Maximizing Organizational Value Through Social Interactions

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Abstract

This project looks into maximizing value for organizations and customers through customer service. Media richness theory was used to help the researchers understand how to best serve content to customers of a company that offers tech support channels. Video tutorials were determined to be the richest form of media just after human interaction (Face to Face). The project was designed to help content creators understand best practices around creating video tutorial content. Site visitors are asked to complete a survey after reading through the content. The survey was designed to help the researchers understand if the content is useful. For further clarification the researchers have a second survey. The second survey asks the visitors to the site to come back later and answer questions that help determine if the content is valuable and if more content is needed. If more content is needed there is a section to provide comments.
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Chapter 1: INTRODUCTION

Introduction

Many organizations are designed in such a way that they need to provide a type of technical support to their customers. These organizations understand the need to support customers, but at the same time want to maximize value from their support channels. Customers want their issues resolved in a timely manner. Organizations have adopted social channels as part of their support stream, on top of chat, phone, email, and case creation. It is important to understand how to maximize value for the company and the customer through these social interactions.

Importance of the Study

This research is important to support organizations within a company because the work being done in this study could save organizational resources in the future by helping an organization better understand what the customer expects as a bare minimum when it comes to getting technical support. The research will also help those interested to better understand how to maximize organizational value by creating compromise of what the company is willing to offer for support channels, and what the customer expects.

The reason it is important to maximize value for all parties is because it is not always feasible for a company to offer support on every channel. Therefore, it is important to understand the most beneficial way to offer support to the customer and the expectations around time and delivery of that support. Customers don’t always expect an immediate response but they often desire a sense of urgency by the company to get their case resolved. Companies want to provide this to customers but don’t always know how.
Statement of the Problem

Modern companies are expected to provide support offerings to cater to every type of customer’s needs. This is not always the most cost effective method since some of these touch points might have a very small demand. Thus, it is important that a company understand how to best maximize value for themselves and for the customers alike. If companies were to understand how to provide the best content to the largest audience this could create a middle ground to maximize value for all parties involved.

Definitions of Terms Used

Defining terms can be crucial to the understanding of this work. The list of terms used is not long but it can be crucial. Important terms to know are multiliteracies, social interaction, blog, and video tutorial. The definitions are given to provide context to their use within this research paper. They are not necessarily the definition provided by a dictionary or dictionary type source.

Multiliteracies- This term is used to describe the increasing number of ways we communicate because of new technology. When a new way of communicating is developed, with regards to technology, we have to create a new literacy.

Social Interaction- A social interaction is any interaction between two or more people. The term is not limited to forms of social media such as Facebook or Twitter. Community conversations, email interactions, hosting a blog article or creating comments on a post such as a blog article are all types of social interactions.
Blog - A blog is a post or series of posts on a given domain that are informational, instructional, or are otherwise helpful.

Video Tutorial - A video tutorial is a video, usually accompanied by some documentation that helps a person learn about a certain topic or touch points within that topic. Video tutorials usually teach someone how to perform a task.

Organization of Remaining Chapters

This project has been divided among five chapters, which will be introduced in this section. Chapter one will provide the introduction which will help develop an understanding of what the problem is and what the researchers intend to accomplish. Chapter two is an exemplary literature review that will provide sources ranging in a broad spectrum of topics as pertaining to this topic specifically but with different insights. The sources come primarily from professional scholarly journals but other primary sources will be included.

Chapter three provides detail on the scope of the project. Detail will be provided at a high level on what the researchers have found and what they wish to accomplish with the project. The researchers will also discuss what they will need to do to create the project. Ethical considerations will also be addressed.

Chapter four outlines in detail how the project was designed and completed. Links to the website and any other content are provided in this chapter. Chapter five provides detail on what was learned in the project and what future researchers could do to improve on or enhance the work. A detailed conclusion is also provided.
Chapter 2: REVIEW OF THE LITERATURE

Philosophical Assumptions

Many companies want to maximize the efficiency of their support efforts to their customers as well as provide value to those customers through social interactions. Not every customer has the same expectations from a company. Nor do customers have the same level of digital literacy, so they might understand instructions differently than intended and require a different medium of support offered by a company. Examining adult digital literacy acquisition offers a new way to think about multiliteracies, the use of digital tools for making meaning and accessing the world, and, ultimately, the nature of digital literacy (Jacobs, Castek, Pizzolato, Reder, & Pendel, 2014, p. 624).

