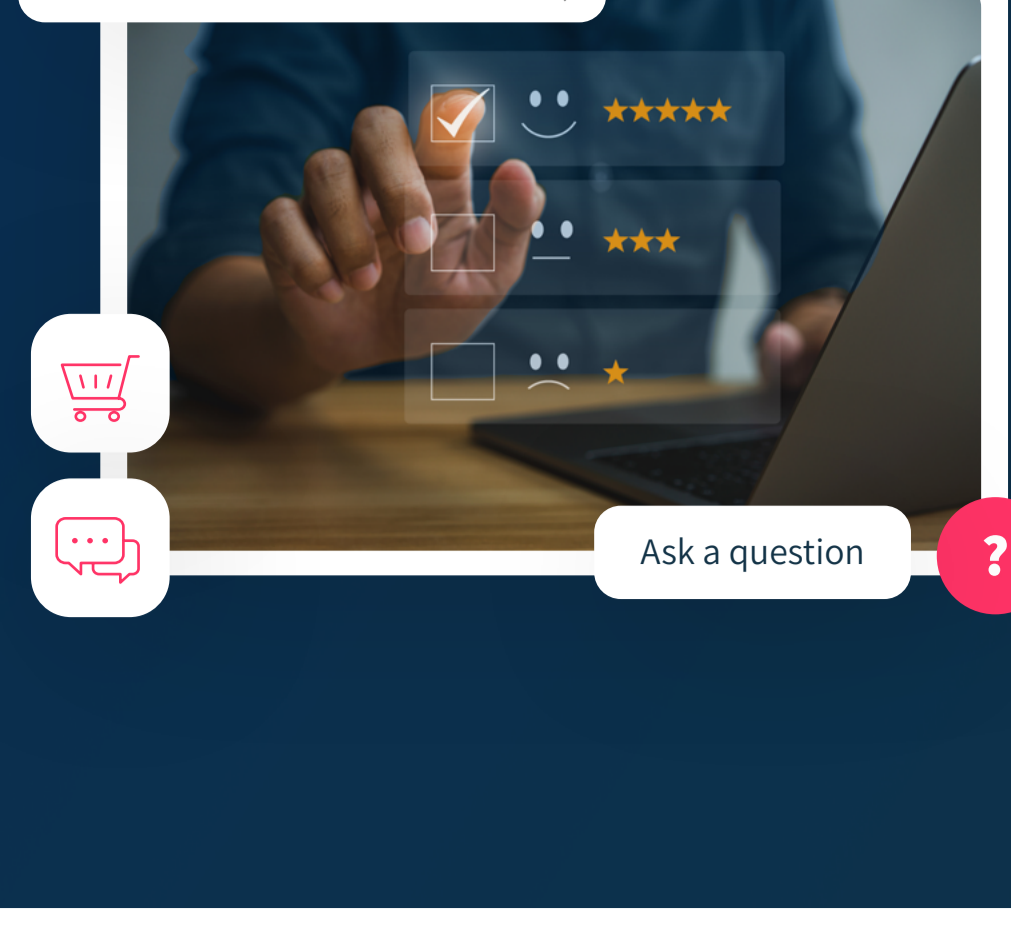


# Digital Customer Experience in 2022

Providing an engaging customer service experience is everything today.



## Are you leveraging video to create a winning customer experience?

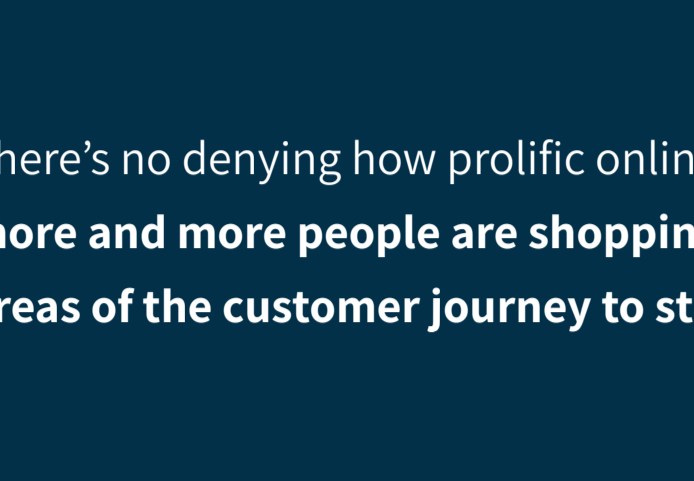
Knowing what your customers are looking for when providing customer service is crucial to staying competitive. **Consumers who have fantastic experiences remain loyal to your brand, buy more of your products or services, and openly share those great experiences with friends and colleagues.**

### How do you provide this unmatched customer service?

By creating a self-service experience that solves problems and caters to your customers' needs, wherever they are in the customer journey.

**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.**

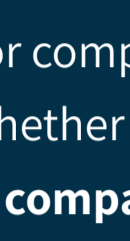
## Methodology



StoryTap surveyed a representative sample of over **300 participants** throughout North America via an online survey that gauged their view on the state of customer service and self-service.

