

# CUSTOMER EXPERIENCE VIDEO CHALLENGE

PROJECT GOAL AND DESCRIPTION

# Customer Experience Challenge

**Opportunity:** To create 2-3 min. video that demonstrates our commitment and ability to apply 2018 learnings to Extension outcomes

- Visual Literacy
- Program Literacy
- Customer Experience Literacy

**Participants:** All 101 local centers will work within their county or partner with another county team to create a video. All employees must have a role in the creation or production of the video. In addition, all campus specialists are encouraged to form teams and participate.

**Divisions:** Beginner and Advanced (e.g., “Advanced” includes counties that have attended Simone Keith’s video training)

# Purpose

- To create a fun, formal, state-wide “Practice Field”
- Showcase and learn about the work going on in each county and/or district
- To have fun, collaborate and compete

## *Optional*

- Practice creating materials that could be used to inform stakeholders (e.g., county/state government, donors, recipients of services, participant recognition, etc.)

## Practice Field

- An active learning situation to facilitate the application, use, or performance of an idea, belief, activity or skill.
  - (e.g., Similar to ball fields that are used prior to game day)
- Individual(s) have an opportunity to repeatedly practice what they have learned free of criticism. Learning is by doing, not listening to the experience or findings of others.
  - (e.g., Similar to how a baby learns to walk; continually trying)

# Customer Experience Challenge: Timeline

High-Level Agenda Items	Dates	Responsibility
Last Day to Submit Video	10/15/18	Counties
Review All Submitted Videos	10/17/18 to 10/30/18	Video Challenge Committee
Review Semifinal Videos	11/05/18	L-4
Final Decision on Awards	11/07/18	L-4
Video Awards at State Conference Lunch	11/15/18	

# Themes

To assist your creative process, we have established some themes that will get you going in the right direction. Each theme has a set of questions to help you create content.

- Getting the brand right
- Solving a customer's problem
- Great front-line service on the phone
- Elevator speech/know your business
- Citizen/Client/Parent Testimonial
- Positive thinking
- Cultivating partnership
- Other?

## Getting the Brand Right

- What steps have you taken since the re-branding to make sure your team follows standards?
- Think about visuals such as before/after images of your signage, etc.
- Can your team come up with some fun ways to encourage others to follow brand standards? Brand police perhaps?
- Is there something you can do with graphics to show what is right and wrong when it comes to the brand?

## Solving a Customer's Problem

- Had a tough situation arise where your team rose to the challenge?
- Do you have a customer who might talk on camera about a time you helped?
- Think about a time that you or someone in your center really went above and beyond to make things happen.
- Perhaps your county asked you to do something special to address a specific community need.

# Great Front-line Service on the Phone

- Have some fun with this! Who does a great job answering the phone? Talk to them on camera about why it is important.
- Can you film a “what to do/what not to do” segment with your team? Think Highlights magazine’s Goofus and Gallant (if you are younger than 45 you may need to Google it).

# Elevator Speech/Know Your Business

- Talk to your team – who can come up with the best 6 to 8 second summary of what Extension is/does? Try some role playing.
- Ask customers what Extension is and, on camera, address any misconceptions.
- Try different speeches for different audiences – would you talk to a 2<sup>nd</sup> grade class the same way you would talk to a group of prospective volunteers? Show the difference.

## Testimonials

- Do you have a customer who can really share a great story about Extension lending them a hand?
- Think about each focus area – are there local partners who could speak to Extension’s support? Consider school teachers, local non-profits, etc.
- What about your 4-H’ers? How does Extension help them grow and prepare for life’s challenges and adventures? Let them tell you.

# Positive Thinking

- When the going gets tough, who keeps it positive in your center? What advice can he or she give about keeping a positive outlook as it relates to things like customer service, event management, reporting, meetings, meetings, meetings...
- Ask your team to share their favorite quotes or to share a time when a co-worker lifted their spirits or built their confidence.

# Cultivating Partnerships

- How do you build support from your community?
- What makes a great partnership? Film a discussion between a team member and a local partner and have them answer this question together.
- Get creative! Can you show through a fun scenario (like speed dating for community partners, perhaps?) what it takes to establish and nurture a great partnership?

# Sample Plan: Customer Experience Challenge

High-Level Agenda Items	Sample Targets	Owner	Estimated Time
Each county decides: <ul style="list-style-type: none"> <li>• If they will produce a county video or partner with another county</li> <li>• Selects theme</li> </ul>	8/21 to 8/30		1.5 hours
Create storyboard and shot sheet	8/30 to 9/07		3.5 hours
Collect shots and revise storyboard, etc.	9/10 to 9/21		2 hours
Edit materials	9/24 to 9/28		4 hours
Collect, revise and edit second time	10/01 to 10/11		2 hours
Prepare to submit final video file	10/12 to 10/15		.5 hours

*\*These are suggestions to help you plan only. No one will be checking.*

# Judging Criteria

Category	Description
Team Effort	Burden of the video is shared among multiple team members
Concept	Team chose an appropriate customer service concern and clearly demonstrated understanding.
Storytelling	Video told a clear story or stories with characters, conflict, and resolution. The lesson or takeaway was clearly communicated even if not stated outright.
Visual Quality	Effort was shown in capturing attractive, appropriate visual elements.
Sound Quality	Effort was shown in capturing clear audio with appropriate sound effects (if included) and little to no distracting background noise. If incorporated, music bed is appropriate and did not overwhelm the main audio track.
Duration	Video is between 2 and 3 minutes in length.
Branding	The N.C. Cooperative Extension brand is appropriately represented in the video.
Creativity	The video shows an effort at being creative and unique.

# Customer Experience Challenge Committee

<b>Video Review Members</b>	Lindsey Clark*
	Joy Cook
	Julie Hayworth-Perman*
	Emily Febles
	Simone Keith*
	Nikki Kurdys
	Bryce Lane
	Justin Moore*
	DonnaMarie Vigil-King*

<b>Finalist Committee Members</b>	Dr. Bonanno
	Dr. Dale
	Dr. Smith
	Dr. Kirby
	Dr. Yoder
	Dr. Melton

\*Core Team

**FIND MORE RESOURCES ON THE WEBSITE:**

**[go.ncsu.edu/Extension-Video-Challenge](http://go.ncsu.edu/Extension-Video-Challenge)**