Understanding how a customer learns from different types of social interactions or methods of delivered learning information can help companies better understand how to close the gap on maximizing value for the customer and for the company. Most content for technical support is available as digital documentation, video, audio, and communication through phone, chat, or email. All of the digital documentation mentioned is considered social interaction within a support context. The universal availability of computers, tablets, and internet make it possible to enhance science, technology, engineering, and mathematics educations in ways that were not possible before now. However, these technologies must be used to enhance learning, not simply present old approaches in new ways (Tinker, 2013, p. 54). In other words, technology is available, and we need to use it to our advantage for learning and teaching.

Immanuel Kant (1994) taught that ethics is a matter of doing our duty and that we are to help others when we can, he called it “Duty without exception” (p. 110). The principle of helping
others when we can is known as beneficence. The love of knowledge can help guide us to not only learning for our own benefit, but learning for the benefit of others. “Knowledge is power.” And the more we know the more we are able to help others when they are in need.

Understanding the need to teach others can be difficult. Why share the knowledge when we can have it all to ourselves? The reason we share the knowledge is to help others understand our reasoning. We share knowledge with others so that they may learn from our mistakes. Just as a parent teaches a child not to touch a hot stove. The child might not always listen, but the parent did what they thought was in the best interest of that child. Acting in our own best interest can be human nature. But acting in the best interest of others is divine human nature.

**Theoretical Basis**

Media richness theory was introduced by Richard Daft and Robert Lengel in 1986. Media richness theory is used to explain that performance can improve when richer forms of media are used for similar tasks. Media richness theory will be useful in this project because it will help with concepts involving the different methods of media dissemination within the technical support context.

According to Perry (2011), online teaching exists in many forms. This modern form of distance education offers a wide variety of features that were never possible with correspondence courses and instructional television. Correspondence can now be achieved with numerous tools that allow synchronous and asynchronous communication and collaboration (p. 97). Perry does not just explain that there are many ways of providing information online, but also helps to set the stage that a growing number of collaboration and learning tools are readily available online.
However, understanding which ones will benefit the organization and the customer the most will be a difficult task.

Tutorials are only one of many different forms of media used to assist customers in finding the answers to their questions. As this research continues, the researchers will discuss as many methods of social interaction in terms of support as possible, because, as O’Neil, Fisher and Rietschel (2013) state, the most important rule while incorporating new technology is to ensure that its use is appropriate to the learning objecting and not just being used because it is the latest and coolest new technology (p. 52).

Constructivism was introduced by Jean Piaget in the 1900’s. The theory states that people create their own understanding through their experiences. This research will be very helpful in understanding how people learn and use information.

To further clarify, Daniels (2012) suggested that the formulation of pedagogic discourses as an embedded discourse comprised of both instructional and regulative components which allows for better analysis of the production of the embedded discourse, specifically in activities structured through specifiable relations of power and control within institutions (p. 15). In other words, the creation of teaching (social) interactions allows for analysis by the receiver. Each receiver will take information in differently than another. This differentiation creates a need for more than just one method of teaching to be incorporated; hence, the need to understand if there can be a maximization of value within these social interactions.

It would benefit an organization to encourage a customer to use other methods of support that require less interaction, note that there will always be an interaction of some sort. It may not
work every time but there could be some success in this encouragement. According to the Educational Broadcasting Corporation (2004):

Constructivism is also often misconstrued as a learning theory that compels students to reinvent the wheel. In fact, constructivism taps into and triggers the student’s innate curiosity about the world and how things work… They become engaged by applying their existing knowledge and real-world experience.

It would seem appropriate to imply that an organization could tap into a person’s experience and provide a tailored support interaction experience for that person.

Putting the pieces together, Mayer, Musser, and Remidez (2001) suggest that combining web-based learning environments and problem-based instruction can ultimately be effective in providing students with access to a multitude of collaboration, productivity, communication, and knowledge creation tools that will enrich learning experiences (p.262). Giving access to learning documentation and problem solving tips, coupled with community conversations and the customers can have the ultimate learning experience.

