest business-related quotes spoke to a fundamental truth about the customer journey: **"It takes months to find a customer...seconds to lose one."**

The message here is simple. Attracting an audience? It's hard. Explaining your message, and getting your audience so enthused that they want to buy into it? Hard.

But generating a new lead, winning a new customer or making a new hire isn't the end of your audience journey. Not by a long shot.

If you don't **support** these people once they're in place, there's a real risk that all your hard work could go to waste.

Customer churn; shabby reviews; high employee turnover; low lead conversion; they're all things to avoid for businesses to be truly successful.

In order to avoid these pitfalls, you need to offer **great support**. In other words, you need to...

- **Nurture leads into customers** by sharing information, ideas and inspiration.
- **Support your existing customers** with content that helps them understand the full value and potential of your product or service, giving them the best, most successful experience possible.
- **Onboard and train your team** on an ongoing basis, giving them the knowledge and tools to achieve the goals that matter to them, you, and your customers.

In simple terms, support content is about setting your people up for success.

**Because when they win, you win!**



## Why video?

When creating content to add ongoing value to your prospects, customers and team, there are lots of different options out there. Blog articles, instructional guides and onboarding programmes are all on hand to help you set your audience up for success.

So what makes **video** such a compelling tool for learning, training and onboarding?

- **It's a powerful learning tool** - We all know that people learn in different ways. Some people remember visual elements, some absorb auditory information better, while others rely on movement to help them store information. Video is a fantastic tool because it combines all three of these different elements.
- **You're in control** - When you lay out large amounts of information for your audience, you can't always be sure that they'll digest the important stuff. But with video, you control the speed and order in which the information is fed to your audience. This means you optimise the chances that the truly important information will stick.
- **It's flexible** - Video can be used to explain *anything*. It's an incredibly versatile tool, which covers animation, live action, interactive, screen recording and more. You can educate people on physical products, apps and websites. But equally, you can play out behaviours and cultural values, demonstrating these in a slick, professional, engaging way.
- **It can be revisited** - When memory needs to be refreshed, it can be. Video can always be rewatched, delivering the same information, repeatably, consistently, time and again. This means your investment in learning, training and development is a one-off thing - with gains that can be felt for years and years to come.
- **Viewers love it** - When it comes to solving problems and gaining knowledge, video is an amazingly popular and widely-consumed tool. Rather than burdening your team with mountains of support queries, you can use video to build up 'knowledge bases' which allow customers to self-serve, delving into the wealth of information and answering their own questions. Studies have found that customers [prefer knowledge bases](#) over all other self-service channels. Likewise, you could use internal knowledge bases for your employees to revisit and refresh crucial information in the same way they originally learned.

# **How to support your prospects, customers & team with video**

**So, let's take a look at some of the ways you can go about using video as a tool to support, nurture and onboard your audience...**

# Explainer videos

Explainer videos are an essential tool for audience education. These short videos - generally around 1-2 minutes in length, but longer if you have an opted-in audience - create **lightbulb moments**. Moments where your audience really **gets** what you're saying.

You can use an explainer video to explain anything - a **product, service**, or simply a **concept**. People sometimes call it an elevator pitch video, because it encourages you to think about how you would explain something if you only had a short elevator ride with your audience.

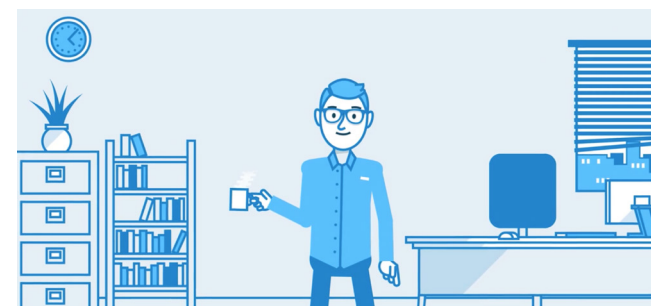
Getting down to this level of simplicity is an amazing way to cut through all the noise and bluster of the modern world of business, and creating meaningful moments of clarity for your audience. Like Albert Einstein said, **"If you can't explain something simply, you don't understand it well enough."**

Explainer videos are, of course a great tool to attract and explain. But what's often overlooked is their phenomenal potential to reach out and educate or re-engage existing or past customers.

The below example from **New York Life Insurance Company** shows this approach in action. In this instance, the company was aware that their customers were business owners, with busy, chaotic lifestyles.

Customer satisfaction for New York Life depended heavily on the customer having the right products for their needs when required. Of course, that often needs to be checked as circumstances change.

The video therefore encourages customers to re-engage with their representative, explaining some of the great ways the agent can help. It's a creative, interesting way to reach out and re-engage!



You could also use explainer videos to...

