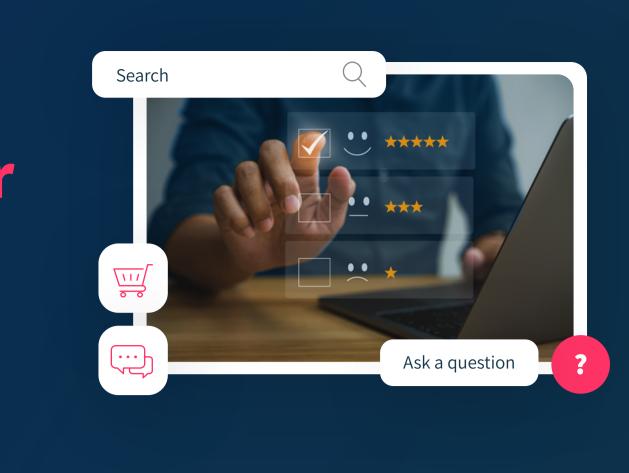
REPORT

The State of Customer Self-Service in 2022 Providing an engaging customer service experience is everything today.

this unmatched



winning customer experience? Knowing what your customers are looking for when providing customer service is crucial

Are you leveraging video to create a

to staying competitive. Consumers who have fantastic experiences remain loyal to your brand, buy more of your products or services, and openly share those great experiences with friends and colleagues. By creating a self-service experience that solves problems How do you provide

the customer journey. customer service? In this report, we discuss how you can solve your customer service problems in a

scalable way that makes your customers feel important by using video to transform how you deliver self-service opportunities.

of over **300 participants** throughout North America via an online survey that gauged

Methodology

and caters to your customers' needs, wherever they are in

customer service

their view on the state of customer service and self-service.

StoryTap surveyed a representative sample

more and more people are shopping online, meaning companies need to cater to all areas of the customer journey to stay relevant.

67.4% of consumers have made an online purchase in the last week alone.

The rise of online shopping calls for better

There's no denying how prolific online shopping is in virtually every industry. It's simple:

For companies, this means providing high-quality support through a variety of channels. Whether that's traditional customer service by phone, self-service videos, or something else — companies need to be present on every channel to ensure no customer is left behind.

help, friendly staff, and consistency.

Customers seeking customer support want **speed**,

convenience, reliability, empathy, knowledgeable

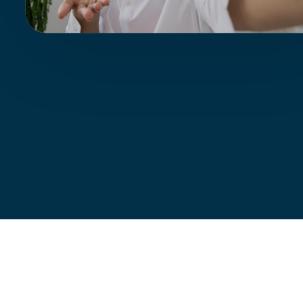
In addition, they want their

brands to care, listen, and

really hear them.



Yet, it remains relatively unexplored because many companies still lack the systems, processes, or budget to scale video production. But, what companies don't understand is the tremendous



what you think

avoid angry, unsatisfied customers.

When asked why video is the

preferred way to communicate

online, participants responded

with two main reasons:

UGC Customer

video responses.

decisions

59.4%

Q&A Videos (12)

Search questions

testimonial videos

40%

20%

Your customers have demands, but they're not A great customer support experience leaves your consumers satisfied, appreciated, heard, and happy with your brand. Whether in retail, IT, beauty and personal care, or social media,

38.2%

Video continues to demonstrate the massive

potential it has to be a transformative form of media

for providing self-service and customer support.

opportunity they have to win more customers

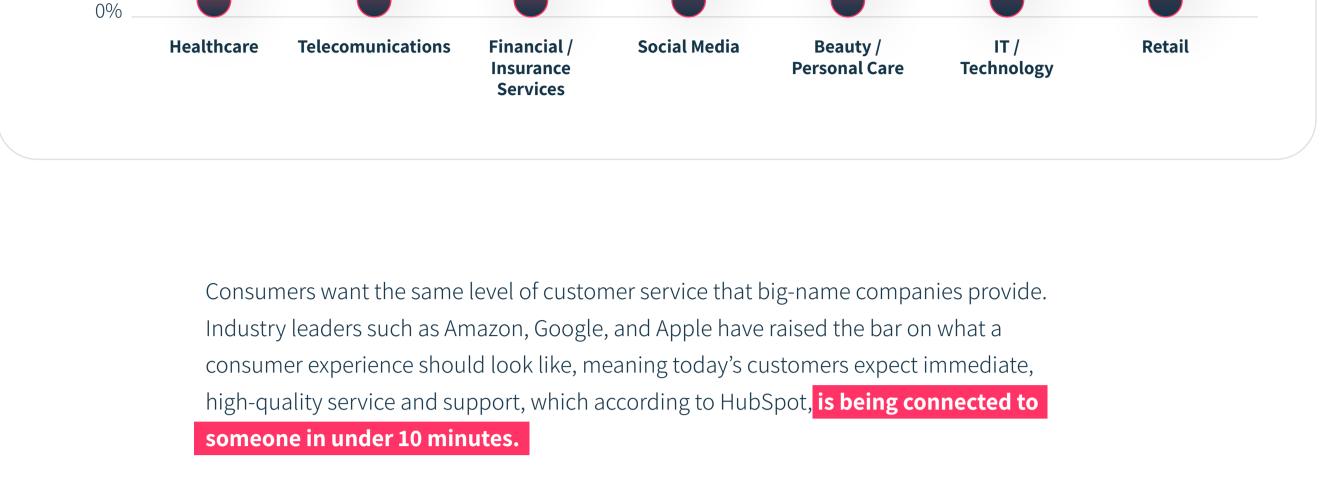
through on-brand video content.

