

Purpose

To demo the Facets Video Tutorial proof of concept (POC) to the Demo, Training, and Application Support Teams to get feedback on how this tutorial initiative can be best used in their respective teams. A sample video tutorial was demoed to participants individually to ensure the higher validity of the data gathered. Two functional flows were presented, followed by a few feedback questions based on what they saw from the demo.

Executive Summary

- A major takeaway is that all participants were overwhelming positive of the initiative, where everyone echoed that video tutorials have many merits.
- The participants mentioned that it is a valuable tool for their respective work and anyone using the system, especially for visual learners.
- Written support docs will benefit from videos as a complementary or supplementary tool.

Major Findings

A. Demonstration Team

What they liked most:

- Easy to access; easy to follow; convenient; succinct; can speed up if needed
- The fact that the tutorials are web-based and nicely cataloged
- The value of the videos as a selling tool
- A truly valuable tool of video meeting current needs

The video subject matters/topics they need now:

- Facets Workflow; NetworX Pricer; Capitation/Assigned Risk Module
- Enrollment; Billing; Claims
- VBR, UM match, EDI, claims, HIPAA privacy.
- Getting Started/Quick Start and Web Facets

How will the video tutorial be used once available:

- To show the value of the software (wow factor).
- As a selling feature, follow-ups to live demos to answer questions that may come up post-demo.
- Maybe not during the demos but as referrals afterward.
- Allow repeated viewings to increase comprehension.

B. Training Team

What they liked most:

- The landing page layout; ease of navigation; ability to magnify screens (browser-based)
- Very positive and enthusiastic about the concept
- The consistency of instructional flow
- The concept has the right amount of information, the convenient availability of accessing videos from an app, and the quality of the POC videos

The video subject matters/topics they need now:

- Reset navigation/getting started; Logging in; general navigation; claims in browser vs. classic app; membership; specific requests from clients.
- Billing 360, invoicing (over/underpayments), accounting, finance, journal entries.
- Billing (most contentious) would love an end-to-end video on Billing; Claims (UM, adjudication); eligibility, especially when subscribers switch subgroups.
- What's new; most popular or trending topics.

How will the video tutorial be used once available:

- Help people learn introductory material first, then specific steps on how to perform a procedure.
- Maybe as an augmentation to training based in Cognizant University.
- Fill in the gaps in the learning process.
- Use videos for training only if the videos are well-produced.

C. Application Support Team

What they liked most:

- The ability to watch, pause, work in the app, and continue watching; the clarity of the “what you need” and steps to complete a task.
- The format, outline, and step-by-step instructions; easy access.
- Easy access, not having to go to CX for videos.
- The videos were thorough yet easy to understand; easy access, not having to go to CX for videos.

The video subject matters/topics they need now:

- Any new functionality; more complex functionality; claims processing; claim UM match rules, any 360 based like Benefit 360, billing 360, membership.
- Any new functionality; ITS Claims, claim UM match rules (claims and plan).
- New functionality, workflow, claims, claim UM match rules.
- New features, Getting Started; claims, web apps.

How will the video tutorial be used once available:

- To teach practical lessons on how to perform procedures.
- To allow app support on the client-side to learn new functionality and processes.
- To help clients understand the latest functionality of the more recent applications.
- To retain new functionality for troubleshooting purposes.

D. General Comments/Feedback to Improve Functionality and Usability

- Integrate a search (keyword or by application) widget in the tutorial landing page - Leo
- Allow sectioning of video timeline (markers) for cues of sub-tutorial sections for easy access - Joe
- Consider the ability to save searches and bookmark favorite tutorials - Leo
- Consider watermarking that fades in a more prominent location other than the bottom - Joe
- Consider adding a “most-watched” video category - Leo
- Consider adding Troubleshooting videos rather than just step-by-step tutorials – Joe and Leo

Next Steps

- A. RMT: set a meeting to discuss the report and ask for guidance on what to do next - Ana
- B. Iterate the mockup to show changes to improve functionality and usability - Leo
- C. Continue research on the possible use cases of how the video tutorial will be made available based on permission - Joe

Demo Impressions**Demo Audience**

There were twelve demo sessions performed, with four representatives for each team. WebEx was used as a medium, and recordings were done upon participants' approval for project reference purposes.