The Literature

Perry and Pilati (2011) state that accessibility needs to be kept in mind while developing online offerings. They also express that content developers need to keep the needs and limitations of the content receivers in mind while developing said content. This can be a chore considering the many different types of learners and what their learning methods are. One way to improve the process is to turn these interactions into social interactions.
To better understand the value of social interactions, it is important to understand how the receiver interprets the information. Dennis and Kenney (1998) point out the importance of feedback to the speed and effectiveness of communication because it allows the sender to recognize the extent to which the received understands and to adjust the message presentation accordingly (p. 260). If the feedback is negative, the sender can take the feedback and improve the method of delivery or change it altogether. The better the feedback, the richer the media is to that receiver.

Feedback is an excellent source of information for improving the current process. Research on processes that have already been improved can be very helpful in designing a learning platform that can maximize value for customer and company. Zhenying (2012) states that statistically, the majority of students consider that the usage of multimedia teaching has a good effect. Audio images, vivid and lively, relaxed and happy, can change “hard” learning to “happy” learning, which can benefit students by expanding their knowledge (p. 99). Over time and as multiliteracies change, so do perceptions on learning and the best styles of learning. The work done by Zhenying is recent work so the data they provide should still be relevant for this study.

Social Media

Seemingly it would be easy to understand how well a customer understands content via social media. Unfortunately it is not completely understood how social media content is interpreted by the receiver (Kennedy, 2012, p. 448). Kennedy explained that research so far is limited in this area. There are multiple ways to look at the social media aspect of support. When talking about maximizing the value for a support organization, one must remember that, as
Hanestein (2013) asserts, juggling multiple Facebook pages, Twitter accounts, blogs, and Web sites is time-consuming (p. 32). Minimizing the channels that one needs to monitor can help increase consistent flow of social interactions.

One solution to offering support on channels such as social media would be to help the receivers of this support use their problem-solving skills, which will reduce the dependency on the tech departments (Fitton, 2011, p. 63). Helping customers reduce this independence on tech departments can help them increase their independence by seeking out solutions using other forms of social interactions and media available.

**Customer Satisfaction**

Customer satisfaction plays a critical role in the offerings of a support organization. These organizations can’t just provide whatever support method they wish and hope the customer accepts it. Additionally it is important to note the conceptual difference between customer satisfaction is that satisfaction is “backward looking” while the commitment dimensions are considered “forward looking” (Gustafsson, Johnson, & Roos, 2005, p. 211). They clarify; satisfaction is a function of performance, whereas affective and calculative commitment can capture the strength of the relationship and the resultant commitment to proceed forward. This is important to understand if an organization wants to maintain a satisfied and loyal customer base. Therefore, it is important to understand the urgency of maximizing value for both the company and the customer.

These social interactions can also be classified as social support. According to Shumaker and Brownell (1984), “Social support is an exchange of resources between two individuals perceived by the provider or the recipient to be intended to enhance the well-being of the
recipient” (p. 13). The term social support can cover a broad range of areas. According to Hupcey (1998) many theoreticians agree that the concept is not easily definable or measurable (p. 1237). The work being done in this paper will narrow down the field of study to support organizations, primarily within high-tech software. Therefore the concept can be defined as any interaction between a company and a user of the product that provides support related materials.

Companies offer support as a means to satisfy customers. According to Kekre and Krishnan (1995), industry observers have recommended that customer satisfaction be given priority as a strategic objective. Moreover, customer satisfaction appears to have replaced short-term profit maximization as a major objective in many firms” (p. 1456). In the booming technology industry, companies need to provide competitive support offerings to keep their customers satisfied. If a company has a product that is not unique, they benefit by setting themselves apart from the competition. Providing excellent customer service comes at a cost. To provide a variety of methods of support could be a costly venture. This cost shows the researcher a need to provide smart customer service; or social interactions as identified in this paper.