- **Explain changes to your product or service offering.**
- **Introduce new products or features.**
- **Explain ideas or concepts that are topical and/or relevant to your audience - such as news stories, legislation, etc.**

**TOP TIP:** A well-paced professional voiceover is read at around 130-140 words per minute. If you're writing a script for an explainer video, performing a quick word count on your voiceover is a great way to estimate the length!

# Training videos

Whatever your industry or niche, training and developing your team is mission critical. Research proves the value of training time and time again. 7 out of 10 employees say that training and development opportunities **influence their decision** to stay with a company - and we all know the costs associated with employee turnover.

And that's just one side of it; training also plays a key part in customer satisfaction and retention. There's a clear link between great training, great customer experience, and optimal levels of customer retention.

Obviously video is an incredibly versatile tool and can be used in a variety of forms for training. Product demos, software walkthroughs, recorded presentations are all options to consider. **Just remember to keep things inspiring and fun** - [1 in 3 employees](#) say that **uninspiring content** is a barrier to their learning.

One great option to consider for training is **animated video**. It's highly effective because it allows you to create any scene, and design characters that look however you want them to.

This allows you to demonstrate real-life scenarios and behaviours without coming across as cheesy - take the below video for example. This wide-ranging training video lays out not just the benefits of Nikwax - a cleaning and conditioning product for waterproof jackets - but also the ideal ways to consider selling the product to customers. When to introduce it, and what to say.



Ordinarily, you might need to do this in a physical store location - closing down the store, hiring actors, and being incredibly careful not to create something awkward and embarrassing. Animation gives you the flexibility and control to overcome these considerations and create a powerful, cool learning experience.

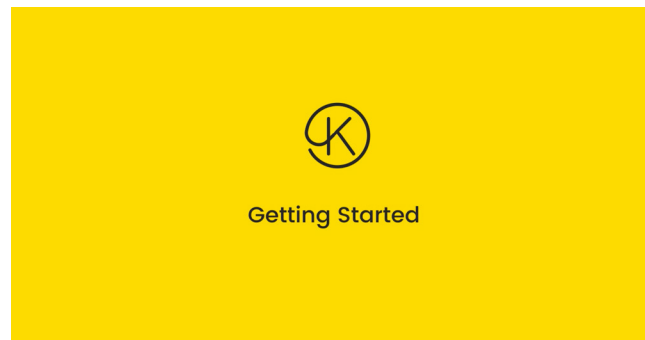
# App demos

We know that an app demo can be a great way to introduce an app or website, and convince would-be users to download or sign up. But it can also be an amazing way to **support your existing users**.

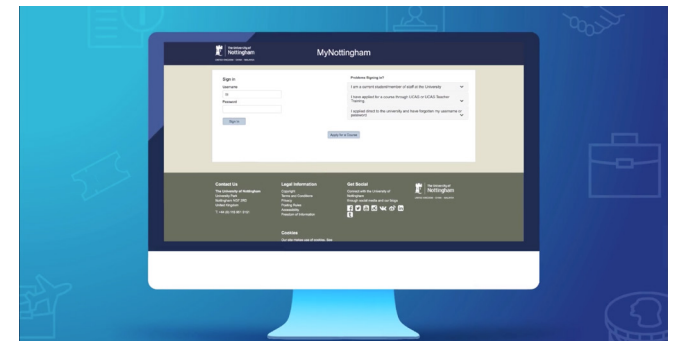
Some of the stats around app retention are scary. Did you know, for example, that 30 days after an app is downloaded it has **lost nearly 90%** of daily active users, while **23% of mobile apps** are used **only once?**

Of course, some churn is inevitable. But all too often, it's not a reflection of the quality of an app or website - it's the fact that there's a gap around knowledge and information. Users not having the functionality and potential clearly spelled out to them, or lacking the expertise to use a tool to its full capacity. The lost revenue potential here is enormous.

Creating an app demo video is a great way to welcome new users and show them how to get started - like in the example below from print-on-demand merchandise company, [Kite](#).



It's a great way to show your users the **exact process** they need to go through to achieve a particular goal, like in this video we created for Nottingham University, which walks through the process required to enrol for a particular module online.

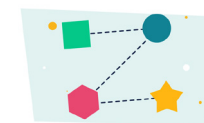


Our demo videos come in a variety of different 'flavours', but they all do a similar job: set your users up for success, optimising satisfaction, retention and ongoing use.

