



Medallia LivingLens

Capturing Impactful Video in Surveys

6 simple steps



Did you know that video responses in surveys provide at least **6 times** more information than an equivalent open-end text response?

Knowing how to capture video responses in your survey can help you use customer feedback to create impact and drive change in your organization.

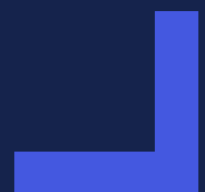
According to a Forrester study titled 'How Video Will Take Over the World', a minute of video is worth 1.8 million words. The reason? Video responses offer incredibly rich qualitative and quantitative data through the analysis of things like emotion, objects, and context.

The majority of organizations struggle to use data to identify improvement opportunities, but video can help you do just that by helping you feel what the customer feels. Compiling feedback into video 'showreels' to tell convincing and memorable customer stories can help get executive buy-in, produce employee sympathy, and combat data denial. Humanizing feedback in this way – rather than reading it off a page – is the most effective method of using customer feedback to create impactful customer stories that inspire action within your business.

But before you launch into collecting video feedback in your survey, there are a few things you should probably know. To give you a helping hand, we've put together our **six key steps for collecting video feedback** that that will not only give you better insights into what your customers are thinking, but will help you take the right actions to improve your customer experience.

Contents

- 01 **How to position the video question**
- 02 **Before they begin**
- 03 **Be transparent**
- 04 **Get your incentives right**
- 05 **Get in the clear with permissions and rights**
- 06 **Think about your structure**



01

A circular inset image showing two young women with long hair looking at a laptop screen. One woman is wearing a black hat. They appear to be in a collaborative work or study environment.

How to position the video question

How you position the video to your respondents is crucial. Get it wrong, and you run the risk that they might skip the question or abandon the survey altogether. It can also affect the way the customer responds to the question. Luckily, there are a few things you can do to set yourself up for success.

Here are a few tips for positioning your video response question:

Make it personal

Describe it as a direct and exciting way to connect with your service, brand, or CEO. This will make your customers feel that their individual opinions are being listened to, and will help encourage responses.

Keep it open

You need to be specific, but not too specific. Ask open questions about specific things, and avoid closed questions that will produce 'yes' or 'no' answers.

Lead by example

Evidence shows that if you include a video of your own from a leader to intro and give context at the start of your survey, you dramatically increase your response rate.

Focus on feelings

Opinions are good, feelings are better. Try and phrase questions in a way that encourages respondents to explain how they feel – for example, you could ask your customers what they most enjoyed about a particular experience and why. This will produce a result that can be analyzed to give you the most valuable and actionable insights.

Here are some examples of great questions to ask...



Starter text

What did you enjoy or was most beneficial about your most recent experience with COMPANY X?

What was missing or disappointing in your experience with COMPANY X?

How can COMPANY X improve your experience?

Ask early

Survey fatigue is real. That's why response rates and quality of responses usually improve the earlier you put your video questions in the survey. Try to stick to just 1-2 video questions and ask them at the start. The earlier you can get respondents recording, the most insightful their answers will be.

Include incentives

Think about your video response questions as mini in-depth qualitative interviews – you'll probably find that incentivization encourages people to participate. A small offering goes a long way to improve the number of video responses you get. We'll touch more on this later.



Before they begin

You've positioned the video response question properly in the survey and now the responses are rolling in. All looks great until you check a few of the responses and... the majority of the videos are too dark, or too quiet!

The value of a video response comes from being able to connect emotionally with the consumer, being able to use their content to tell great stories, and the ability to analyze all aspects of the video for speech, tone, themes, sentiment, emotion, activity, facial recognition and even object recognition. Therefore, before your video response question, it's a good idea to provide a little setup advice to make sure that you get the content you need.

Here's what you need to ask your respondents to do:



Give setup advice



Check the lighting

Ask your respondents to make sure that any light source in the room, such as a window or lamp, is not directly behind them. Ideally, it should be placed directly behind the camera.



Test the audio

Ask them to make sure the microphone isn't covered, and that they aren't filming somewhere with a lot of background noise.