**Customer Engagement**

One thing to consider is that customers want to be engaged on their own terms. It is possible that the customer wants to come, find the information they are looking for and leave without being bothered. It is also possible that a customer wants to come to a website or support channel and have a personal assistant to get their issue resolved. This dynamic is all very possible with today’s technology. Sarriera, et al. (2012) state:

The most recent stage of technology was marked by continuous connection and has on the cell phone its main device, which combines numerous possibilities and allows real
time exchange of audio, video, pictures, text messages, access to games and Internet at any place and time of the day. (p. 546)

With this type of advancement in technology, it is completely possible that an organization could cater to the needs of this customer, but it isn’t always the best solution to maximize value for the company.

Researchers have increasingly paid attention to the study of employees responsible for front-line interaction with customers, and have noted complexity of service delivery processes in service-based organizations (Susskind, Borchgrevink, & Kacmar, 2003, p. 179). What if a company could provide a customer the type of support they want without providing an agent on the phone? Would there be a way to understand the customer’s digital literacy and know if they could just as easily get their issue resolved with a video based tutorial on the subject matter? This should be possible; after all there is research that shows that people can see the same bit of text or data and decipher it differently. As noted by Lankshear and Knobel (2010), different people can read the same text in the different ways, and that some people simply cannot make sense of certain texts that other people can handle with easy (p. 6).

**Information Availability**

As more information is available to users, and the web evolves, search and classification services continue to develop and evolve to help users deal with the demands of increasingly vast amount of available information. The robust amount of available information helps users find materials of interest to them (Hargittai, 2005, p. 276). Hargittai then goes on to state that the mere existence of these services, and the online availability, does not guarantee that people will be able to efficiently navigate through the almost endless number of pages that make up the web
The work will be difficult, but the researchers intend to find out if users can be broken up into different categories of digital literacy and from that the work will be able to determine which forms of available support interactions would best work for that person. After that has been established, the work can go more in depth on finding the maximal value for the company and the customer.

Since the introduction of the computer and the internet, many forms of learning have been introduced and advanced. A few years ago if someone wanted to know how to repair their car they would have to go to the local auto parts store and purchase a repair book specific to that car. Today a tutorial can be found online in just minutes. According to Bentley, Earls, & O’Brien (2011), imitation can be used as a highly adaptive strategy (p. 30).

Demographics

Gender, education, and experience have a part to play in the search for understanding how to provide an improved support experience. But each role might have different levels of significance than some would think. According to Hargittai (2002), there is a clear generational difference in people’s ability to use the Internet, gender has no statistical significance, education has a high level of impact on a person’s ability to use the Internet, and a person’s prior experience is likely to have an effect on a person’s Internet savvy. Even without that pre-instilled knowledge, people still desire to know and learn. According to Bransford (1999), “An emphasis on understanding leads to one of the primary characteristics of the new science of learning: its focus on the process of knowing. Humans are known as goal-directed agents who actively seek information” (p. 10).
According to Lau (2014), it is possible to provide a personalized learning experience to groups of people depending on their learning style. Lau (2014) states, “Recently investigated for its application to web-based learning, the most direct application of cognitive and learning styles theory is in the adaptation of instruction to learner style” (p. 249). Lau further clarifies that the concept of an aptitude-treatment interaction is applicable if one group of learners learns differently than another group of learners. This insight shows great potential for helping customers use their skill sets within this field area of knowledge to help them learn the new material.

**Constructivism**

According to Kirschner (2006), studies consistently indicate that minimally guided instruction is both less effective and efficient than instructional approaches that place strong emphasis on guidance of the student learning process (p. 75). Thus, when communicating information with customers, providing structure and guidance is important. There are many ways to go about this guidance. It is possible to set up a welcome screen guiding the user across all of the channels of support available and then giving them the option to get more detail on the method they prefer. It could also be beneficial to provide links to other related content on each of the instructional pages. To keep the learning relevant for cognitive learners, Brooks & Brooks (1993) suggest that learning conditions should include complex learning environments that incorporate authentic activity while providing social negotiation as an integral part of learning, juxtaposing instructional content, and including access to multiple modes of representation, nurture reflexivity, and emphasizing learner-centered instruction.

**Rationale**
The research has shown that maximizing the value between customer and company can be a difficult task but content that is rich in instruction, be it video based tutorials or detailed walk-throughs, customers can thrive and learn. The research has also shown that age and experience play a large role in the learning process and that it is not a one-stop-shop for service needs. Through these various social interactions, the researchers know a company can provide relevant content that will not only satisfy the customer needs, but also provide a positive experience, while keeping the support costs to a minimum.

