5 Ways Discuss Unlocks the Value of Teams Videos

discuss

A VIDEO IS WORTH 1,000 PICTURES

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 Microsoft Teams, Zoom and other popular video providers.

While video is foundational to gathering qualitative data, extracting insights from that video is 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?

Microsoft Teams + Media Uploads

With Discuss' Media Uploads, you can upload any Teams video into a searchable customer experience library. Media Uploads effectively extracts 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.

Leveraging both Discuss Media Uploads and Insights, anyone leading in-depth conversations now has the ability to create libraries of live and pre-recorded videos, allowing them to organize, search, edit, analyze and share unique insights across teams.

Unlocking value from Teams-based videos is easy with Discuss, here are five ways to start:

1. Organize Your Videos

2. Discover Key Themes

3. Create Highlight Reels

4. Analyze the Insights

5. Share Videos that Tell More Stories

1 Organize your videos

Upload video footage from Teams and other sources into one or multiple projects onto Discuss. With our easy to use, intuitive video management platform, you can also organize multiple projects within a single company account. By quickly gathering hours of customer experience sessions into one convenient location, management and shared access is effortless.

Organizing Teams and other videos with Media Uploads not only provides structure to your video footage, but adds security as well, as Discuss' platform satisfies personal identifiable information (PII) compliance.

2 Discover Key Themes

Insights, CX and UX teams often have specific themes and key concepts they are looking to pinpoint to better understand how people feel and what they say about certain topics. Discuss Insights includes machine learning-powered Theme Finder. This powerful tool eliminates the countless hours often spent trying to identify patterns or repeat concepts. Instead, themes are automatically pulled out and pinpointed for you, based on the themes or tags you enter into search.

Theme Finder takes on the heavy lifting by surfacing previously undiscovered concepts validating
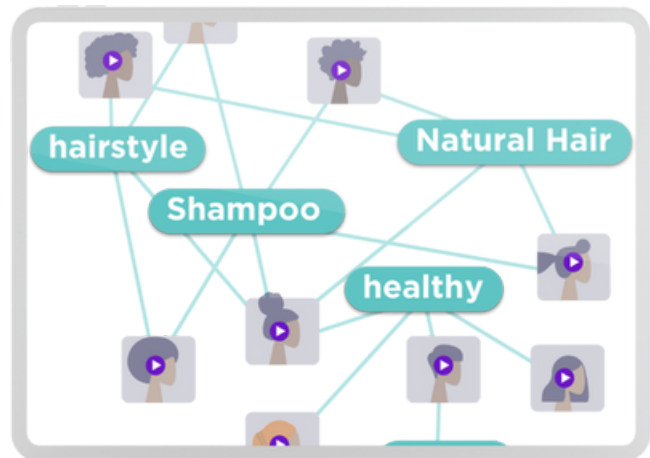

hypotheses. In addition, this tool can auto-generate any video clips uploaded on the Discuss platform based on pre-selected or new keyword tags. This leads to faster time-to- insight ease in creating highlight reels that can be shared with a click of a button.

3 Create Highlight Reels

Create highlight reels in a few clicks, not a few weeks. Gone are the days when market research and customer experience professionals spent more time editing videos than analyzing and sharing insights. In addition to the automated clip-creation capabilities of the Discuss platform, users can curate quickly with drag-and-drop simplicity.

With Discuss, create highlight reels from both auto and manually-created clips quickly and with ease. Our video editing and clip generation tools make it simple to find and create the light bulb moments to bring your presentation or story to life.
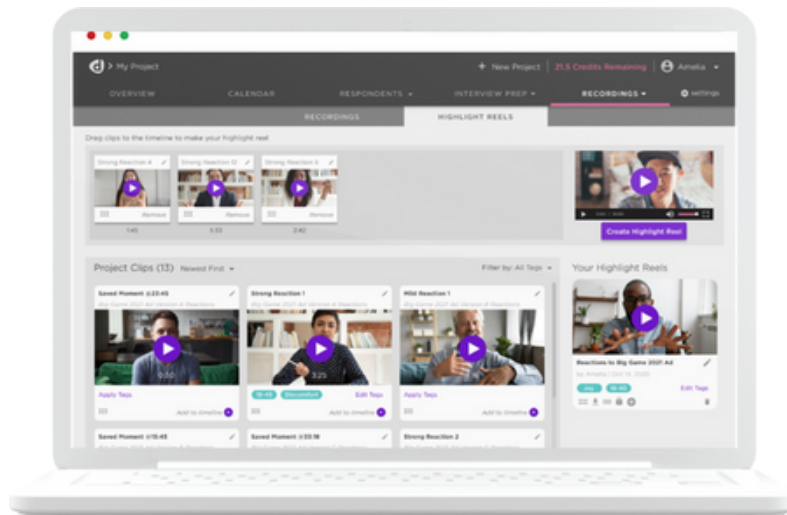
4 Analyze the Insights

With the fatigue that comes from scouring countless Team video interviews, it can be easy to miss key moments that reveal a respondent's true motivations and attitudes. Our AI-driven Sentiment Analysis tool provides additional context for consumer attitudes around key concepts and themes to better understand the underlying emotions of customers.

Sentiment Analysis can spur discovery and ideation and give you a quick read on consumer attitudes. Easily tap into consumer feelings and behaviors to determine whether a video participant has a positive, negative, neutral, or mixed feeling about any given point under discussion.

5   Share Videos that Tell More Stories

Your research is only as valuable as its reach. With Discuss, 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.

Distill insights from Teams, Discuss, or any other video platform into one highlight reel — equalling one easily shareable story. 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 Teams

Theme Finder: Auto-generates clips from any video uploaded to Discuss based on pre-selected or keyword tags.

Sentiment Analysis: Assigns a positive, negative, neutral or mixed tag to the saved moment video clips.

Save Moment: Captures 15 seconds before and after a moment as a clip and stores it in recordings for later with an easy to use button.

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

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.

People Experience Platform

- Live, moderated research projects
- Self captured feedback
- Media Uploads

Insights
Analyze key themes, clips, and sentiment

Customer Success Services
Optional services to maximize your success