Participant #	Date / Time EST	Participants	Team	Recording
1	09/13/2021 (11:00 AM)	Melissa B	Demo	View
3	09/14/2021 (11:30 AM)	Christian B.	Demo	View
5	09/15/2021 (1:00 PM)	Janae C.	Demo	View
8	09/16/2021 (1:00 PM)	Kim S.	Demo	View
2	09/13/2021 (1:00 PM)	Tammy P.	Training	View
4	09/15/2021 (11:00 AM)	Pat D.	Training	View
6	09/16/2021 (9:30 AM)	Fred M.	Training	View
12	09/20/2021 (1:00 PM)	James M.	Training	View
7	09/16/2021 (11:00 AM)	Tara G.	App Support	View
9	09/17/2021 (9:30 AM)	Deborah F.	App Support	View
10	09/17/2021 (11:00 AM)	Alicia S.	App Support	View
11	09/17/2021 (1:00 PM)	Jennifer R.	App Support	View

Post Demo Questions and Answers

1. What are your initial thoughts on this Video Tutorial concept?

#	Answers
	Demo
1	Great to have the videos at your fingertips as opposed to having to log into CX. Likes the general/specific app idea.
3	A valuable tool. Was concerned about where the videos are stored/accessed. Also asked for clarification on global vs. application-specific tutorials.
5	Good addition to web Facets.
8	Likes the concept and agrees that videos are good teachers.
	Training
2	Fantastic! Loves the layout; likes the general/specific idea; likes the breadcrumb/pop-up hover text, related docs/videos.
4	Wonderful! Love it. Likes the link to documents.
6	Brilliant. Streamlined, clean and easy to follow.
12	Liked the context-sensitivity and asked about having search available as a future option.
	App Support
7	Great! Loved the fact that it's within the app, not CX. Useful to end users as well as support. Liked the movability of the dialog box. Suggested bookmarks as a future enhancement.
9	Awesome! Thought of everything.

10	Good idea. Mentioned that it's hard for her to find videos. (Joe subsequently informed her where to find the existing videos in the Facets Video Library under Application Category).
11	Love it! Easier to use than CX. Likes visual demo vs. written only doc.

2. What are your thoughts on the whole video tutorial flow itself?

#	Answers
	Demo
1	Likes the flow but suggests having a search capability. Suggests cross-references for docs having line item details showing difference in classic Facets vs. web Facets.
3	Likes the flow, makes sense; content was good; "it's the way it should be done."
5	Good. Saves time not having to go to CX.
8	Likes the global/app-specific bifurcation. Likes the icons and the web-based breadcrumb navigation.
	Training
2	Good. Mentioned access to CX sometimes generates errors.
4	Good. Suggested ability to hover over text to access videos.
6	Good flow. Likes the fact that it's web-based.
12	Stated that the flow makes sense. Suggested adding tips as part of the info data to relate the selected video to other videos.
	App Support
7	Helpful for first-time users as well as more experienced people. Liked the catalog and tying the user security single sign-on.
9	Great and user-friendly.
10	Good. Liked the flow.
11	Great. Suggested sorting by most watched.

3. Questions in terms of how they currently or will be using video tutorials. Are you currently using any video materials for your purposes?

#	Answers
	Demo
1	Sometimes uses Facets feature videos on CX for clients to watch before her session with them. Melissa personally uses Facets feature videos on CX to familiarize herself with new functionality.
3	Not currently using videos.
5	Not currently using.
8	Not so much due to past technical difficulties with videos.
	Training
2	Rarely but sometimes watches videos as prep for training at Cognizant University. Also watches recorded sprint demos.
4	Uses videos on Cognizant University.
6	Currently uses recorded demos done during three-day training sessions saved to a remote server.
12	Yes.
	App Support
7	Uses bionic operations videos in the knowledge base to learn about trending topics/videos.
9	Yes, we use it. For certain functionalities that I am not familiar with, I look for that videos, then the support docs.
10	To learn about new functionalities.
11	Yes, to learn the newest functionality and web apps for troubleshooting purposes.

4. If using videos, where is the library? And how will your audience access and use it?

#	Answers
	Demo
1	Facets feature videos on CX
3	N/A

5	N/A
8	N/A
	Training
2	Cognizant University
4	Cognizant University
6	Remote server. Clients can subscribe to the recorded live sessions to get caught up on anything they might have missed.
12	CX and internal sharepoints.
	App Support
7	Bionic Operations wiki. Support wiki and CX.
9	Wiki and CX.
10	CX and BioOps.
11	CX and BioOps.

5. If training videos will be made available for you, will you use them? How?

#	Answers
	Demo
1	Yes, to show the value of the software (wow factor).
3	Yes. Would incorporate them into demos as a selling feature; would also use them as follow-ups to live demos to answer questions that may come up post-demo.
5	Yes. But not during demos but as referrals afterwards.
8	Yes, to allow repeated viewings to increase comprehension.
	Training
2	Yes, to help people learn introductory material first, then specific steps on how to perform a procedure. See next response.
4	Yes.
6	Yes, will help fill gaps in the learning process.
12	As a producer of videos, Jim is quality-focused and likes to use videos for training only if the videos are well-produced.
	App Support
7	Yes, definitely to teach practical lessons on how to perform procedures. Convenient source of reference for learning/ performing work.
9	Yes. To allow app support on the client side to learn new functionality and procedures.
10	Yes. To help clients learn the latest functionality of the newer applications.
11	Yes. To learn new functionality for troubleshooting purposes.