Our survey indicated that the following industries offered the best experiences when

you need to optimize your customer service to offer the best possible experience to

28.9% 22.6% 22.3% 19.6% 18.9% **17.9%**

resolving online customer service questions and concerns:



• Visuals help with understanding

• Videos show how to solve a problem

directly by demonstrating the solution

Videos explaining how

to fix a broken product

Videos offer the best of both worlds — fast, instant service with a human touch. Customers are more interested in interactive or engaging video content when it comes to self-service because it's more visual and easier to fix their problems. For example, it's much simpler to watch someone troubleshoot a problem as you mimic the video than trying to fix it yourself by listening to someone try to explain it to you over the phone without visual representation.

The three main types of self-service videos consumers are looking for are:

Videos showing how

to solve a problem

say that having videos on a FAQ page or a customer service 70.4% page would improve their experience with a brand.

Video empowers consumers to be self-sufficient and self-serving. Customers despise wasting

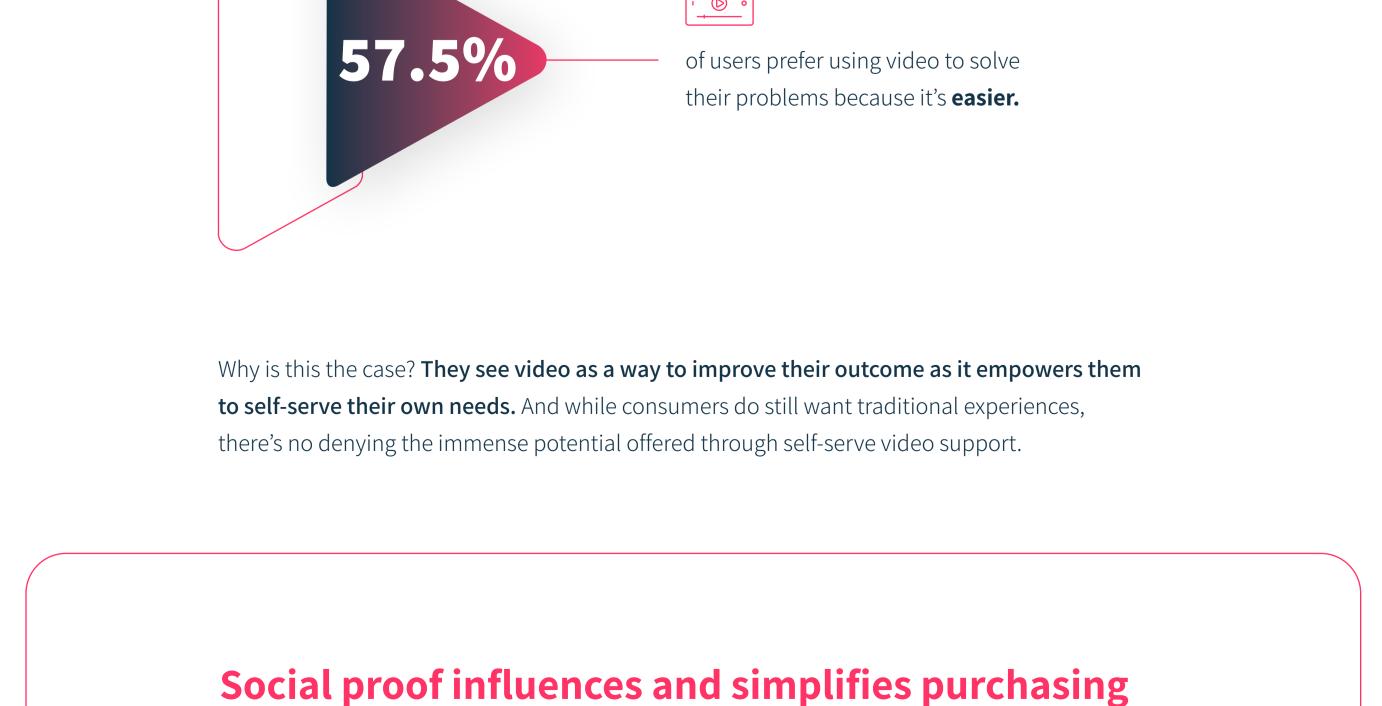
time and want quick, efficient solutions. Consumer questions are constantly changing,

so brands need a way to capture these questions and resolve them quickly. A video FAQ

page like StoryTap's "Ask a question" feature makes it easy for consumers to find other

customers who have encountered the same problem through a comprehensive library of