## The rise of online shopping calls for better customer service

There's no denying how prolific online shopping is in virtually every industry. It's simple: **more and more people are shopping online, meaning companies need to cater to all areas of the customer journey to stay relevant.**



**67.4%**

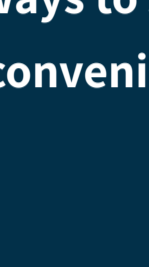
of consumers have made an online purchase in the last week alone.

Customers seeking customer support want **speed, convenience, reliability, empathy, knowledgeable help, friendly staff, and consistency.**

In addition, they want their brands to care, listen, and really hear them.

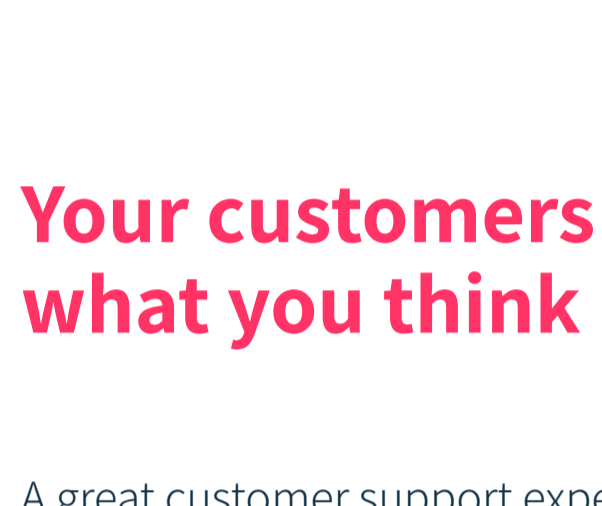
For companies, this means providing high-quality support through a variety of channels. Whether that's traditional customer service by phone, self-service videos, or something else — **companies need to be present on every channel to ensure no customer is left behind.**

**79.1%**



of consumers are likely to view a customer self-service FAQ page on a website when they have issues or questions with a product or service.

**People are always looking for new ways to solve their problems. But, more importantly, they want to solve those problems conveniently.**



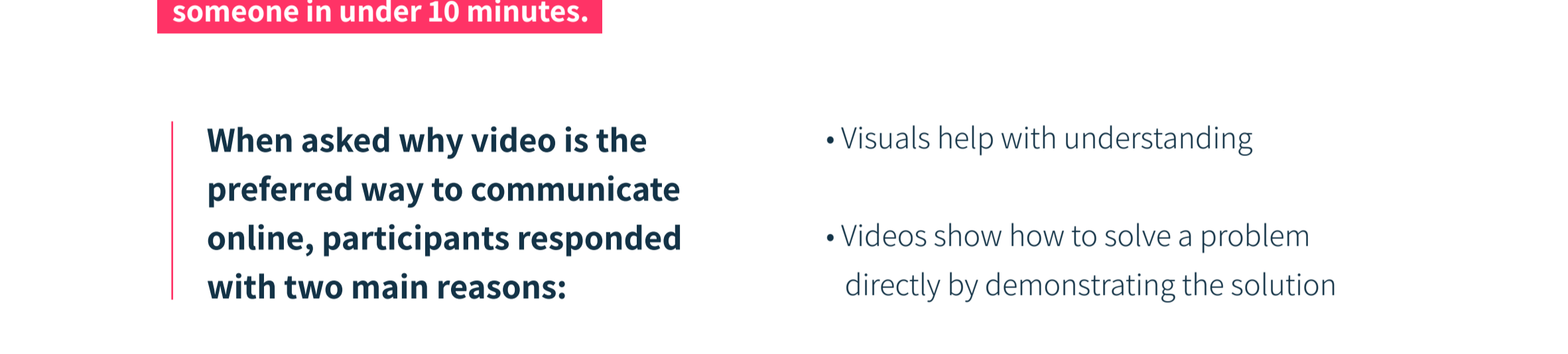
Video continues to demonstrate the massive potential it has to be a transformative form of media **for providing self-service and customer support.**

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 opportunity they have to win more customers through on-brand video content.**

## Your customers have demands, but they're not what you think

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, **you need to optimize your customer service to offer the best possible experience to avoid angry, unsatisfied customers.**

**Our survey indicated that the following industries offered the best experiences when resolving online customer service questions and concerns:**



Consumers want the same level of customer service that big-name companies provide. Industry leaders such as Amazon, Google, and Apple have raised the bar on what a consumer experience should look like, meaning today's customers expect immediate, high-quality service and support, which according to HubSpot, **is being connected to someone in under 10 minutes.**

### When asked why video is the preferred way to communicate online, participants responded with two main reasons:

- Visuals help with understanding
- Videos show how to solve a problem directly by demonstrating the solution