Ask for clarity

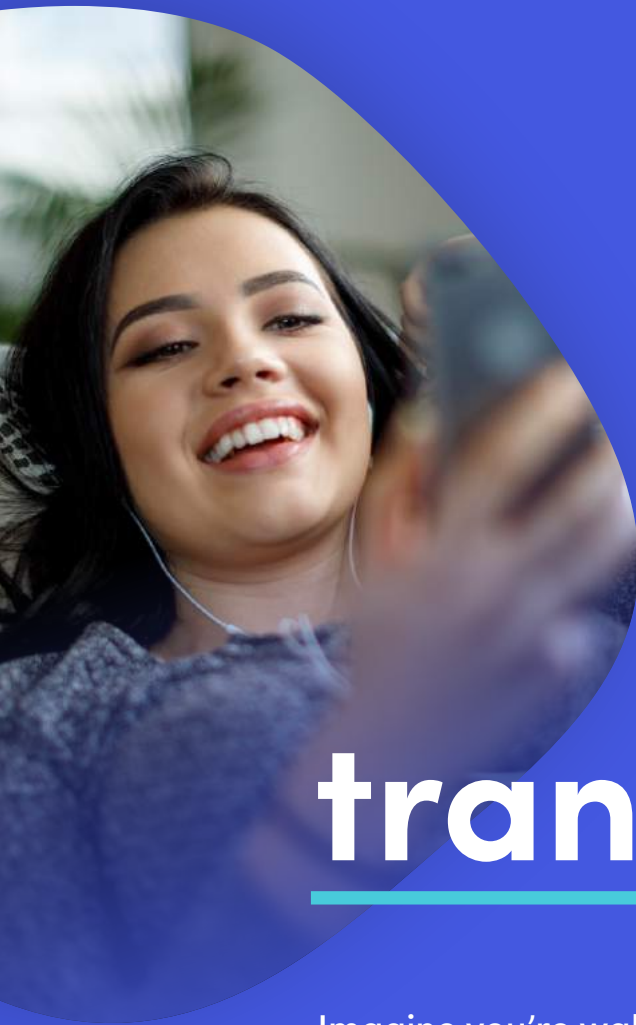
Make sure they know to speak clearly, not too quietly, and not too quickly.



Tell them to try again

Advise your respondents to watch their video back and re-record it if they think it could be better. If they are happy, they can upload by clicking 'Accept Recording'.





Be transparent

Imagine you're walking down the street, and a stranger points a camera in your face and asks you your opinion on the weather. Would you feel inclined to reply? Probably not. However, had the stranger stopped you and asked if it would be ok to record your opinion on camera, and explained how that content would be used, you'd probably be more open to the idea. Just the same, telling your respondents at the earliest opportunity that they'll be expected to answer a video question increases the probability that they will record their feedback.

Here's what you need to do to increase your video question response rate:



Be upfront

Explain clearly in the survey invitation or intro that there will be a video component to the survey so they can feel prepared.

Explain the context

It's also a good idea to clarify how the video will be used at the start, as well as before the video question itself. Setting out your intentions helps the respondent to trust you, increasing the likelihood they will record a video response. In fact, data suggests that 51% of people would be more inclined to share their data if they were clear on how it is going to be used.



Starter text

This survey gives you the chance to share your views directly!

Sometimes it's a lot easier to just SAY what you think or feel instead of typing it into an answer box, so we'd like you to tell us what you think by recording your response in a video. It's designed as an easier and more fun way to share your feedback, but you don't have to if you don't want to. Every video will be watched by a leader in our business and your feedback will be taken on board – you aren't just a number. However, if you don't want to share a video, simply opt-out to type your answer instead.

A circular inset image showing a person's hands counting stacks of US dollar bills. The person is wearing a dark top and a ring on their left hand. The background is a solid blue color.

Get your incentives right

Everybody likes a reward for their time, and studies have shown us time and time again that incentivization works to increase response rates.

Here are a few things to consider when incentivizing to gather meaningful video feedback:

Value for the respondent

Monetary incentives such as cash, gift certificates, products, or sweepstake entries are a surefire way to secure video responses, as they give the respondent something valuable in return for their time. A little goes a long way, too – LivingLens data demonstrates that \$5 in cash is the right financial incentive for a survey respondent – a small investment to add depth to your data. What’s more, this amount is 90% as effective as \$10.

Consider incentivization in different ways

Monetary incentives are not the only way forward, however. The top non-financial incentive is feedback on the actions taken as a result of the survey. Consider other ways you can offer an incentive for your customers, including a personalized thank you, promise to share the survey results or even a charitable donation.

Make incentives appropriate

Incentives should be appropriate for the respondent and the amount of time you’re asking for. Consider who your customer is and what they would want. For example, if your customers are based all over the world, a voucher for a US-based store won’t be appealing to everybody. Likewise, in a B2B environment, it may be better to offer a charitable donation or higher incentives for hard to reach groups.

Starter text



To say thank you for taking the time to share a video response, we’re offering \$___.