Customer Experience (3) How to reduce call centre volume? [0:54] What are alternatives to chatbots? [1:39] **0:00 / 0:54** How do I sell more online? [0:52]



say that some form of UGC-based content is the most

effective way to solve a problem with a product or service.

51.8%

say that UGC impacts

their opinion on a brand by increasing purchasing

There's no getting around user-generated content (UGC) these days, as social proof matters

more than ever. Consumers are tired of seeing the overpolished marketing videos that

companies put out. Instead, they're looking for authentic representations of the

products or services they're interested in from the mouths of real customers.

80.7%

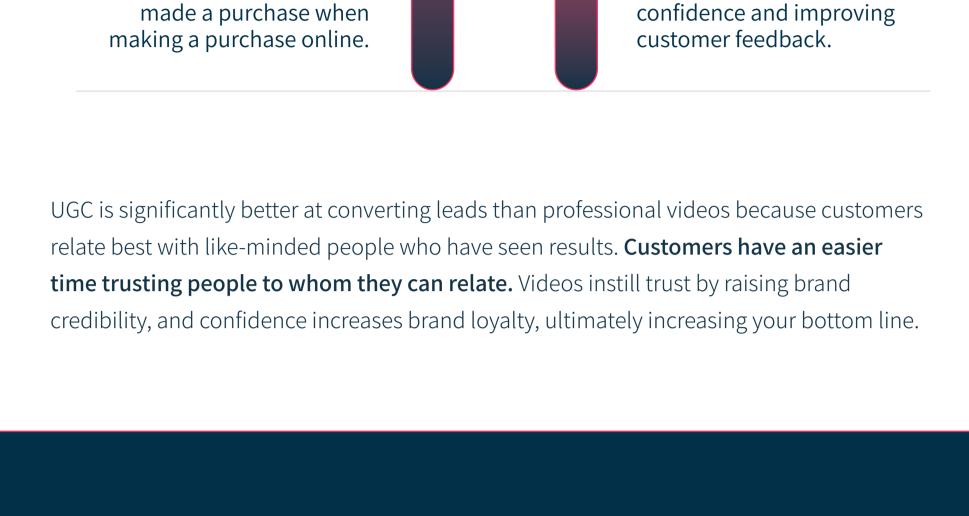
of people would take advice

other customers that have

and hear solutions from

consumer experience

heard solutions from the brand.



Excel at customer service by humanizing the

predominant. But the majority of consumers still prefer some form of human interaction.

customers when things go right, but what happens as soon as a question or problem

Brands looking to optimize the entire customer experience need to provide self-service

opportunities. Although traditional customer service will always have a place, it's clear

consumers want more self-service options when solving their problems. Video FAQs

Self-service checkouts, websites, and apps make things easy and convenient for

arises? People want to speak to a trusted, knowledgeable person immediately.

Continuous advancements in technology have automation becoming more

remain a powerful way to provide immediate support when customers need it most. More companies should see self-service as a friction-limiting process that empowers consumers to solve their own problems while eliminating the friction and long wait times often associated with calling help centers.

Over 73% of survey respondents said that offering video on a

website is an important factor in whether they took advice and/or

When you do video effectively, you eliminate a lot of friction for the consumer as customers have more control over the outcome. Survey participants responded by saying their customer service experience can be improved by: **Providing quick** Offering videos to help **Speaking to real** customers understand better people, not robots replies

The takeaway is clear: impactful video can make a difference between a great and

poor experience. Video gives companies a unique opportunity to provide

guided support when it matters most, and when deployed strategically, it

makes customers feel heard. The net result is that customers are more willing

to trust a company actively interested in solving their problems. **Give Your Consumers The Best Customer**

StoryTap's video platform increases time spent on website's by over 170%

Experience Possible With StoryTap

With video solutions for every stage of the customer journey, StoryTap uses video marketing to drive traffic and awareness, increase conversions for e-commerce, and build loyalty and retention through the ultimate customer service experience.

Offer better support and customer education with video FAQs and scalable self-service video opportunities. StoryTap provides an easier way to create self-serve videos that free up your customer service reps. Empower your customers to solve their questions whenever and however they want with video Q&A that eliminates the hassle of wasted time, consumer frustration, and costly support.

Ready to build your customer loyalty by

offering the best experience possible?