Drawing a line between literacy and best practices might not be that straight forward. There is a connection but it might not be obvious. The literature indicates that text based feedback and answers don’t always work. Video tutorials are the best approach for a wider variety of learners. According to the Media Richness Hierarchy created by Lengle and Daft (1989), interactive media is the highest form of media richness, just after physical presence (p. 226). The fact remains that there are bad tutorials. These tutorials don’t provide a clear answer to viewers on resolving their issue. If a video is to be created, it should include elements that help the viewer construct the meaning based off of their experience. Viewers of the tutorials will have at least a little experience with the product or feature you will be discussing. You can use this to benefit them. They will be able to draw meaning from the content you are discussing.

Using constructivism as an approach to providing better content will help the viewer gain maximum value from the videos. The more valuable a viewer finds the content the more likely they are to return to this medium the next time they need help. This in turn will help maximize results for the customer and the organization creating the videos.

**Design Questions**
Will understanding a customer’s digital literacy help a company provide a more personalized tech support experience, maximizing value of social interactions for the customer?

Will understanding a customer’s digital literacy help a company provide a more personalized tech support experience, maximizing value of social interactions for the company?
Chapter 3: SCOPE AND METHODOLOGY

Scope

Research indicates that video based tutorials are the most successful tool to improve a customer’s ability to learn content and successfully replicate what they learned. Therefore, the project will be designed to instruct content creators on best practices for creating video tutorials. The value of this information will help companies that offer technical support to narrow their need for content creation, improving social interactions and customer satisfaction.

The project will include specific steps and best practices for creating a video based tutorial. A blog will be created to provide a variety of tips in creating an efficient and edifying video tutorial. The project will exclude the script for the video, as all pertinent information will be included in the video and the 10 tips will also be included on the page created for this video.

Methodology

This project will introduce the tips for creating video tutorials for customer support. Below is the outline of what will be introduced in the blog articles. The ten items were chosen for very specific reasons as outlined below.

When authoring content, it is important that the author has the goal in mind. An example would be, “Teach the viewer how to resolve an error with their software.” Having a very specific goal allows the content creator to get from the start to finish. Storyboarding is a very important component to a successful tutorial. The reason storyboarding is so crucial is so that the creator of the content can go over the work and make sure the steps flow smoothly with correct transitions and most importantly that no key steps are missed.
Understanding the audience is a key element to creating good content. If a person is creating content for a group of elderly people, identified above as slower to learn new information, they might consider making a few short tutorials for each step of the process or create one longer video creating a better understanding of each key element in the tutorial. Likewise, if the content engineer is creating content for a highly skilled group of people that are confident in their abilities, then it might not be as important to include every minute detail.

Be clear and concise. The viewer already has something they need to learn. Trying to understand muttered speaking or mispronounced words will add to the difficulty of learning and understanding the content. It is also crucial to use the right words. Even if you are speaking to a highly technical group there is no need to introduce words that are difficult to understand.

Smiling is contagious. Smiling can also draw people in during a conversation. A smile is not only visible but it is also audible. If you are smiling while you speak the viewer will know. It is much easier to listen to someone that is happy about the subject than someone that sounds like a drone. You also need to practice your content. This will be a good opportunity to practice your smile so that it becomes a habit. Practicing the content will help you understand it better and feel more confident in presenting it.

Providing break or pause points can be very beneficial to the viewer. These pause points will allow them to try what they have learned. It is good practice to have information or provide steps on the pause screen. This can make it easier for the viewer to follow the steps discussed without having to replay the last section of the video. Providing content on a pause screen is not the only place you can provide it. Introducing graphics as necessary throughout the presentation can help drive home points that are being made.
Don’t be afraid to mess up while recording the tutorial. The great thing about tutorials is that they are rarely live. That would be considered a webinar and has some different steps but is very similar. The benefit to recording is that you can have as many takes as needed. If you mess up it is ok just keep recording and do that section over. You can cut and splice later for a seamless and flawless presentation.

There are a few technical aspects to remember. It is important to make sure the hardware is in good working condition and that the person creating this video has a good working knowledge of the software.