6. What video subject matter would you need for your purposes?

#	Answers
	Demo
1	1) Facets Workflow; 2) NetworX Pricer; 3) Capitation/Assigned Risk Module
3	1) Enrollment; 2) Billing; 3) Claims
5	VBR, UM match, EDI, claims, HIPAA privacy.
8	Getting Started/Quick Start and Web Facets. Kim mostly deals with people who already have purchased the product and does customer-specific use cases with a lead time of 7-21 days.
	Training
2	Reset navigation/getting started; Logging in; general navigation; claims in browser vs. classic app; membership; specific requests from clients.
4	Billing 360, invoicing (over/underpayments), accounting, finance, journal entries.
6	Billing (most contentious), would love an end-to-end video on billing; claims (UM, adjudication); eligibility, especially when subscribers switch subgroups.

12	Stated that he wasn't really an app guy, but did like having a "what's new", most popular or trending topics, which is something many people mention.
	App Support
7	Any new functionality; more complex functionality; claims processing; claim UM match rules, any 360 based like Benefit 360, billing 360, membership.
9	Claims, claim UM match rules, any new functionality; ITS (claims and plan).
10	Workflow, claims, claim UM match rules, new functionality.
11	Getting Started is good; claims, web apps and new features.

7. If there's one video that you want to use now, what would it be?

#	Answers
	Demo
1	Facets Workflow
3	Enrollment
5	VBR
8	Getting Started/Quick Start
	Training
2	Navigation/Getting Started
4	Billing 360
6	Billing
12	What's New
	App Support
7	Latest functionality videos.
9	Latest functionality videos.
10	Latest functionality videos to help people understand what can and cannot be done using the software. Getting Started too.
11	Getting Started is good

8. What did you like most of what you saw?

#	Answers
	Demo
1	Easy to access; easy to follow; convenient; succinct; can speed up if needed. Suggested Table Of Contents to find specific parts of video.
3	Liked the fact that the tutorials are web-based and nicely cataloged. Mentioned the value of the tutorials for internal audiences. Betsy made the same comment.
5	Saw value in the videos as a selling tool, liked the security restrictions access.
8	Stated this is a truly valuable tool. Likes the summary info icon so the viewer can decide if the video would meet their current need.
	Training
2	Landing page layout; ease of navigation; ability to magnify screens (browser-based)
4	Very positive and enthusiastic about the concept. Also suggested keyword search for videos.
6	Liked the consistency of instructional flow.
12	Liked the concept, liked having the right amount of information, liked having a timeline as a future feature, liked having the convenient availability of accessing videos from an app. Most of all, loved the quality of what he saw in our POC videos.
	App Support
7	Liked the ability to watch video, pause, do the steps in the app and continue watching; liked the clarity of the "what you need" and steps to complete a task.
9	Liked the format, outline and step-by-step instructions; easy access.
10	Easy access, not having to go to CX for videos.

11	Said the videos were thorough yet easy to understand. Liked the easy access, not having to go to CX for videos. Agreed on the value of search/keywords and timeline.
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9. Anything that you did not like?

#	Answers
	Demo
1	No
3	No
5	No
8	No
	Training
2	No
4	Didn't like the transitions but that was eliminated going forward.
6	Would recommend slightly slower pacing so people can absorb what is being communicated.
12	Nothing
	App Support
7	Nothing, liked it all. Very supportive of the concept.
9	Nothing
10	No
11	No

10. Anything else you'd like to add?

#	Answers
	Demo
1	Interested in rollout dates to learn when this will be available.
3	Provided additional contact
5	N/A
8	Got into an involved discussion on access restrictions based on app. Mentioned the fact that Facets employs a relational database structure and front-end users may need access to media content that they don't have permissions for. This is to be discussed. Also, suggested orienting the user from the very beginning and not assuming that they know how to access a specific app. Also suggested providing a more specific explanation of fields, such as if the field is user-defined, what the limits and characters are or what resource can provide the code for them in their company.
	Training
2	Offered contacts as training@cognizant.com and Jim Morgan, who is in charge of training.
4	Suggested keyword search for videos.
6	Pointed out the benefits of using deliberate pacing in a global audience, not just North America but India.
12	Suggested using watermark fades in a different position (not the bottom that can be cut off) to help with getting it approved by legal.
	App Support
7	Suggested a "save to favorites" feature, search videos feature, and referencing related videos in the context of what is being taught.
9	Overall, very positive about the concept.
10	Suggested a "most watched" hierarchy in the catalog; keyword search.
11	Agreed that having troubleshooting videos available for apps would benefit app support and users.