

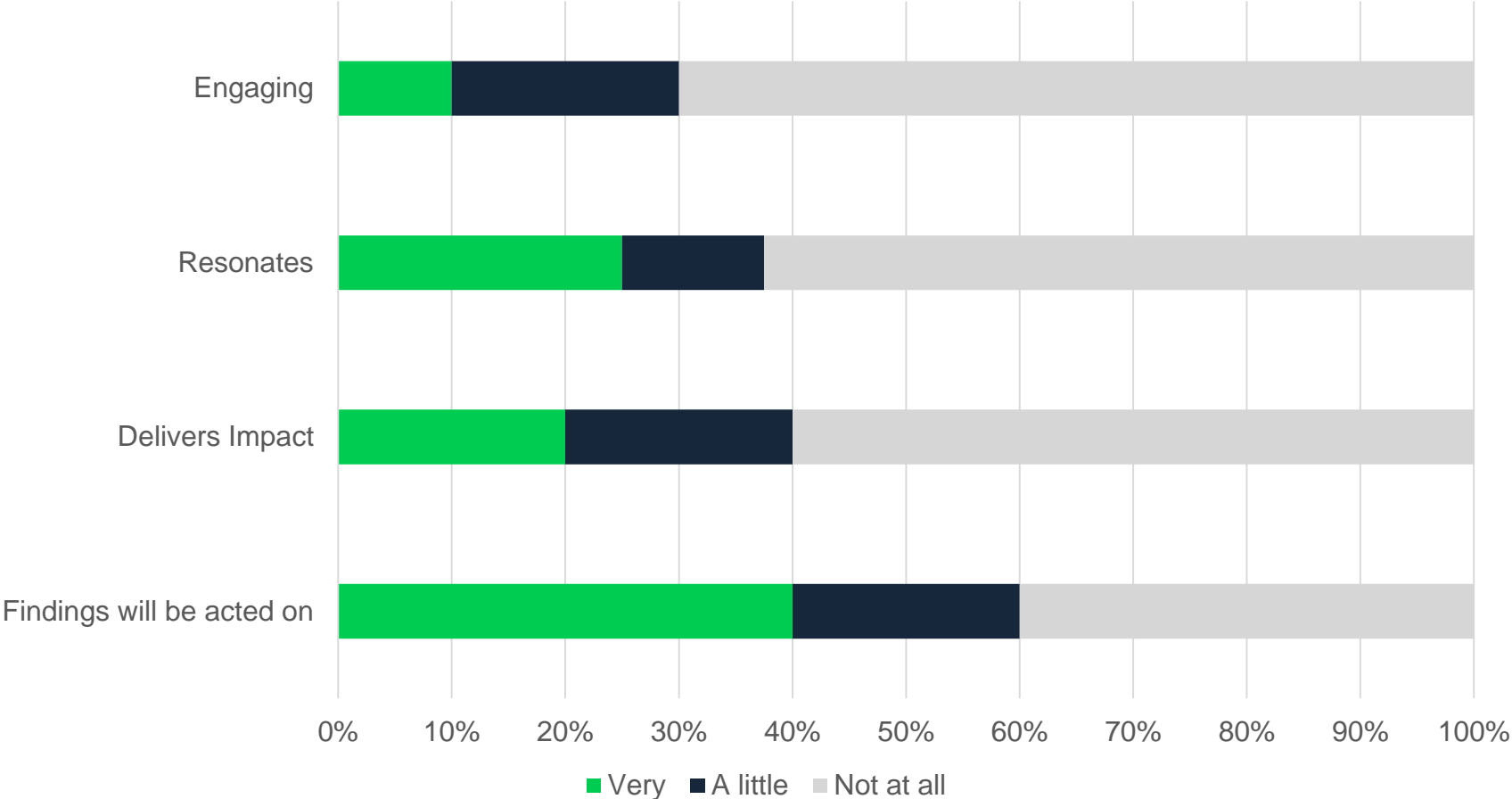
Video Open-Ends: The Potential Finally Meets the Reality?

