

5 Ways Discuss Unlocks the Value of Pre-Recorded Feedback

IF A PICTURE'S WORTH 1,000 WORDS...



Video is a powerful medium for capturing the customer experience. If a picture's worth 1,000 words, a video is worth 1,000 pictures. It's no surprise, then, that many organizations are looking to use insights from video to feel closer to customers, increasing the speed of insights and fueling decision-making.

As insights, CX and UX teams hold more video-based conversations, organizations are generating countless hours of footage and a sea of qualitative research from Zoom, Microsoft Teams, and other popular video providers.

While video is foundational to gathering qualitative data in a digital-first world, extracting insights from that video can be time-consuming and labor intensive. Scaling the process is even more cumbersome.

The challenge: how to unlock the insights in videos quickly, efficiently and at scale?

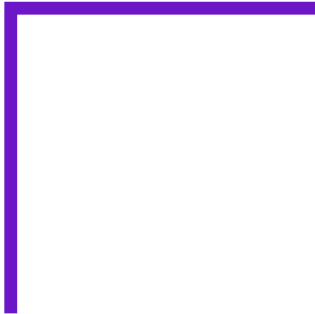
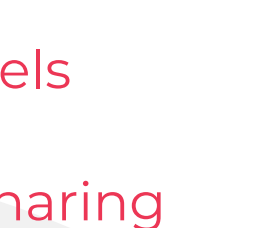


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Media Uploads + Discuss Insights

Upload any video or image into a searchable customer experience library with Discuss media uploading capability. Discuss enables you to extract insights in minutes rather than days by working in combination with [Discuss Insights](#) — our full suite of qualitative analytics tools to analyze sentiment, discover new themes and validate hypotheses.

Using Discuss Media Uploads with Insights, anyone leading in-depth conversations now has the ability to create libraries of live and pre-recorded videos and images, allowing them to organize, search, edit, analyze and share unique insights across teams. Unlocking value from videos and other media is easy, here are five ways to do it with Discuss Media Uploads & Insights:

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- 1 Organize Media in One Place
 - 2 Analyze The Insights
 - 3 Discover Themes
 - 4 Create Highlight Reels
 - 5 Tell Stories Worth Sharing
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1 Organize Media in One Place

Upload video footage from Zoom, Microsoft Teams, and other sources into one or multiple projects onto Discuss' People Experience Platform. With easy to use, intuitive media management, you can organize multiple projects within a single company account.

By automatically gathering hours of customer experience sessions into one convenient location, management and shared access is effortless — saving hours if not days.

Organizing video recordings and other media with Discuss not only provides structure to your footage, but adds security as well, as [Discuss' platform](#) satisfies personal identifiable information (PII) compliance.



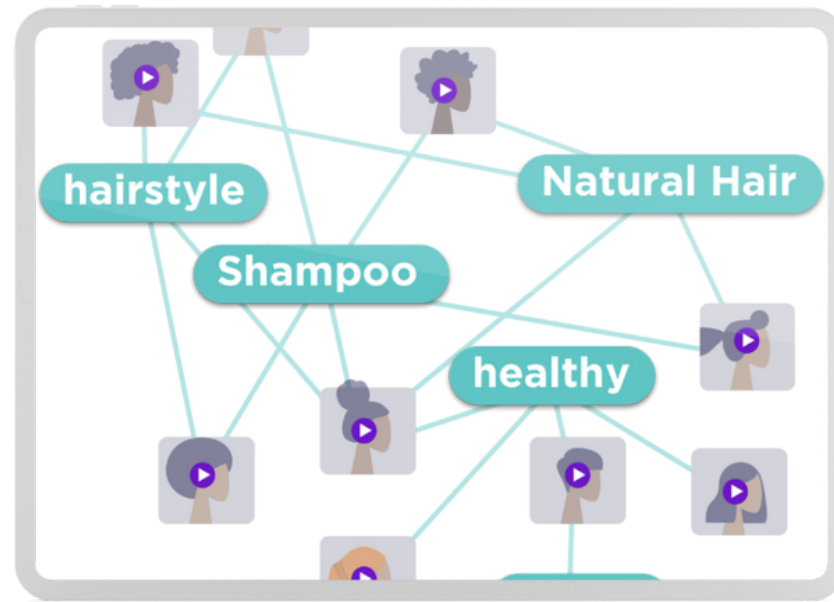
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2 Analyze the Insights