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.**

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 video responses.**

### Q&A Videos (12)

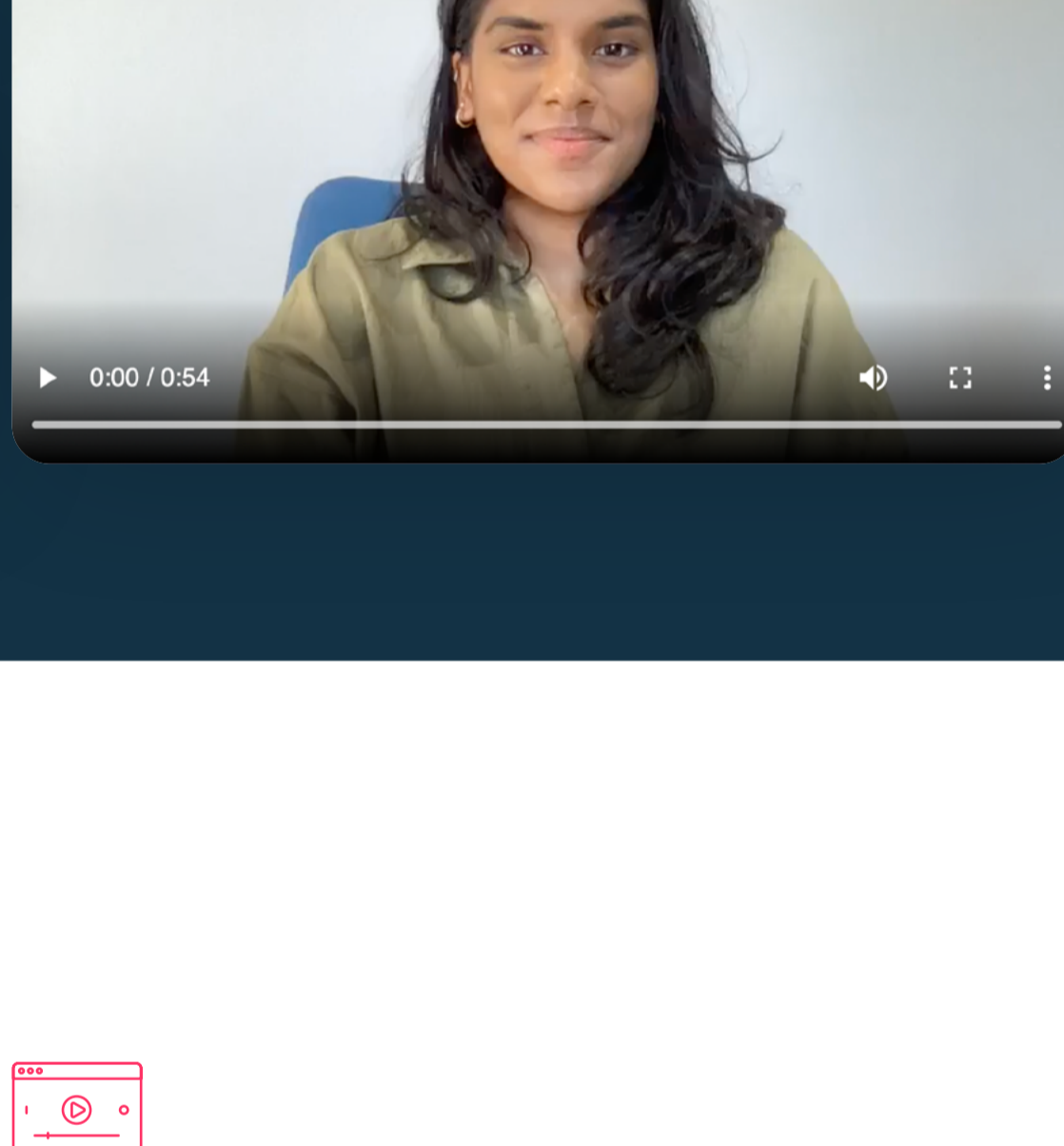
Search questions

Customer Experience (3)

How to reduce call centre volume? [0:54]

What are alternatives to chatbots? [1:39]

How do I sell more online? [0:52]



**57.5%**



of users prefer using video to solve their problems because it's **easier.**

Why is this the case? **They see video as a way to improve their outcome as it empowers them to self-serve their own needs.** And while consumers do still want traditional experiences, there's no denying the immense potential offered through self-serve video support.

## Social proof influences and simplifies purchasing decisions

**59.4%**

say that some form of UGC-based content is the most effective way to solve a problem with a product or service.

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 and hear solutions from other customers that have made a purchase online.

**51.8%**

say that UGC impacts their opinion on a brand by increasing purchasing confidence and improving customer feedback.

UGC is significantly better at converting leads than professional videos because customers relate best with like-minded people who have seen results. **Customers have an easier time trusting people to whom they can relate.** Videos instill trust by raising brand credibility, and confidence increases brand loyalty, ultimately increasing your bottom line.

## Excel at customer service by humanizing the consumer experience

Continuous advancements in technology have automation becoming more predominant. But the majority of consumers still prefer some form of human interaction. **Self-service checkouts, websites, and apps make things easy and convenient for customers when things go right, but what happens as soon as a question or problem arises?** People want to speak to a trusted, knowledgeable person immediately.

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 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 heard solutions from the brand.**

**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:**

Speaking to real people, not robots

Providing quick replies

Offering videos to help customers understand better

## Give Your Consumers The Best Customer Experience Possible With StoryTap

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

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 wherever 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?**