Zoe Dowling, Ph.D.

 FocusVision



Average Research Findings Slide



Once upon a time



Stories are the heartbeat of powerful presentations. **Stories capture the imagination, engage the emotions, and break through the mundane.** They're memorable, they connect, and, yes, stories even sell.

Aaron Orendorff, FastCo



Cue **Video**



Easy to digest

Empathetic connection

Authentic



Captures imagination

Engage emotions

Break through



Privacy

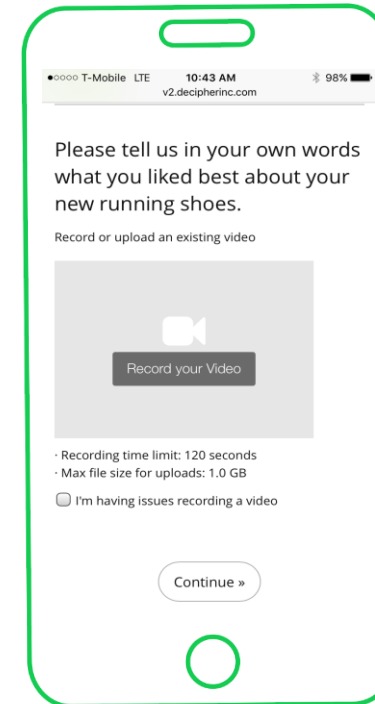
GDPR



Video-Open Ends **The Promise**



- Growing method of communication
- Provides choice
- Easier than typing
- Rich, visual, emotional response



Describe the last thing you bought on **eBay**



In most presentations, you are forced to help bring to life the voice of the customer through text and pictures, but with this new approach, **you can bring the customer into the room with you to tell the story.**

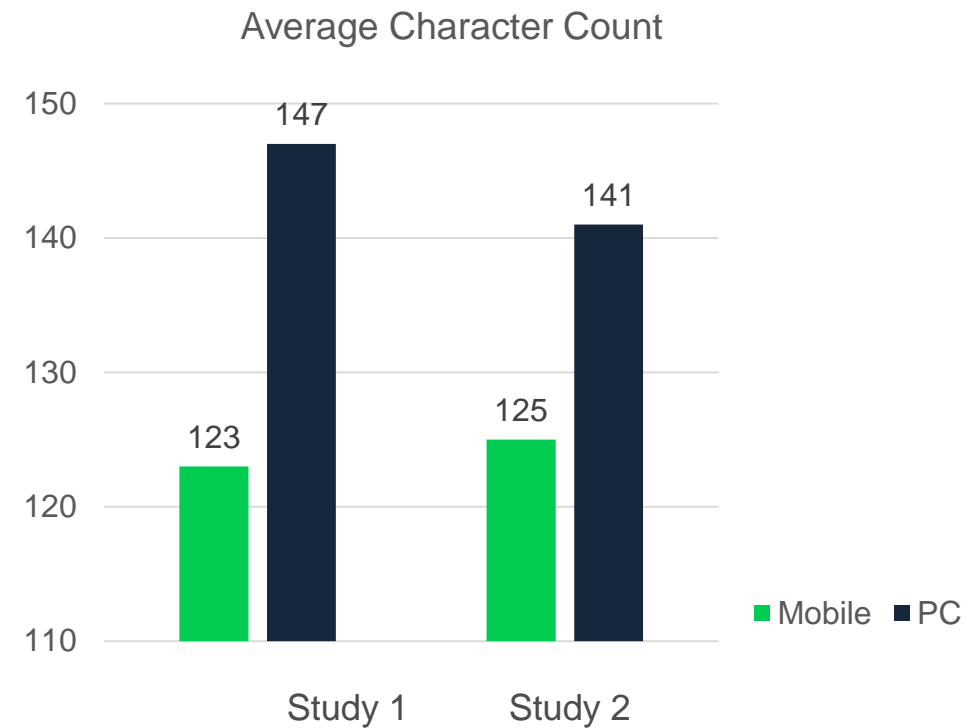
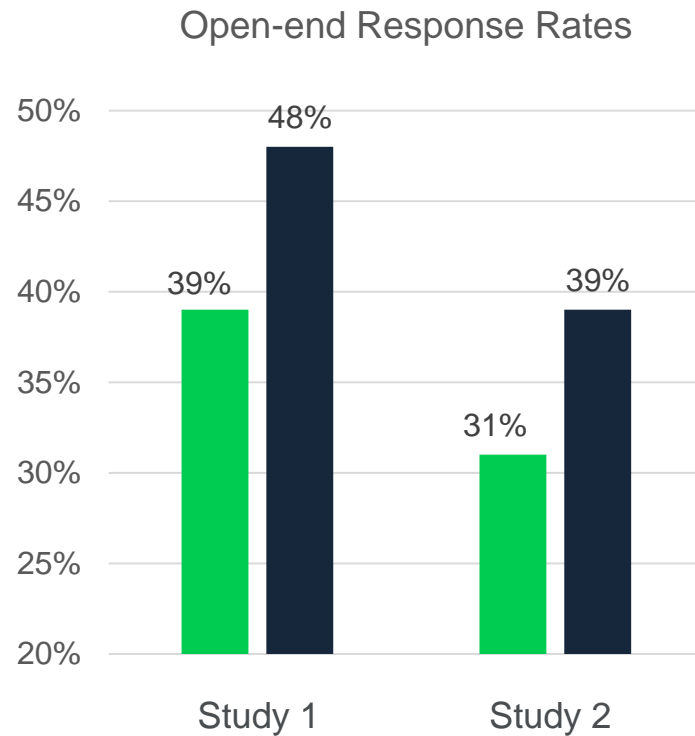
Sam Harami, former Director of Global Customer Loyalty, eBay



