

Putting your video content to work

Carl Wong,
Co-founder & CEO
LivingLens

Samantha Sergeant,
User Research Knowledge Manager
Deliveroo



The pace of technology adoption is accelerating



Source: Interactive Schools

Premium Video Content Composition, b

(% share, US)



Cathy

Good luck today!! You're going to do great 🙏❤️



Learning curves are steep

Published on MarketingCharts.com in August 2019 | Data Source: FreeWheel

Based on usage of professional, rights-managed video content from census-level advertising data collected through the FreeWheel platform

Read as: 36% of US premium video ad views in Q1 2019 were on live content



Computing Power



Quality of Data



Cheap Storage

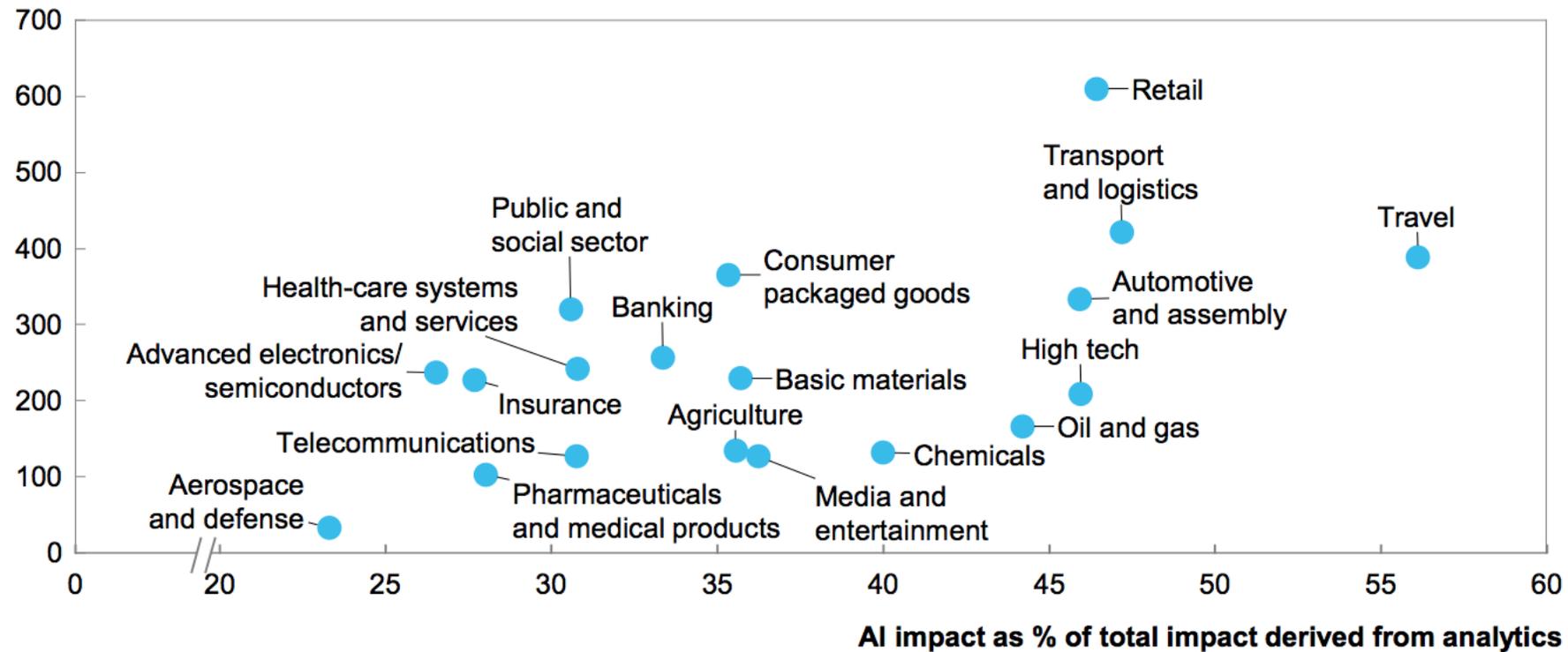


Machine Learning

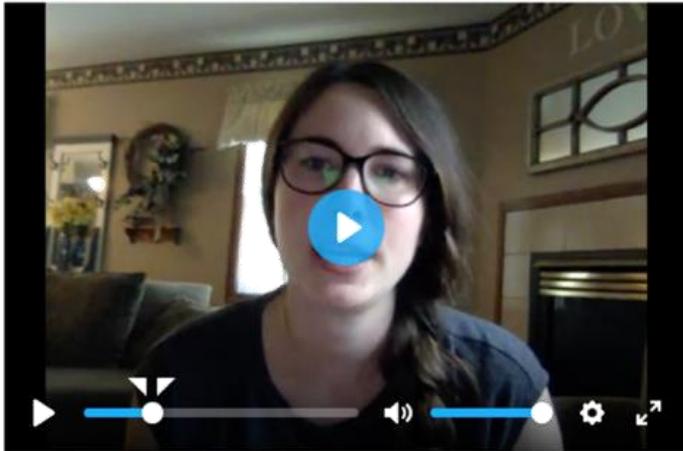
The evolving nature of artificial intelligence

AI has the potential to create annual value across sectors totaling \$3.5 trillion to \$5.8 trillion, or 40 percent of the overall potential impact from all analytics techniques

AI impact
\$ billion



Search



00:00:20:561 00:00:24:370



Tags

Enter New Tag

mobile phone

Filters

Filter Editor

25_34 Female Electronics In-store 1

CX Feedback

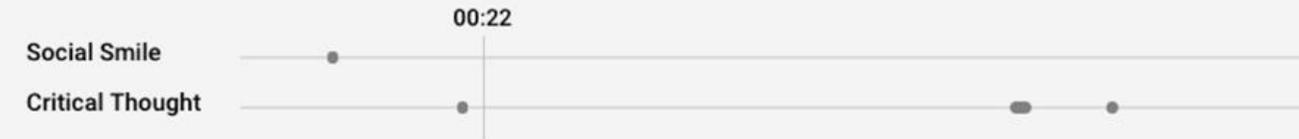
English (Auto) +

Transcript Search

So my mobile phone contract has come up for renewal hit the two year mark and I normally every time this comes about I just get the newest version of the usual make a phone that I've had for ages and ages but I actually really wanted to see what was available to me . So I called customer service and just to see what sort of offers on what kind of plans or deals might be available . I didn't know what the most cost effective plan especially if I were going to be upgrading my device changing the make . And while I presented a clear list of sort of key functionalities that I needed with that data with make it model the customer service representative wasn't able to explain the options to me very well and I ended up just being very confused and a bit frustrated that they couldn't offer a point of view or really be able to point me in the right direction . Specific plans are specific phones that would be the best for me . It was actually quite a bad experience and I ended up feeling as I said quite frustrated We sort of went around and around in circles on the call And although I haven't had any

Upgrade Transcribe CONFIDENCE LEVEL 78% 40% Positive

Facial Tone Object



Select Ad:



M&M's Ms Brown

Viewing Ad 1 of 2

Select Exposures:

1

Bookmarks:

