



# The People-Centric Video Era: Why Enterprises Must Act

## It's Time to Level-Up Your Video Strategy

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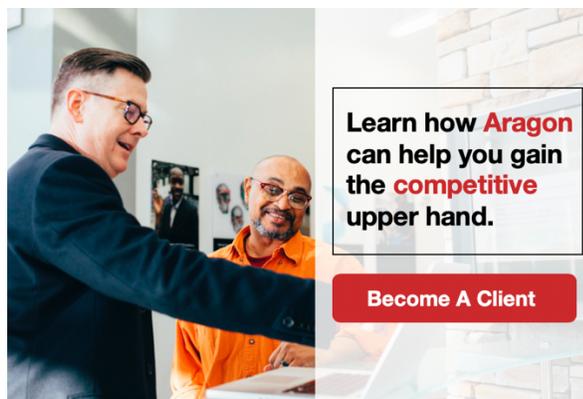
**Author:** Jim Lundy

**Topic:** Enterprise Video

**Issue:** How will the enterprise video market evolve?

How can enterprises offer more compelling employee and customer experiences?

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### SUMMARY

As enterprises aim to do more to engage internally and externally, video has become one of the most impactful ways to enhance overall engagement for both employees and customers. Today, the challenge is delivering relevant video content at scale that is searchable, accessible, and seamlessly integrated into employee and customer experiences. This is one of the transformation opportunities for enterprises over the next two to five years. This Research Note will examine how enterprises can scale their video strategy and level-up their video experiences using a modern enterprise video platform.

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## Introduction

Video has transformed the way information is communicated and shared throughout the enterprise. COVID-19 had an indelible impact on enterprises that were slow to embrace video, but even those that have been leveraging video for years saw an increase in the volume and types of content needing to be created, managed, and stored. As enterprises continue to scale their video strategy, they need to adopt a modern enterprise video platform that allows employees and customers to access and create video content when and where they need it, and unlock valuable information inside that content.

One of the areas enterprises struggle in is delivering a modern and diverse portfolio of video content to employees that goes beyond video conferencing, recordings, and online events. On the customer-facing side, enterprises that are serious about leveling-up their video content will need to be able to support video use for customer support, sales, marketing, events, and compliance.

Enterprises across industries will benefit from adopting a modern enterprise video platform to help them meet the demand for video both internally and externally, and to integrate video into their customer and employee journeys rather than silo the content in various applications. Capabilities such as accessibility, video search, and security will become paramount as user expectations evolve. This Research Note will examine why enterprises need to deliver modern video experiences to customers and employees, and what is required to do so.

## Video as the New, Modern Way to Communicate

The proliferation of video content in our consumer lives has directly impacted how we communicate in the enterprise. Video provides a faster, more engaging way of digesting content, something that's ideal for the fast pace of today's world. Consumers are drawn to brevity and relevance. Shorter, more efficient videos, such as those found on TikTok or Instagram Reels, have begun to eclipse longer-form videos, such as those found on YouTube. According to surveys of marketing professionals, the level of investment in short-form video grew to include 36% of video marketers who plan to prioritize the format above all others. Additionally, the optimal video length for 2022 has been identified as 30-60 seconds.<sup>1</sup> Recommendations for new videos based on what the user has previously watched keeps viewers continually engaged with content. Users can also search for new videos based on keywords and phrases to find the entertainment or information they need.

Live streaming has also become a popular video modality, as evidenced by the increase in use of Twitch and going live on TikTok and Instagram, which streams content right from the creator's personal device instantaneously. Tutorials, Q&As, and guest interviews are some of the most popular use cases for live streaming, and they allow audience members to engage with content in real time. These live streams can then be recorded and distributed for viewers to re-watch or new viewers to watch for the first time.

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<sup>1</sup> "The HubSpot Blog's 2022 Video Marketing Report," <https://blog.hubspot.com/marketing/video-marketing-report>.

Enterprises should realize that their customers and employees are drawn to having these same types of video experiences in their work lives. Meetings and virtual events are now considered table stakes, and there is a huge opportunity for enterprises to expand their video strategy beyond this. We'll explore why enterprises need to look at their video strategy from a people-centric perspective to go beyond basic video delivery.

### **Creating and Maximizing Video-Enabled Employee and Customer Experiences**

Designing and delivering video content the way people want to consume it is critical to having an effective video strategy. Hours of unedited recordings or lengthy tutorials delivered via a separate video content platform that does not provide ways to sift through the information is no longer sufficient to keep employees engaged—in fact, it can cause them to tune out.

While many enterprises have become comfortable with video to a certain extent, now is the time to expand and innovate to keep employees and customers engaged. Video content should be designed with people in mind, which means making important information easily accessible. Modern enterprise video platforms meet this demand. They have capabilities such as interactive search powered by AI and live transcription and translation to enhance the user experience. One of these platforms is Vbrick (see Note 1).