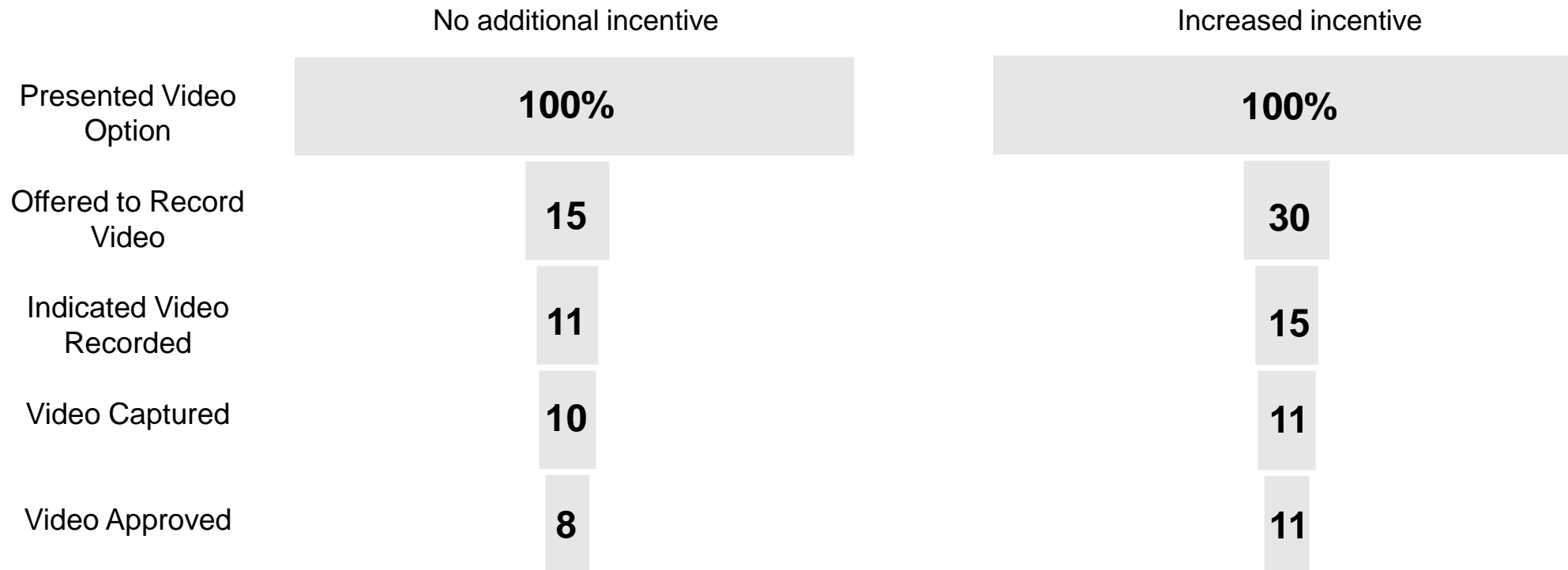
Video-Open Ends **The Reality**



Response Rates: expect less from mobile



Response Rates: video open-end funnel

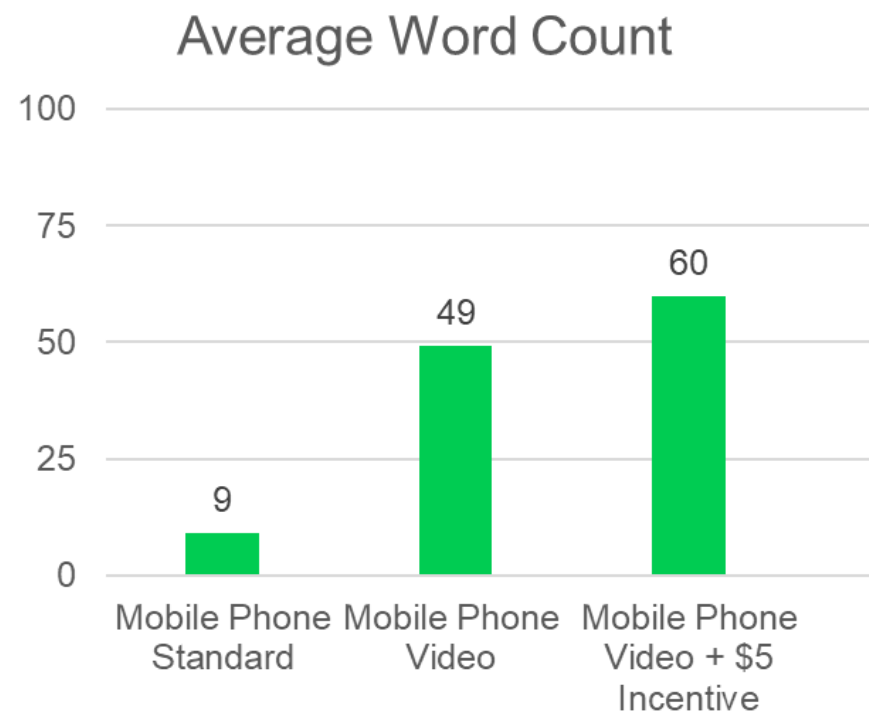


Response Rates: reasons for not recording

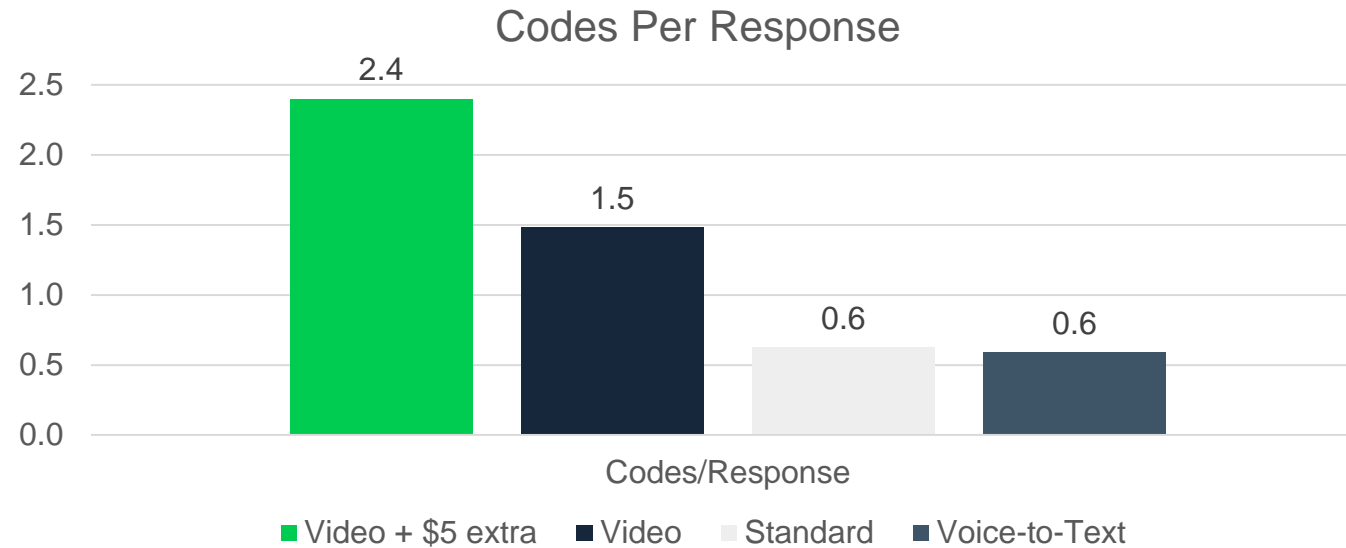
| <i>Please indicate why you chose not to record a video response</i> | Mobile Phone |
|---------------------------------------------------------------------|--------------|
| My mobile device does not have video/audio functionality | 6% |
| I would prefer not to share a video of myself | 64% |
| I don't feel "presentable enough" to record a video | 40% |
| The survey is already too long | 15% |
| I'm concerned about my privacy | 32% |
| I just prefer to type my thoughts | 29% |