The last step after production is very crucial to the widespread broadcast of the information you are providing. Sharing the content on as many channels as possible will help more people see it. On domain, off domain, and social media are a few places the content can be shared. Sharing the content in many places can be difficult because of certain web sites ability to host content. Hosting your video on YouTube or another video sharing platform can make it easy to get your content out there.

Video content is a richer form of media than text or even text with images. The richer the media the more effective the content it provides. Making sure each of the tips listed above are high quality will increase the richness of the media provided. By providing a richer media, viewers will higher success rates with the content. The more high quality content provided the more likely it is for a viewer to have a better understanding of what you are trying to teach them.

Ethical Considerations

Since this project will focus on work that has already been done the researchers need to stay consistent with plagiarism policies and give credit to others where credit is due.
Chapter 4: THE PROJECT

Project Description

The project is a blog that was designed using wordpress.com. A space was created that will allow for future growth with more detailed blogs in different areas of content creation depending on the industry one is trying to create content for. The link is https://contentisking2015.wordpress.com/. This blog is dedicated to teaching the creation of video tutorials that can help people in the future that need assistance with creating a tutorial that will inform the users and continue to drive traffic and increase case deflections. The overall purpose of this is to maximize value for the company and their customers.

The maximization of value mentioned in the previous paragraph is not only designed to increase support cost savings for a company, but also to give the customer a hands-on experience for their support needs. As time passes, people will continue to see more and more of these blog articles helping with other aspects of improving support costs and best practices with knowledge base articles, documentation, and even more around video tutorials.

Examples of the Work

The work on the blog will be based around the tips listed below.

1. Have your goal in mind
   a. When trying to reduce the case volume you want the video tutorial to provide all of the information you normally would, but in less time.
   b. You want the receiver of the information to believe in you as an expert so they will come back and use tutorials in the future.
2. Storyboard
   a. Understand the steps involved to get to your end result.
      i. Create a workflow
         1. Introduction to company
         2. Issue
         3. Steps to resolution
            a. Understanding your demographic will help you understand
               the level of detail needed.
         4. Recap
         5. Thank you and Outro
      ii. Create a script
         1. Introduction to company
         2. Issue
         3. Steps to resolution
            a. Understanding your demographic will help you understand
               the level of detail needed.
         4. Recap
         5. Thank you and Outro
      iii. Be conscious of time.
   3. Know who you are talking to
      a. Google Analytics and other traffic monitoring tools can help you understand the
demographic that comes to your site for help.
         i. Age, gender, and interests can all be identified.
1. Knowing the demographics can help you understand experience and skill level in the field the content is being created for.

4. Be clear and concise
   a. Make sure the audio is clear and easy to understand.
      i. Get help from coworkers if you don’t think your voice is perfect for the audio portion.
      ii. Use a pop filter to reduce audio spikes from harsh consonants.
   b. There should be no unintended background noise
      i. It is ok and often recommended to introduce some background music as long as you give credit to the source.
      ii. Doors slamming, air conditioning, or outside chatter are not ok.

5. Smile
   a. A cheerful and upbeat personality offers likeability and a sense of confidence.
   b. It is easier to listen to somebody with a personality, rather than listen to a drone.

6. Practice
   a. Having a script is great but it is not enough.
   b. You need to know what you are going to say before you say it.

7. Pause when necessary
   a. Give viewers time to pause and follow your steps.
   b. On the pause screen provide a list of steps as needed.
      i. Repeat important points.

8. Use graphics as necessary
   a. Make sure the graphics you use are appropriate to your audience.
b. Make sure credit is given when graphics are being taken from other sources.

9. Don’t be afraid to mess up
   a. Trying to create a tutorial in one take can cause issues.
   b. It’s easy to create inconsistencies in tone and word usage.
   c. Record each section as many times as needed, then get the best takes.
   d. It is ok to record video and audio separately.

10. Make the video as widely available as possible
    a. Share on YouTube.
    b. Share on Social.
    c. Share on Domain.
    d. Watch off domain for opportunities to share.