Another critical aspect of a people-centric video strategy is giving your employees the tools they need to create their own video content using their preferred application of choice, such as a manager creating a tutorial for their direct reports using a favorite video conferencing solution. This allows the power of creation to flow into your employees' hands so that they can generate exactly what they need, when they need it.

Video deliverability also needs to be people-centric, and this can be challenging when looking to distribute video at scale. Long loading, buffering, or download times can dissuade employees and customers from watching content. For them to get the most benefit, video should be integrated into the platforms employees and customers already use, not siloed away—otherwise, they might remain unwatched.

## Video for Employee Experiences

Video is what powers remote, hybrid, and global teams, and is what allows for flexibility in the workplace. Not only is video a way for employees to learn, but it provides a channel for them to share their voices and perspectives in a more interactive format than other modalities. While many enterprises have adopted video for employee experiences, now is the time to enhance those experiences to foster engagement, create more efficient communication, and reduce manual processes.

Some of the use cases that enterprises should look to provide and level-up when it comes to their employees include:

### Video for Townhalls

Holding video-based townhalls is a way for employees to engage with upper management and make their voices heard. It's a tool that can be used to foster company culture and connection, especially in organizations where employees may seldom interact with their coworkers in an in-person setting. Enterprises that already conduct virtual townhalls can enhance the employee experience by utilizing a modern enterprise video platform to provide transcription and translation during the live event or for the recording. This ensures all employees, no matter where they reside or what their needs are, can tune in. This platform should also enable a seamless streaming experience that reduces technical difficulties, such as latency and buffering issues—just a few of the factors that can decrease engagement.

### Note 1: The Vbrick Portfolio

**Vbrick Rev** is Vbrick's enterprise video platform that it sells directly and through channel partners. Vbrick Rev offers video capture and production, video content management, live video streaming, distribution, AI-based analytics, and video conferencing integration with providers such as Microsoft Teams, Webex, Zoom, and Pexip. Its live transcription services cover eight spoken languages and it offers live translation in over 48 languages. It is one of the few enterprise video providers to be FedRAMP-certified.

**Vbrick Rev IQ** enables facial recognition, live transcription, translation, interactive search and visibility, and an enhanced viewing experience called Pulse.

**Vbrick Distribution** is Vbrick's secure, scalable eCDN that supports multiple video sources. It offers edge caching, multicast, and agentless peer-to-peer as well as a global CDN.

**Vbrick Video Platform as a Service (VPaaS)** enables developers to bring the power of various video modalities into their internal processes, business applications, or products with turnkey APIs and SDKs.

**Location:** Herndon, Virginia

**CEO:** Paul Sparta

**Key Segments Served:** Financial Services, Life Sciences/Pharmaceuticals, Healthcare, Technology, Government

**Primary Use Cases:** Information Technology, Sales & Marketing, Corporate Communications, Human Resources & Training

**Availability:** Available now

**Website:** [vbrick.com](https://vbrick.com)

## **Video for Onboarding**

Starting new employees off on the right path often comes down to how well they are onboarded and how quickly they can get up to speed. While they may receive hands-on training from their managers, new employees will often require more information than a single person has time to provide. Video is more engaging and efficient than reading long PDF onboarding guides or articles, and employees can refer back to the videos as they need. Enterprises that already offer onboarding videos as part of their employee journey should look to make these videos searchable using an enterprise video platform. Advanced platforms allow for tagging and utilize AI technology to enable searches for key words or terms and bring users to the correct portion of the video that covers that area.

## **Video for Learning and Training**

Continuous learning and training should be part of the employee journey; learning is not a one-and-done operation. Creating videos that go beyond the onboarding process to help employees grow in their careers is a top way to foster employee engagement. Enterprises should look to diversify the types of training videos they offer. Things like role plays, demos of products and applications, interviews with other employees, or video podcasts can all serve as different types of development content. Organizations can use an enterprise video platform to allow managers to create their own training videos and employees to share or transfer their knowledge about projects. This platform should support the way users want to create videos, whether it be from their browsers, mobile devices, or other preferred video conferencing applications.

## **What Are the New Ways to Deliver Video Experiences?**

Integration is the new frontier of delivering video experiences. Rather than clicking on a separate portal to watch video content, video should be seamlessly integrated into employees' day-to-day lives. Enterprises should look to leverage APIs and SDKs to natively integrate video content into the workflows or applications employees already use.

