

Introduction

Video tutorials are asynchronous instructional videos that provide step-by-step guidance for specialized activities. Video multimedia transforms a passive viewing experience into an active learning experience.

Value

Studies have shown that short instructional video clips allow more efficient processing and memory recall. The visual and auditory nature of videos appeals to a wide audience and allows users to process information naturally. In a nutshell, videos are good teachers.

Here are the major benefits:

1. Increased Profits
 - Making an orientation process a part of your marketing, and providing training as part of our product support, improves the customer experience and satisfaction with the product.
 - Increases the value of our software to clients as users can use it more quickly and effectively.
 - Both of these factors lead to the positive feedback that helps drive sales. Increased sales mean revenue and improved value to the organization and its shareholders.
2. Customer Development and Retention
 - Taking charge of the learning process for our software through a series of instructional videos allows customers to learn at their own pace or focus on their individual needs and skills, which lends an air of customization to the product without changing the product itself.
 - Online learning brings retention at least 40 percent faster than traditional lessons.
 - Customers are happier because they get the results they want more quickly.
 - They can also feel that they've solved a need or problem through our software, cultivating their abilities and increasing self-worth.
 - This experience means they are more likely to return for additional purchases.
3. Cost-Effective and Immediate Satisfaction
 - Another benefit of providing instructional videos to sales prospects is the convenience of viewing videos from anywhere, anytime they like.
 - Making instructional videos free and easily accessible is a great sales tool that costs little money and minimal effort.
 - Any prospective customer will want to see some form of a demo to understand the interface and see what actual use involves.
4. Information is Absorbed Equally
 - The information disseminated is the same and equal to all who access it. What is being given is the same instruction to perform a set of actions that users understand and can share with one another.

Problem Definition

Actual Facets business end users need complimentary teaching materials that will help them efficiently to use Facets applications, especially those using apps for the first time, and introduce them to the new.

Proposed Solution

The Product Experience Team can produce videos to help business end users understand the system, navigation, and how-to-use applications. The video tutorials will be available only to users with Facets sign-on.

- General videos are available to all users with a sign-on. Such as the Getting started guide, What's new, introducing new functionality, and Navigating the system.
- Application-specific videos will respect Facets single sign-on security. If the user can access the application, they can see the video. Ex: How to Process Claims video is only available if your security allows you to see the claim.
- They will not contain technical information.
- Videos are stored and maintained internally (???) and cannot be downloaded.
- A watermark copyright statement is visible on-screen throughout the videos, and a Legal Notices slide shown after the Title slide at the beginning of the videos.