Once videos are uploaded into our People Experience Platform, Discuss' Augmented Insights, our AI-powered suite of insights extraction features, provides editable, machine learning transcriptions of each recording. You can then create tags for key words and generate clips that mention those key words.

Every tag within the transcript of a conversation is automatically analyzed to understand positive, negative, neutral or mixed associations.





3 Discover Key Themes

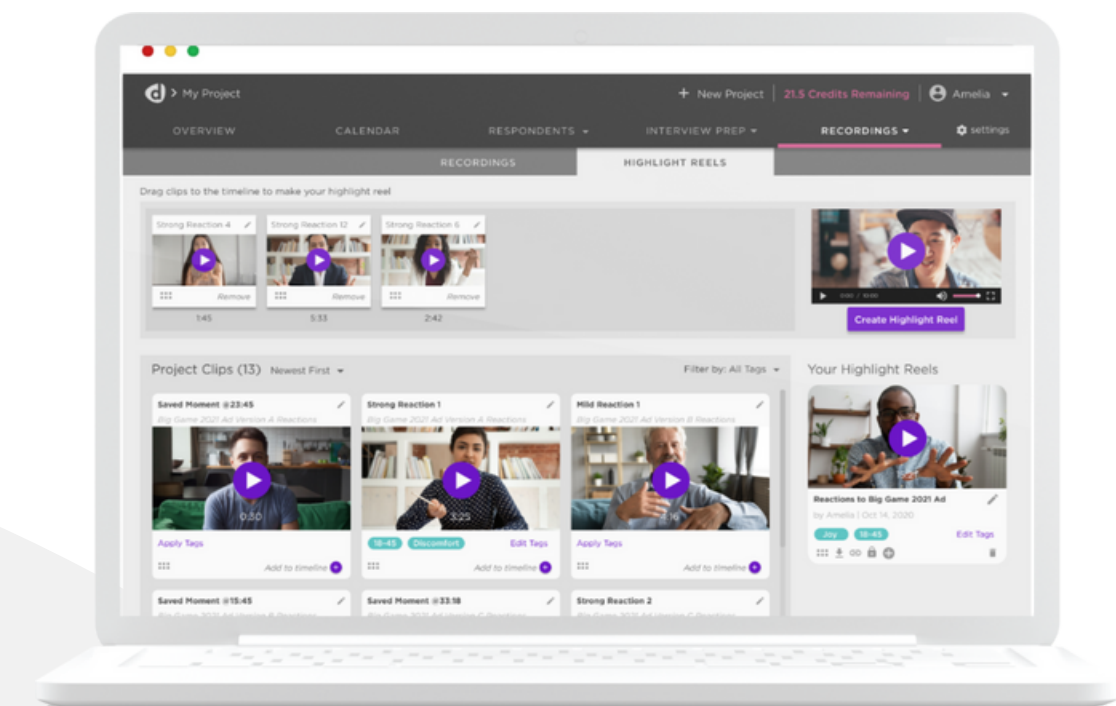
Reduce the hours spent manually identifying patterns or repeat concepts. Based on tags entered into search, themes are drawn out for you with word clouds and easy filters to discover themes.

AI takes on the heavy lifting by enabling you to surface previously undiscovered concepts or validating hypotheses. This leads to faster time-to-insight ease in creating highlight reels that can be shared with a click of a button.

4 Create Highlight Reels

Gone are the days when market research and customer experience professionals spent more time editing videos than analyzing and sharing insights. Create highlight reels in a few clicks, not a few weeks.

