VideoSense
Decoding your brand, promotional, & research videos by leveraging Generative AI

Client Industry: Technology

BUSINESS IMPACT

Based on the learnings derived from the VideoSense accelerator, the client was able to achieve the following within the first 6-9 months:

- Making changes to creative assets and messaging on the key landing pages (home page, search results, and category) of the website helped improve engagement by 48% and drove an additional 21% of traffic towards the conversion funnel

- Conducted training sessions for the service desk team on the negative sentiment areas and optimized their problem-troubleshooting workflows to improve the FCR% by 26% and the overall CSAT by 16%

- Design changes on the Product Page improved the Product View to Cart Addition increase by 44% and brought an incremental revenue lift of 11% for the top-selling products

OBJECTIVE

The client wanted to extract insights from their marketing and research videos by decoding the scripts, conversations, and opinions of the speakers/influencers and deciphering the key themes, topics, and sentiments to create opportunities for future targeting, revenue lift, and influence customer experience.

SOLUTION

Course5 deployed 'VideoSense', an accelerator that leverages Computer Vision and Large Language Models (LLMs) to extract hidden insights in video conversations and express them intuitively and succinctly to various personas. Each insight is auto-evaluated from the relevance, coherence, coverage, and neutrality points of view before it gets published via the User Interface or pushed as a response to an API request.

Using VideoSense, we processed more than 200+ creative assets (videos), of which more than 40% were Brand Awareness videos created by their digital agency, followed by 20% Panel Discussions, 20% Promotional Videos for their Product Catalog, and 20% Customer Reviews and Concept Studies. Here are some of the business questions we answered with the help of Course5 Video Sense:

- What were the key topics discussed during the panel discussion? What was each speaker's opinion, where did they conflict, and where were they aligned?

- How do customers, influencers, and critics perceive the brand, and what opportunities does the client have to readjust the brand's positioning?

- What sentiments did customers express during the research studies and experiments?

- What are the threats and opportunities for the Brand and Category teams?

- What attributes of the product significantly influence the buying decision?

- What factors significantly contribute to the CSAT and NPS measures, and what opportunities does the client have to improve them?

INDUSTRY CONTEXT

Video is by far the most popular engagement medium in the digital landscape. Here are some facts:

- 66% of consumers find Video to be the most engaging type of social media content.

- Nearly 500 million people watch Facebook videos daily.

- More than 90% of all video views come from mobile devices.

- YouTubers upload 500 hours of video content on their platform every minute.

- 93% of the businesses gain new customers due to branded video content.

At Course5, we work with some of the most eminent names in the Fortune 500 enterprise list, and may of our clients invest millions of dollars annually in creating branded content, facilitating panel discussions, concept videos, research studies, and experimentation. We have also noticed hundreds and thousands of videos created by influencers annually, which refer to our enterprise customers' brands, categories, and product names.

With this plethora of content created annually, enterprises need help finding actionable elements in these conversations to improve their customer experience, market share, supply chain, revenue, and overall profitability. This is where VideoSense comes in.

About us

Course5 Intelligence Limited ("Course5") focuses on helping organizations drive digital transformation using artificial intelligence ("AI"), advanced analytics and insights. Course5's AI-driven products and solutions and IP-led solutions are supported by industry-specific domain experience and the latest technologies and aim at enabling organizations to solve complex issues relating to their customers, markets and supply chain at speed and scale. Course5 combines a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.

Course5 caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, and other sectors. Course5 Intelligence has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.