**Tutorial**

**Showcase**

**Animated demo**

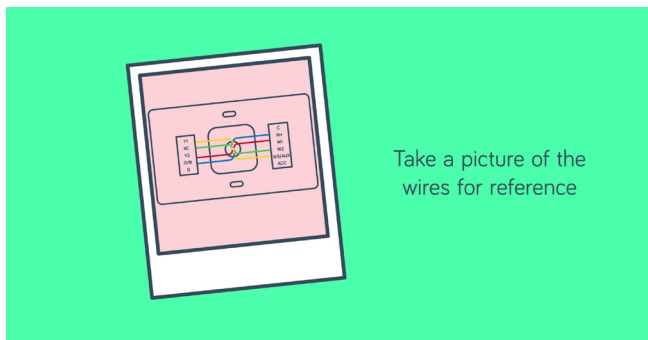




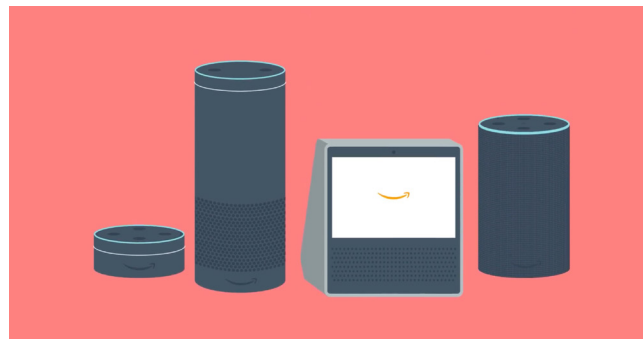
## Product demos

Just like with app demos, product demos can be used to help educate and support existing customers. The use of product demos goes **far beyond** simply introducing and explaining the product. They can also help people get more out of a product- to fully understand its potential, so they get the best possible experience using it.

So, in one sense, this might include instructional videos that demonstrate how to install or assemble a product. For example, the company behind Hive - the smart thermostat - offer a range of video self-installation guides like the one below...



Some customers understandably feel quite uneasy about tampering with their heating systems, and so the installation guide is designed to build confidence and reduce the stress of getting the product up and running. This all helps facilitate a smoother, more enjoyable customer experience.



Similarly, Amazon offer a range of tips and tricks to help people get more out of their Alexa-enabled devices. The example above talks about how to shop for products using Alexa Voice Shopping.

This is a classic example of a company wanting to help its customers use a product to its full potential. The more they're able to do with Alexa, the more they need it - and the more likely they are to use it, buy secondary devices and recommend the products to their friends and family.

**A virtuous cycle!**

# Onboarding videos

When you get a new customer or a new hire, it's impossible to overstate the importance of those first experiences they have with your brand.

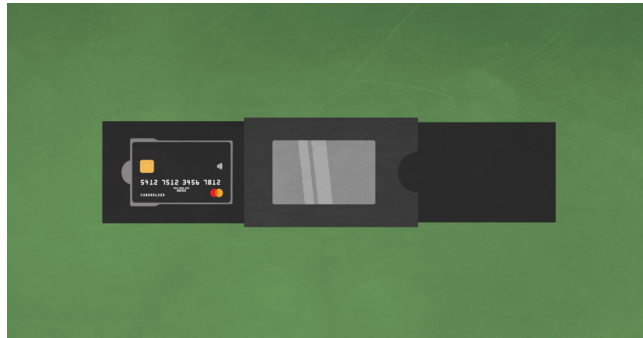
We've touched on it already but **first impressions count**.

When we buy a product, or download an app, we often form snap judgements of how it stacks up against our expectations. If they don't deliver on what we expected, we're really unlikely to feel satisfied. But there are times when we just don't fully understand how to use a product or service immediately, and some education is required,

The same logic often applies in a new job. Great onboarding can make a huge difference, and it's something that **many** businesses struggle with. Did you know for example, that 1 in 3 people leave their organisation within the first year? Even worse, the cost of losing an employee in the first year can be **up to three times** the person's salary.

So, yeah: **onboarding is crucial!** And video is a great way to share the really important information that gets your audience up to speed.

You can show people what they need to do to activate or get started with a new purchase, like this example...



Or simply introduce yourself and say hello to new hires, like in the example below. Brad Smith, President & CEO of Intuit, effectively introduces himself and welcomes every new employee who joins the company through video:



