

2022 Case Study:

TELUS & StoryTap

TELUS



TELUS is one of Canada's largest telecommunications providers with \$16 billion in annual revenue and 15.2 million customer connections.

Overview

With an extensive customer base nationwide, delivering customer satisfaction is a top priority. The TELUS Self-support initiative aims to provide the best-in-class customer support experience by creating high-quality support resources and a friendly support journey.

By partnering with StoryTap, TELUS was able to conduct a proof of concept (POC) using video for self-service content on their Internet support pages. StoryTap Q&A Video effectively boosted page engagement and increased user confidence in digital support resources.



“The StoryTap platform is easy to work with in order to get the team started on video POC.”

- Daniel Heeb, Group Product Manager at TELUS



Challenge

As TELUS moves towards **offering more self-service resources**, the challenge faced is driving digital adoption. The brand wanted to conduct a POC using video for self-service resources but **faced limitations in the platform, people, resources and budget.**

Solutions

TELUS partnered with StoryTap to collect Q&A videos and FAQ videos at scale to create self-service content for their support pages. They needed an on-brand solution that would meet the constraints they faced to host and collect videos at scale without a dedicated film crew and a limited budget.

“StoryTap is an easy solution that allows us to host videos at scale.”

- Anita Yuan, Product Manager at TELUS

Internet issues? Watch our troubleshooting videos

Search Q&A videos

Search questions

6 tips to fix: Some devices can't connect to Wi-Fi (Part 1)

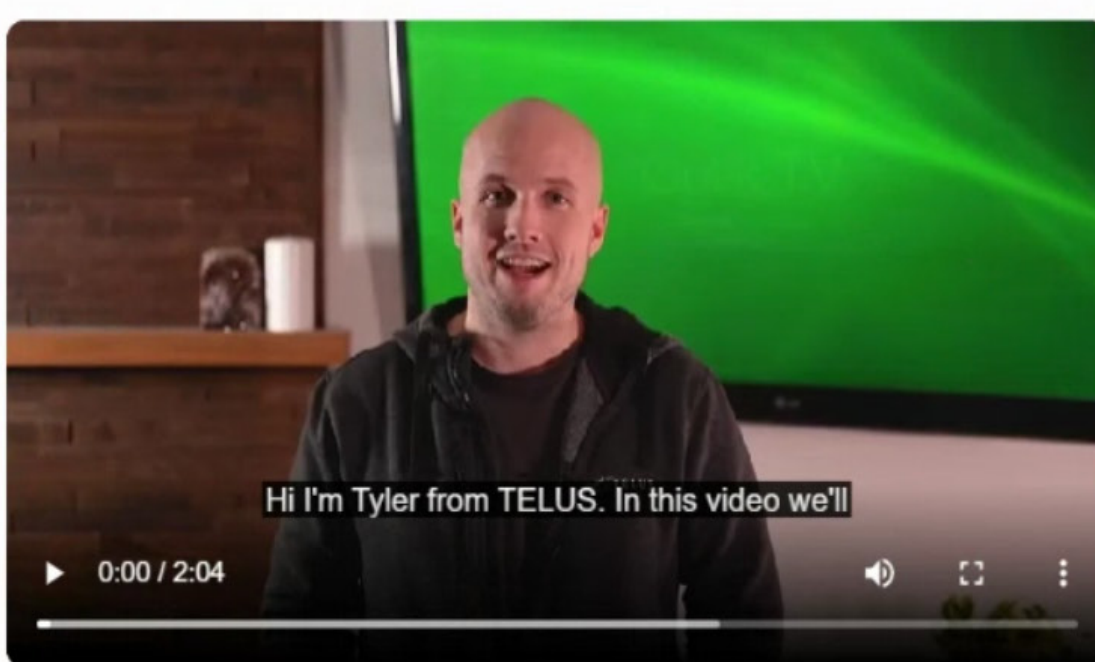
4 tips to fix: All devices can't connect to Wi-Fi (Part 2)

How to reset a modem?

How to fix: Wi-Fi keeps disconnecting (Part 1)

How to fix: Wi-Fi keeps disconnecting (Part 2)

Request a video



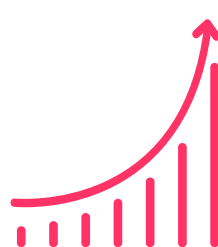
Why is my internet slow at certain times?

Results

Based on A/B testing, TELUS saw an **increase in page engagement by 23%**. Although initial results didn't impact the contact rate, the team will continue to explore different ways to construct the videos and tell the story.

Additionally, **the search box feature also gave visibility to questions** users have and provided insight into future Q&A video content.

On the other hand, the ability to tag videos made it easy for the team to manage their library of videos and the ability to scale the collection of videos in the future.



Page engagement
increased by 23%