OR

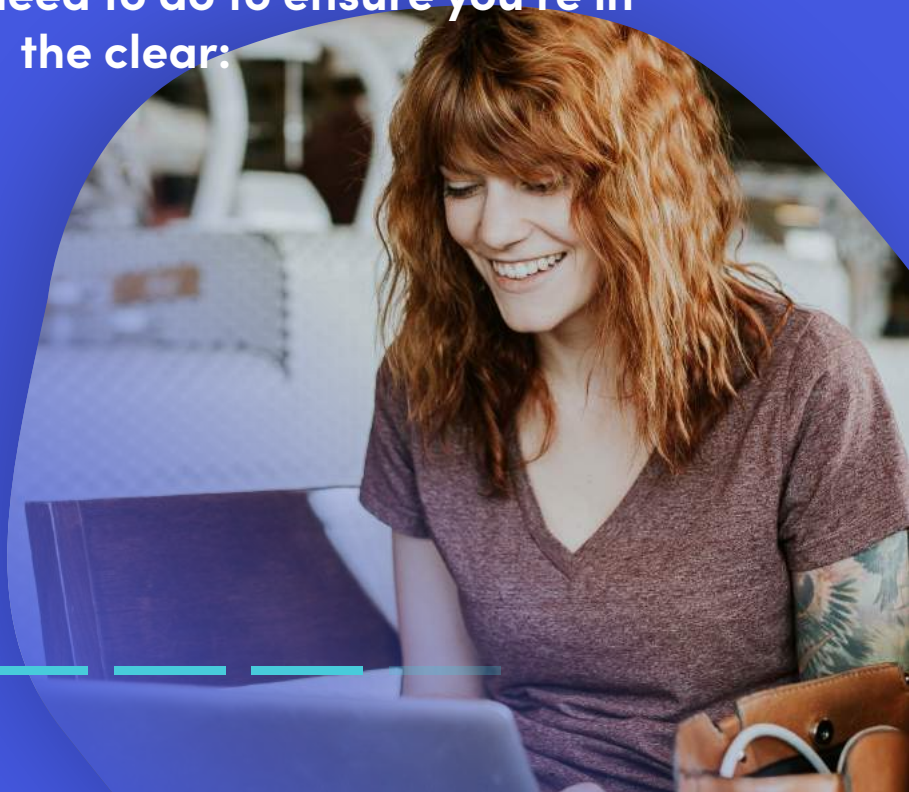
If you record and upload a video comment, we will send you an Amazon gift card worth \$___ to say thanks.



Get in the clear with permissions and rights

Using video responses to create 'showreels' is a fantastic way to bring customer insight to life and incite action in your company, its stakeholders, and beyond. However, in today's data-driven world, it's not only very important that businesses are clear to their customers about what they are using their information for, but that they seek their active and explicit consent about how it will be used. Not doing so could land your business in hot water, so be sure to ask every respondent for consent to use their video as part of the screening process.

Here's what you need to do to ensure you're in the clear:



Ask for permission

This doesn't have to be a simple 'yes' or 'no'. Offering your respondents 'tiers' of permission to understand what they'd be comfortable with means that you do not end up missing out on valuable insights for your 'showreel' because the respondent simply selected 'no'. For example, some respondents might be okay with the video being used as long as they can't be identified, or if their face is blurred.



Starter text

Your video may be used by COMPANY X, the sponsor of this survey, to show study insights for their internal research. For the purpose of this survey, COMPANY X would like to remain anonymous until you've finished. The name of COMPANY X will be revealed at the end at which point we will ask for your permission to share your video with them. If you opt-in to this then you will be agreeing to share your comments via video recording. The video you record will not be shared online or used in any way other than internal research. It will be stored anonymously and will never enter the public domain. You can still complete the survey even if you don't want to participate in the video question.



Yes, I agree to share my video with COMPANY X



Yes, I agree to share my video with COMPANY X as long as my image is blurred/obscured



No, I do not agree to share my video

Explain their video rights (and wrongs)

It's best practice to make the respondent aware of what happens to their intellectual property rights when they upload a video. It's also a good idea to outline what content would be deemed inappropriate.

This example below gives you a clear framework for this.



Starter text

By submitting a video response, you transfer all associated intellectual property rights to us effective from the date we receive it. The video (or parts of it) will be used by COMPANY X, its clients and appointed subcontractors for Market Research and Customer Insights.