## Customer service videos

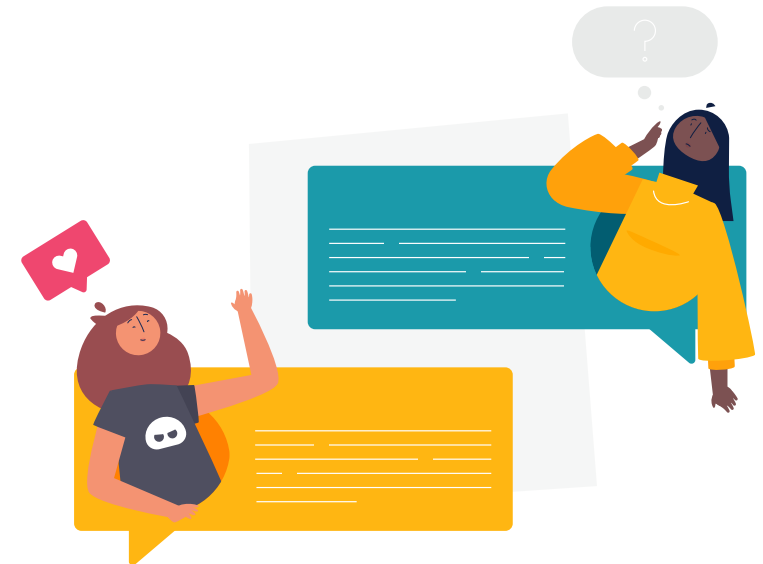
When we talk about customer service videos we really mean any video content that's designed to help and add value to your customers.

As much as we try to educate our customers, it's inevitable that there will always be things they struggle with.

Giving your audience the tools to resolve their own problems and answer their own questions is a smart investment – not only because it'll increase customer satisfaction and retention, but also because it'll help reduce the support queries you have to deal with.

This helps free up more time to focus on revenue-generating activities without sacrificing customer experience.

Whether it's **FAQ videos, tutorials, feature or product demos**, customer service videos can play a pivotal role in enhancing customer experience and overall perception of your brand.



# Types of video

**So, having covered a few ways you can support your prospects, customers & team using video, let's look at a few of the different types of video you can use to achieve this goal...**

## Animated video

Animated video is one of the most versatile media types available, and we reckon it belongs in every business' marketing toolkit.

The beauty of animated video is that you can basically control every aspect of what's on screen.. You have total control over the look and feel of your video – the scenery, character design, colours, timings, transitions, soundtrack and more. No worrying about hiring the right actors, or finding the right shoot locations – it's all up to you.

And, unlike other video types where every slight tweak means a re-shoot, you can tweak and refine an animated video until it's just right.



## Demo video

Demo videos are a brilliant way to show off exactly how a website, mobile app or piece of software works.

They're great tools that help build realistic expectations among your audience about what can and can't be done.

Because they show the product itself in action, they help underscore the benefits of what you're offering in a way that's so much more potent than text alone – after all, seeing is believing!

This also makes them powerful educational tools. Why tell your audience how to do something, when you can show them?



## Interactive video

Traditionally, video has been a linear thing. You can pause, play, rewind and fast-forward.

Interactive video is a new and exciting tool that changes that, putting the viewer on the edge of their seat and actively involving them in video like never before.

They can choose their own adventure, complete forms, buy products, answer questions – and that's just the start.

It all gives you the power to create unique, exciting video experiences that can attract your audience, explain what you do and give support to your leads, customers and team.



## Live action video

Live action video is a great way to put a face to your brand – showcasing yourself, your team or your customers.

This all helps build credibility, win trust and help show the world that you're real people with passion and expertise!

Live action video is great if you're looking to create video with that personal touch, or if you want to create high volumes of content for output on social media.

It's quick to film and edit, which makes it easier to create in volume compared to other video types.





## Animated graphics

The eye is naturally drawn towards movement and motion.

Adding movement to your graphics on your website, social media or email is a brilliant way to grab attention and create impactful, memorable experiences for your audience.

They're particularly powerful when used where you wouldn't normally expect – micro interactions, for example, are a great way to turn boring, mundane actions into fun, creative moments that deeply enhance your audience's experience with your brand.



# About Wyzowl

**Since 2011, we've been helping people achieve amazing things with video.**

## About Wyzowl

It all started with the (not so) crazy idea that creating an explainer video should be clear, simple and affordable. We pioneered a process to make that happen; fixed turnarounds, fixed pricing, unlimited revisions and great communication throughout.

We've used these simple foundations to help literally thousands of businesses explain what they do, with flair, passion and style. Clients all over the globe, in every niche and industry you could possibly imagine, have trusted us to tell their story.

These days, we do more than just explain products, services and ideas. We've realised that that's only one of the many amazing ways to harness the power of video.

So we create all sorts of extraordinary video content - animated videos, demo videos, live action videos, interactive videos and animated graphics - that help you attract, explain and support your customers throughout their entire journey with your brand.

At the heart of our success is a brilliant, multi-skilled team of creatives - writers, illustrators, animators and marketing experts - based in the heart of North West England.

We've built our business around their creativity, an unconditional commitment to our clients, and a series of systems and processes - working in the background - to ensure we always offer the clarity, simplicity and quality that's been our calling card since day one.

So, whatever your goal, whoever your audience, visit us online at [wyzowl.com](https://wyzowl.com) to find out more about us and get started with **your** next video.