| I would have expected an extra incentive to record a video | 19% |
| I'm in a place right now where I cannot record a video | 29% |
| Other | 1% |



Quality: word count



Quality: codes per response



F1: In as much detail as possible, please share the one thing that *restaurant* could do to gain more of your business in the future. This could include additional menu items (please specify items if this is the case), pricing, hours of operation, service, interior design, cleanliness, etc.



Quality: but, also expect nonsense...



Analysis: time-consuming and costly



1:3 ratio



\$5K-\$14K



Analysis: enter AI Knowledge Model

Personalized key video moment recommendations

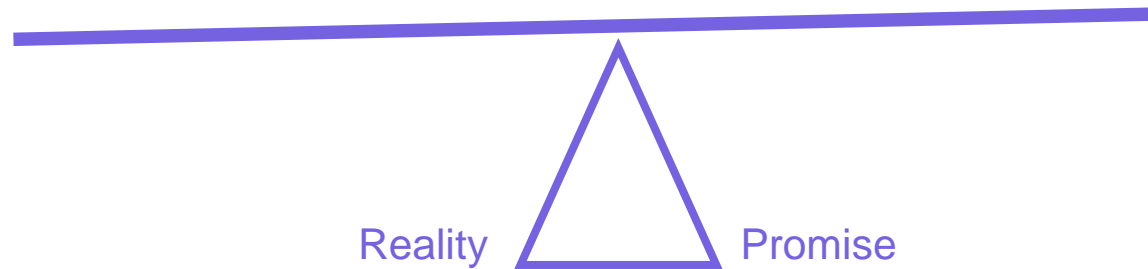


Video-Open Ends **The Verdict**



Low response rates
Consistent quality

Video comms growing
AI-enabled analysis
See & hear emotion



Final thought - best practice can help

- Make it optional
- Provide an additional incentive
- Ensure you obtain informed consent
- Provide them tips on how to complete
- Use it for questions they'll be able to elaborate on/have an opinion
- Expect low responses

Here are some tips...

- Try to record the video in quiet surroundings
- Sit or stand comfortably
- Review the question before starting the video and think about what you want to say
- Use good lighting so we can see your face
- Make sure your microphone is working so we can hear you
- Have fun with it!





Thank you

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