When submitting your video, you MUST NOT:

- ✗ Submit any User Content that is unlawful, threatening, abusive, libelous, pornographic, obscene, vulgar, indecent, or offensive
- ✗ Submit any User Content which infringes on the intellectual property rights or other rights of any third party (including any social media sites from which such User Content is obtained) or misrepresent an affiliation with, any person or entity



Think about your structure

The structure and flow of your survey can affect how people respond, or if they even respond at all.

Here are a few tips on best practice:



Opt-out, not opt-in

Giving people the option of opting out of the video question (instead of opting in) is likely to increase the volume of videos you get. However, you never know where or when respondents will be filling out the survey, and providing a video response may not be feasible in the moment. Make sure that you include an opt-out with an option to provide a text response. Making the video mandatory could mean that some respondents abandon the survey completely, and you risk losing the rest of the survey data. Check out the example below to help you do this.

Put your video question early

As mentioned earlier, placing the video question near or at the beginning of the survey will also increase video response. If you leave it until the end, 'survey fatigue' can reduce the number and quality of videos you receive.

Use survey logic

Thinking carefully about your survey logic lets you direct video questions to specific respondents based on previous responses. For instance, if they've clicked very positive or very negative for an answer, you can direct them to a video response question that is tailored to their answer. Thinking carefully about your survey logic and when you direct them to video questions should allow respondents to expand on their answer, and ensure they aren't repeating themselves or answering irrelevant questions.



Starter text

If you are having technical issues or don't want to record a video, please tick the checkbox below and leave a written comment instead.



I want to leave a written comment instead.



Checked everything off?

Here's what your video response question should look like...

Optional

Use your phone, tablet or computer and click the icon below. If the icon does not appear, make sure your browser is not blocking Java.

Click anywhere on the recording screen or your mobile stop button to end the video (you can record up to 4 minutes)

How would you like to submit your media?



Record from webcam

Top tips before you begin:

- 01** Your opinion matters – so remember to speak loudly and clearly so we can hear everything you have to say
- 02** It would help if you record your video somewhere quiet, so we don't pick up too much background noise
- 03** Please make sure you are in a well-lit room so we can see you clearly (but try not to have too much light directly behind you)

Once you are happy with your recording, click 'Accept Recording'. Make sure your video was 100% uploaded before clicking 'Next'.

If you are having technical issues or don't want to record a video, please tick the checkbox below and leave a written comment instead.



I want to leave a written comment instead

Optional

This video will be used by COMPANY X for internal purposes only and will not be posted or reproduced in any public forum. By leaving a video you agree to allow us to use the video for internal research purposes.



Key takeaways

Ask the right questions

Remember that you want customers to speak freely about specific issues. Asking questions about how they feel about particular aspects of your product or service will help you gather the most meaningful, actionable insights.

Incentivize correctly

Incentivization is key to participation, but remember to incentivize correctly. Think about what your customer will find most valuable – a \$5 gift card or feedback on the actions taken?

Give advice

Advising your customers within the survey on how to set up properly will ensure you get the best data and insights possible to help you make business decisions.

Be clear and upfront

This includes telling your customers at the earliest opportunity that there will be an opportunity to record a video and being clear on how the video will be used. Including this should increase your response rate. Remember to give people the option to opt-out of video questions so they don't abandon the survey completely.

Personalization yields better results

When asking your customers to record a video, making them feel that their answers will be listened to will help encourage them to answer video response questions. Consider using a video from a senior member of your team explaining how answering a video question is a good way to speak directly to the business or incentivize by promising to send them updates on the issues they raise.

Consider your structure

Putting your video at the start of the survey and thinking carefully about your survey logic is more likely to increase your results.



You're ready to go!

Thanks to social media, video is no longer just the domain of brands, businesses, and creators. According to Cisco, in 2020 there will be close to 1 million minutes of video crossing the internet per second – much of it created by average people, just like your customers.

With the ability to analyze contextual factors such as tone, sentiment, emotion, and more, harnessing the power of user-generated video is the next step for customer insights. Not only does it provide you with a deeper understanding of your customers, but it offers a new way to engage them and create meaningful action based on their feedback. For businesses with ambitions to grow, there's perhaps nothing more impactful. All you need is the right tool to help you generate the best video feedback responses possible.

Want to learn more
about how LivingLens
can help you?

Book a demo
with our team
today.

livinglens.tv/demo

Medallia LivingLens

We help the world's best brands, market research agencies and technology providers work with video feedback at scale by analyzing the data contained within speech, sentiment, emotion, and tone. Our video intelligence platform automatically extracts insights and identifies key themes that take you to meaningful content quickly, so you can tell powerful stories to inspire action and drive change within your organization.

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