

How-To Videos

Use Channels to create, organize, and showcase how-to videos.

Challenge

Organizations have a number of systems and processes that employees use and navigate. Typically, people only know how to use the basic capabilities or only follow the basic processes, not knowing what is possible.

Approach

Create Channels for capturing how-to videos. The Rehearsal Channels feature allows you to use screen recording technology to create simple videos, showcasing what is being done on screen. You can also use the standard recording feature for other how-to videos.

Benefits

- Screen recording provides a quick and easy way to create how-to videos for systems or processes
- Video recording provides a quick and easy way to create how-to videos for non-screen processes
- Teams can build a repository of how-to videos to ensure that knowledge is captured and shared

Applications

- Systems How-To Videos
- Process How-To-Videos
- Tips and Tricks How-To Videos

Industry Example

Medical device sales reps utilize Channels to practice and perfect how-to product demonstrations. The video library now serves as a valuable reference and learning resource for the organization.