In addition to the automated clip-creation capabilities of our People Experience Platform, users can curate quickly with drag-and-drop simplicity. Our editing and clip generation tools make it simple to capture the light bulb moments that bring customer stories to life.



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5 Tell Stories Worth Sharing

Your research is only as valuable as its reach. With Discuss' People Experience Platform, users are enabled to not only create compelling stories in minutes, but they can also disseminate entire videos or highlight reels quickly to relevant stakeholders, closing the gap between insights generation and sharing for better organizational decision-making in the long run.

Discuss' sharing capabilities allow you to present findings to anyone, regardless of their Discuss user status. They can either view with a password or hold an account with a view-only role. Because your audience deserves fewer barriers to see your work come to life.

Key Discuss Features that Unlock the Value of Media Uploads



Automatic Transcription: Uses Natural Language Processing to render a machine transcription within an hour of the end of the interview.



Theme Finding: Easily add tags for the system to identify and categorize parts of the conversation to validate and discover new themes.



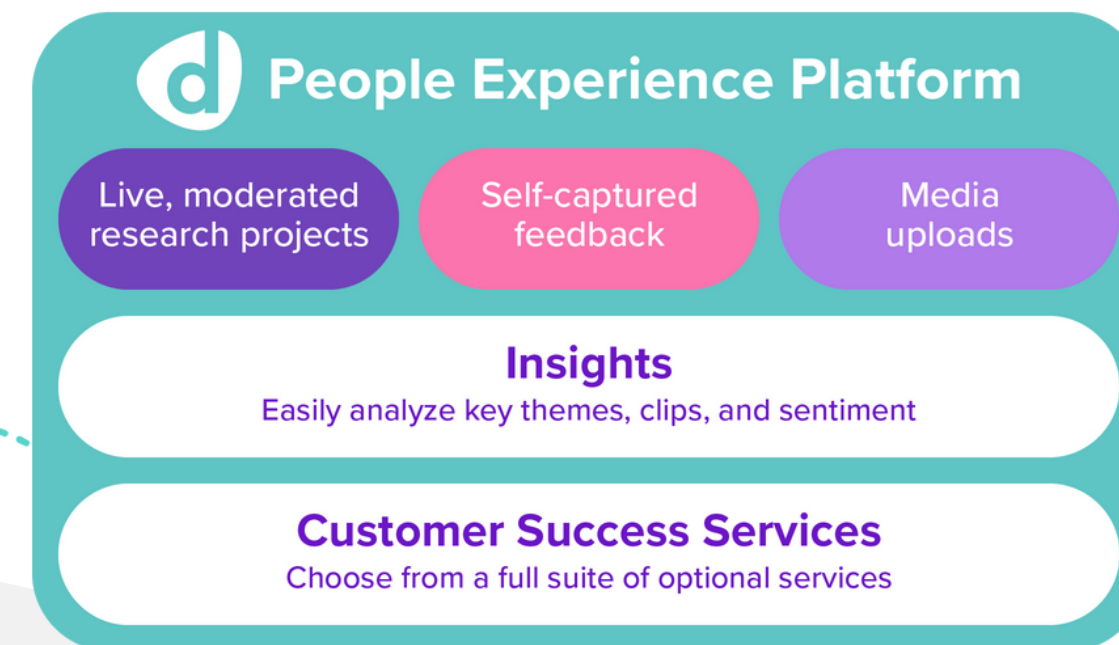
Sentiment Analysis: For every theme and tag within a conversation, automatically analyze transcriptions to understand positive, negative, neutral or mixed associations.



ABOUT DISCUSS

Discuss is helping leading organizations, brands and agencies across the globe turn people's experiences into insights. Hundreds of thousands of Market Insights, CX and UX professionals trust Discuss to go beyond data points and bring in-depth insights to life across their organization in real-time, transforming customer relationships. With Discuss, hundreds of global brands and agencies such as Unilever, Target, Ipsos, KraftHeinz, HP, Ford, and Mastercard are making more informed strategic decisions faster than ever before. For more information, visit www.discuss.io.

OUR PLATFORM



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