



Creating a Next-Gen CX Program Using Video

Unlocking the Power of Video for CX to Further Understand your Customer and Drive Engagement with Your CX Program

Video is everywhere, it has become the norm across social media, with “stories” being the latest addition. It is a key method of communication and is used to both educate and entertain.

However, while brands are capitalizing on the power of video in their marketing, many are missing a trick when it comes to understanding the customer experience and socializing the results of CX programs. After all, CX professionals, researchers and senior execs are consumers too!

Video content is often now the format of choice when it comes to consuming information. **In fact, 59% of execs would prefer to watch a video, rather than read text on the same subject.**

And, it's no surprise that when something connects with us emotionally, we find it more memorable.

THE MARTIZCX AND LIVINGLENS PARTNERSHIP BRINGS VIDEO TO YOUR CX PROGRAMS THROUGH A SEAMLESS INTEGRATION, INSPIRING RESPONDENTS TO RECORD VIDEO OR AUDIO FEEDBACK AS PART OF YOUR CX PROGRAM

Video and audio responses are captured through open-ended questions in any online survey. Video responses not only reveal what people say, but also capture sentiment, tone, facial expressions, and action, delivering richer and more detailed CX feedback. Easy-to-use tools for storytelling and creation of showreels and sound bites create interactive reports and presentations, which drive decisions and actions within your organization; adding value to your CX program.

Getting Emotional with CX

So much of our decision-making as consumers is driven by emotion, yet it's one of the hardest things to capture. When you talk with someone face to face, you can get a real sense of how they feel – even if they are trying to hide it! Our facial expressions and our tone of voice give away clues to our emotional reactions. Video not only captures those reactions, but the opportunities exist to extract the meaning from that content, giving you great insight into the emotional highs and lows of the customer experience.



Video responses provide at least 6x more words compared to an open-ended text response.

LivingLens &
Lightspeed GMI
Study Added Value



Viewers retain **95%** of a message when they watch it in a video, compared to **10%** when reading it in text.

Wirebuzz

UNMATCHED EXPERIENCE

The years of experience between MaritzCX and LivingLens are unmatched in the industry, and offer a unique opportunity to accelerate your CX strategy.



LivingLens is the leading video intelligence platform, enabling the capture and analysis of video content via speech, emotions and actions, translating human behavior into insight.

- Gather video from anywhere in the world, in any language
- Tools to capture quantitative, qualitative, CX and in-the-moment feedback
- Blurring or audio-only options to meet specific privacy requirements
- Search and analyse multimedia content in seconds
- Create engaging stories that drive change
- Build an accessible library of knowledge



MaritzCX delivers the world's broadest CX and EX software platform and services business with a combination of research science, vertical markets and managed program services.

- Global CX and EX platform
- CX benchmarking
- Industry expertise
- CXEvolution framework
- Closed-loop software

FOCUS. LEARN. DO.

ENGAGING CUSTOMERS WITH VIDEO

Video delivers the inescapable truth: it can't be rationalized in the same way as text, scores, or charts: video provides an emotional connection which drives action.

Showreels can be created in minutes that bring insights to life, using real customers, talking about real experiences. These videos can be game changing for your CX program – they deliver powerful stories that make people sit up and listen. CX programs should be a way of constantly improving the experience, not just a means of giving the experience a certain score.

To demo a product or to contact MaritzCX call

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MaritzCX is customer experience management for big business. We believe organizations need customer experience (CX) programs that drive high value and high return. We help increase customer retention and lifetime value by ingraining customer experience-driven insight and action into the DNA of business operations. With a unique combination of CX software, data and research science, deep vertical market expertise, and managed program services, only MaritzCX offers a full-service, professional CX approach to continuously improve the customer experience across an enterprise's customers, employees, prospects, and partners.

For more information, visit www.maritzcx.com.