Understanding the success of this blog is going to be crucial for ongoing work. To meet these needs a component will be added to poll visitors to this page. The poll will determine if the users followed the tips provided. It will ask if they have any feedback. This will help the researchers understand how the companies are benefiting from the work being done. Understanding how this has impacted their visitors will take a little bit more work. A second component will be built to help get feedback after a period of time. This page will ask the visitors to come back after they have received some feedback, either in the form of votes on the page or comments from customers.

The researchers want to understand the impact on the organization and the customer. This will be the most productive way to get that information. There will be two surveys. One survey will ask questions of the organization’s experience on creating content using the tips outlined.
The second survey will ask for feedback they have received from their customers on the videos that were provided.

**Survey One: I want to hear your thoughts**

1. Did you use any of the tips provided to create a video tutorial for your company?
   a. If No: Do you plan to use them in the future?
   b. If Yes: Which tips did you implement into your work?
2. Did you find the content on this site useful?
   a. Why?
   b. Why not?
3. After reading all of the articles do you believe that there are any tips that should be added?
   a. Please let us know what you think is missing.
4. Would you refer this blog to a friend or coworker?
5. Do you have any additional feedback?

**Survey Two: Feedback from your viewers**

1. Have you received any feedback from the viewers of your tutorials?
2. If yes, could you please tell us their thoughts?
3. Since deployment of any videos created with these tips do you have any additional feedback?
4. In a typical week, how much traffic do you get to your tutorials?
5. Has there been a noticeable increase in Visits or Page Views after following these tips?
The final piece of the project will include a page on the blog that has different examples of tutorials. This article will show tutorials that have good form in areas such as, introduction, use of graphics, sound quality, and use of scripts. The page will also be designed to point out what could have been done better. This will help future content creators know what to do and what not to do.
Chapter 5: SUMMARIES AND CONCLUSIONS

Limitations of the project

Organizations are not one size fits all. They react to each customer’s journey differently. Likewise, every organization will handle their support organization needs differently. If an organization doesn’t have a budget for tutorial creation or have the talent to make these videos then this project might be irrelevant to that company until they have the resources needed. It is also important to understand that there are some organizations that don’t require video tutorials to support their customers. This content will be of little use to those companies.

Other limitations could include data. If a company does not completely understand their customer base then they will have a difficult time delivering relevant content in a fashion that is most valuable to the consumer of the content.

Getting the word out on the site that was created could prove difficult. With the vast number of support organizations it will take some time for the word to spread. One method to help reconcile that is to share the content on sites for professionals. LinkedIn would be a good example of a website to share this type of content. The blog would need to be shared to specific groups that are in charge of generating content.
Proving the efficacy of the blog site will be difficult until enough traffic is generated to read through the material and put it to use. Once traffic has been generated and the content has been used there will be a statistically relevant number of votes on the content and surveys completed to help the researchers understand the impact and opportunities for future enhancement.

**Further Recommendations**

Future work could help understand page layout needs. Understanding the best page layout to provide maximum value for businesses and customers will help get the most important content to the customer before there is a higher demand to work directly with a support representative. Page layout design would include positioning of video, positioning of text in relation to the video, and other relevant content.

Other work that could be done would be to do research to help create a tool that will understand customer digital literacy and automatically introduce content types that work best for them. For example, if a customer tends to use more text based pages for assistance then video tutorials might not be the best suit for that visitor and other content types will be made available. This can usually be accomplished when users authenticate to a website while looking for content. This recommendation might only work for companies that only provide content to customers that are logged in. This method is not usually recommended because it limits the availability of content.

**Conclusions**

Providing customer support can be a very difficult and costly venture; however, it is very important that companies provide these services when appropriate. It is important for companies
to maximize value in their products. But, it is also important to maximize value to the customer. The research has shown that the best way to provide the maximal value to the business and the customer, when offering a technical support experience, is to provide users with video based tutorials.

The tutorials should not be simply thrown together. They should take serious thought and effort on the part of the organization. The project and the outline above have demonstrated the best practices for creating these video based tutorials. The content will be made available for anybody that could gain value from it. After all, the purpose of this research and project was to create value to society and anybody that desires to learn.

Companies don’t always want to make it easy for a customer to get the support they need. If this is the case then they need to provide the best content they can. This project has provided an outline for those needs to be met.
References