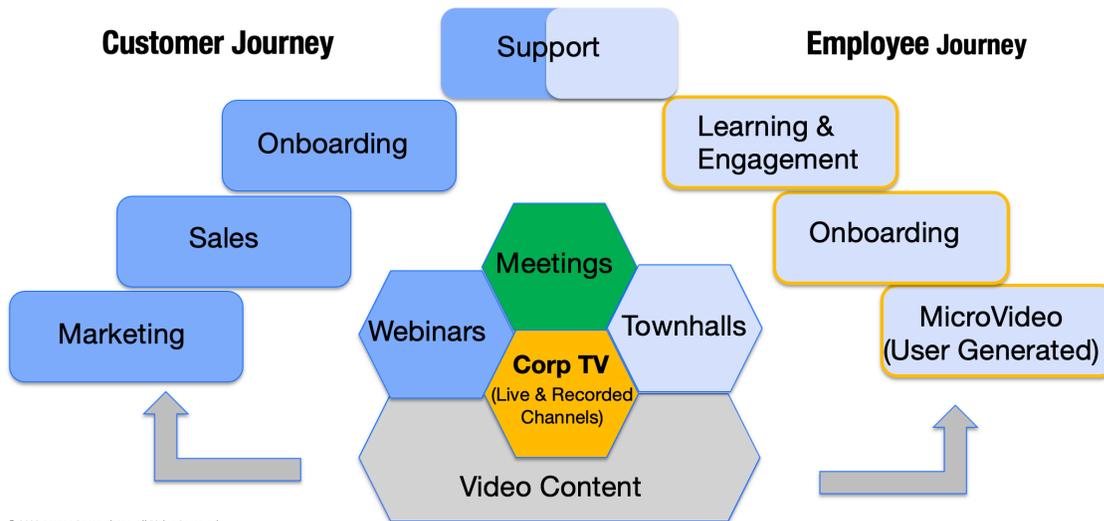
Another area is customization, by way of using AI and algorithms to take the guesswork out of video viewing for employees. One of the reasons why platforms like TikTok and Instagram Reels have taken off in the consumer space is due to their ability to continuously recommend additional content to watch. The application adapts to what the user is viewing and engaging with: videos that are watched all the way through, liked, or commented on tell the application the user likes engaging with that type of video, while videos that are skipped in the feed tell the application the user was not interested. The user can also click on any video in their feed and mark it as 'uninterested,' which gives the app further information. The user's feed then becomes customized to their particular likes and preferences. Aragon sees this as the future of video for employee experiences; it's all about meeting each individual employee's unique needs.

## **User-Generated Content—MicroVideo**

Another emerging way that video is being leveraged is user-generated short-form video, often called TikTok for the enterprise—or just MicroVideo. MicroVideo is a great way to share best practices for

frontline staff. Sales, marketing, service, and support staff have been doing this informally for years and now with an enterprise video platform, this content can be organized and shared on a more formal basis.

MicroVideo needs to be a low-code video creation experience for employees. Employees should be supported in creating videos on the fly. Modern enterprise video platforms that offer easy ways to storyboard, create, and edit video content should be prioritized. The ability for platforms to learn from the customer journey and apply those lessons to the employee journey will further differentiate enterprises video solutions.



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Figure 1. The People-Centric Video use cases for employees and customers.

## Video for Customer Experiences

### How Can Video Transform the Customer Experience?

As our workplace and world have become more hybrid, video can provide a more personal and engaging way of interfacing with customers—especially when in-person experiences are not an option. While many enterprises already take advantage of the face-to-face capabilities of video conferencing, video for the customer experience goes further than this. It can be used to foster a more authentic relationship by giving customers the content they desire right at their fingertips in a more engaging format—whether that content is centered around education in the beginning of the sales cycle, continuous learning in the form of events, or assistance when it comes to customer support. Organizations should look for enterprise video platforms that make it easy to embed video into websites and other applications while maintaining security or access requirements and reporting capabilities.

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## What Are the Top Use Cases for Customer Experience?

- **Video for Events:** Events are one of the biggest use cases for video in the enterprise. Especially with many events going completely virtual or hybrid over the past few years, video has been one of the top ways to keep customers engaged with product updates, best practices, continuous learning opportunities, and more. The challenge now for enterprises is to scale their large virtual events to meet demand without losing functionality in the form of technical issues or audience caps for large virtual events. Driving engagement and interactivity when it comes to smaller virtual events, like a fireside chat, which might speak to a very specific part of an enterprise's product or customer base, is also important.
- **Video for Sales:** Sales teams can leverage video to help shorten the sales cycle. Instead of sending cold call emails, sales can send a personalized video introduction to a prospect. For potential customers, videos can replace lengthy PDFs and other static deliverables to provide value in an engaging format. Video can also be used to demo products and help sales onboard their new customers.
- **Video for Marketing:** Marketing teams are always looking for ways to reach more potential new customers. Video provides a way to enhance marketing's messaging, whether in the form of video advertisements, clips on a company website, or video-based email campaigns. Marketers should use an enterprise video platform that allows them to integrate video content into their existing marketing stack and other tools such as social media. The platform should also allow marketers to get analytics on how well their audience is engaging with the video content.
- **Video for Customer Support:** Just like employees, customers can benefit from a video-centric onboarding and continuous learning/support pathway to allow for quicker knowledge transfer. Rather than reading through a lengthy support document, customers can watch a short video to get the information they need to solve a challenge. Enterprises that already employ the use of video for customer support need to go further by tagging videos and employing the use of AI so that customers can quickly find the content they are looking for in a video library and within a video itself.
- **Video for DLP (Data Loss Prevention) and Compliance, Cloud Access Security Broker (CASB), Enterprise Mobility Management (EMM)/Mobile Device Management (MDM):** As enterprises continue to scale their video strategy, ensuring all content is secure and compliant is critical to protecting sensitive data. Using a modern enterprise video platform allows enterprises to deliver the right content to their customers (and employees) while also giving them control over who has access to the video content and encrypting that content when required.

