

Pre-sales product education using branching interactive video technology

How Rapt Media helped a multinational computer technology corporation educate prospective customers on complex IT infrastructure systems by scaling human interaction



COMPANY: Multinational computer technology

USE CASE: Pre-sales product education

PRODUCT: IT infrastructure systems

TARGET: IT leaders and admin

SOLUTION: Branching interactive video technology

Background:

▶ The company wanted to reduce the human interaction needed to sell its large, expensive IT infrastructure systems. The systems combine computing, storage, networking, and virtualization resources into a single device. Educating prospective buyers on its complex products was consuming its sales force's time

Challenge #1

▶ Getting measurable ROI from current product video investment

Although the company spent years investing in product videos for its website, it had no data or insight into its impact on the company's sales cycle. When it noticed average viewing times drop, the company further shortened and dumbed-down its videos. As a result, the product videos failed to accomplish the original goal of product education and impacting the bottom line.

Challenge #2

▶ Time spent educating multiple key stakeholder/buying personas

Purchasing such a costly product involves multiple key stakeholders. The sales team educates each stakeholder in great detail, which is an extremely time-consuming process which prolongs the time to close and increases the average time spent per closed/won and closed/lost deals.

Objective:

▶ Increase the efficiency and capacity of sales reps by decreasing the time spent educating prospective customers with multiple key stakeholders on a complex product offering.

Goals:

- ▶ Increase time spent by prospective buyers with online learning about the product
- ▶ Increase conversion rates of quote/meeting requests
- ▶ Increase conversion rate of closed/won deals
- ▶ Decrease average # of days between opportunity to closed/won and closed/lost

15% reduction in sales cycle by decreasing sales rep time spent on complex product education and increasing multi-buyer discovery and selling.

Solution:

▶ The company created a branching interactive video experience with paths dedicated to each buyer persona. The experience enables prospective customers to self-segment as they go through the video. For example, users start by selecting their main area of interest: scaling quickly and reliably, reducing costs and complexity, or staying up to date with the latest technology.

Each area offers even more choice points, which enable users to stay shallow or dive deeper, gathering more complex information. Users make choices based on their role and ultimately end up with the product information that's most relevant to them. A pervasive call to action button lets users contact a sales rep anytime throughout the experience.

Results:

▶ With branching interactive video, the company scaled the equivalent of human interaction. It enabled multiple buyer personas to control the experience and collect the information most relevant to them. Without leaving the experience or going to a separate email or landing page, users had a way to easily take the next action in the sales cycle.

Success Metrics:

- ▶ Average session duration: 21 minutes and 25 seconds
- ▶ Increased session duration time by 10x (compared to linear product videos)
- ▶ Increased lead conversion rates by 47% (compared to linear video landing page conversions)
- ▶ Reduced the average time spent by sales per closed/won and closed/lost deal by 25%
- ▶ Accelerated average days to close (opportunity to closed/won) by 15%

About Rapt Media

Rapt Media offers a compelling alternative to engage employees and consumers, inspiring them to act. The company's cloud-based interactive video platform drives deeper engagement resulting in enhanced learning and rapid behavior change. Rapt Media offers enterprise companies digital transformation solutions involving communications and learning.