## Why Is the Shift to Video Experiences Happening Now?

Because the pandemic accelerated the shift to a hybrid world, video-based experiences are often overtaking experiences happening in the real world. People have grown used to watching

videos at their fingertips instantaneously, with just a couple clicks on their mobile device—whether that’s to watch a video for entertainment or educational purposes. Enterprises must realize that workplace experiences are shifting this way, too. From training videos to tutorials to product launches, the time it takes for a customer or employee to access, engage with, and then be recommended the next relevant video will need to happen in seconds. Modern enterprise video platforms are helping enterprises reach this level of sophistication. Enterprises in different industries will have different needs when it comes to leveling-up the video experiences they provide to their customers and employees.

### **What Industries Will Benefit the Most from Video Experiences?**

**Financial Services:** Organizations in the financial services sector can use video in the form of online events and educational videos to explain products and services, investment options, or difficult-to-understand financial topics to their customers—especially new or younger customers. On the employee experience side, video can be used to onboard new advisors and agents and streamline compliance training.

**Government:** Governments using a modern enterprise video platform that is FedRAMP-certified (see Note 1 on page 5) have the confidence that their video strategy is compliant with their robust security standards (non-government enterprises also benefit from these strict security requirements). Externally, video can be used to stream events, educate constituents, and provide updates. Internally, video can be used to support critical communications and onboard new employees, all while remaining compliant.

**Healthcare:** Telehealth has taken off since COVID-19, and healthcare organizations who leverage live video appointments have allowed doctors to provide necessary care to patients no matter where they might reside. As new infectious diseases continue to appear, video appointments allow healthcare organizations to protect their most vulnerable, with diagnoses of contagious illnesses being conducted virtually instead of in-person. Video can also enable organizations to quickly distribute educational information to providers about new illnesses or protocols instantaneously. Educational videos can also be leveraged in the healthcare organization’s patient portal to provide care information based on diagnoses or to prepare patients for surgeries, treatments, or on-going conditions such as pregnancy.

**Life Sciences:** Like healthcare organizations, enterprises in life sciences are leveraging video to streamline and clarify communications. Partners, healthcare providers, and employees can stay informed of ever-evolving updates, trends, and regulations through the distribution of video content. Video can be used to seamlessly onboard new employees, healthcare professionals, and sellers and can be used by marketing teams to educate consumers and partners.

**Technology:** Offering rich video experiences is table stakes for technology providers. While most have embraced video to some degree, with video conferencing and webinars ubiquitous across the industry, tech companies need to continue scaling their video strategy to move faster than their competitors. Delivering large-scale live, on-demand, and secure video experiences for both customers and employees that are interactive and accessible is becoming an expectation. Tech providers who excel at doing this will gain a competitive advantage.

## **Aragon Advisory**

- Enterprises need to assess the current state of their video content and identify how it is being used to enhance customer and employee experiences.
- Leveraging video conferencing and online events is only the tip of the iceberg when it comes to video experiences. Enterprises should look to expand the ways in which they use video to reap the benefits in more than one area of the business. Evaluating the use of video across the entire customer and employee journey provides the opportunity to identify touch points for building and reinforcing the company culture or brand.
- Enterprises should adopt a modern enterprise video platform that meets the security standards for their industry, and leverages technologies like AI to enable a more interactive and intuitive video viewing experience for customers and employees alike.
- The shift to people-centric video will expand the way that knowledge workers can leverage video technology to collaborate more smoothly and effectively with their teams.

## **Bottom Line**

The shift to video-based experiences is here and with it comes the opportunity to deliver a new era of visual engagement for both employees and customers. Enterprises that leverage video generally have better Net Promoter scores than those that don't. Leveling-up your video strategy is easier than ever with the right platform, and with new dynamic ways to deliver video, the future of engagement looks bright. Organizations that neglect engaging with these emerging trends in video risk advancing a business strategy that is misaligned to the expectations of both customers and employees.