Select a bookmark



Smiles from beginning

Surprise

Smile

Concentration

Dislike

Valence

Attention

Expressiveness

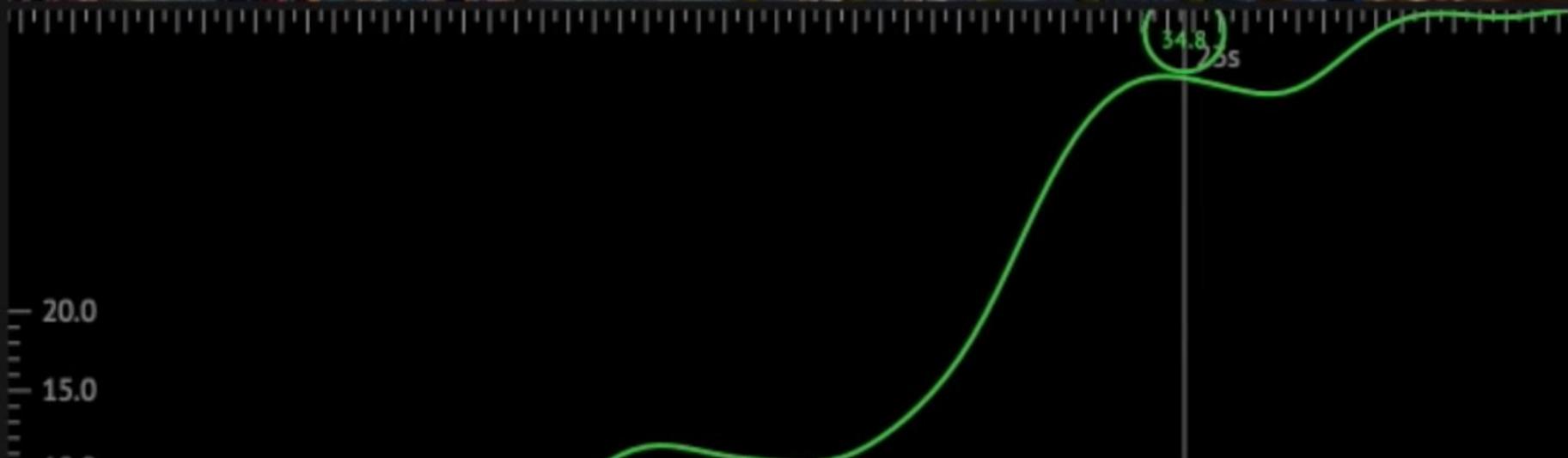


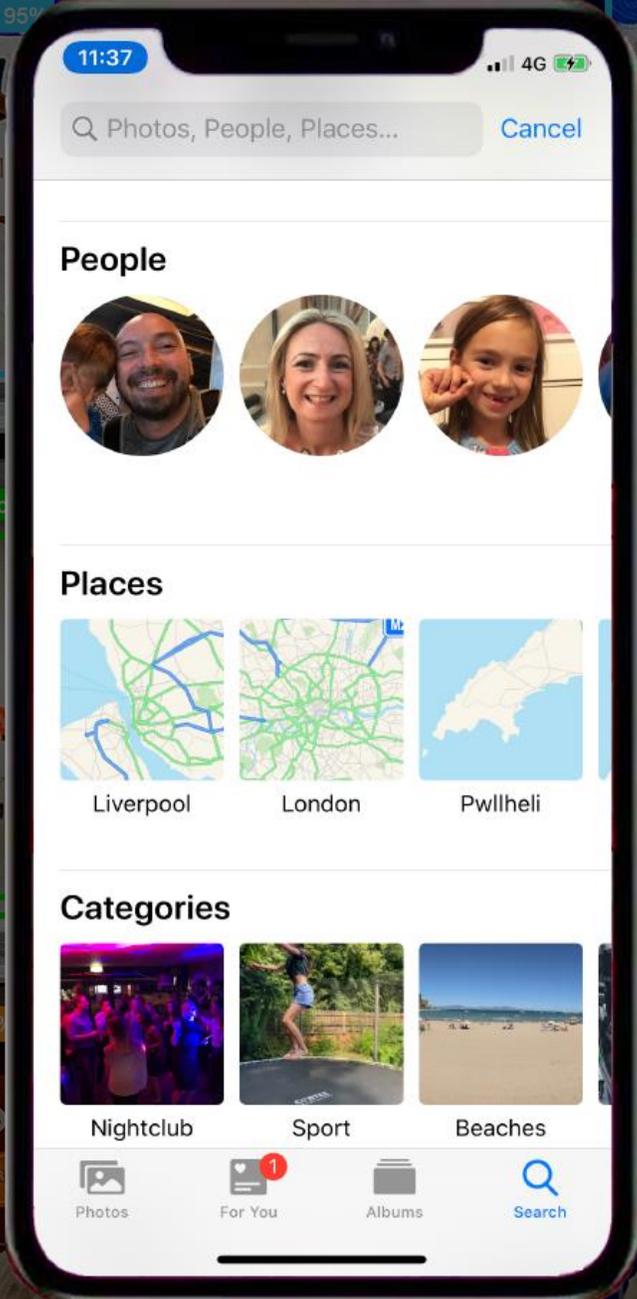
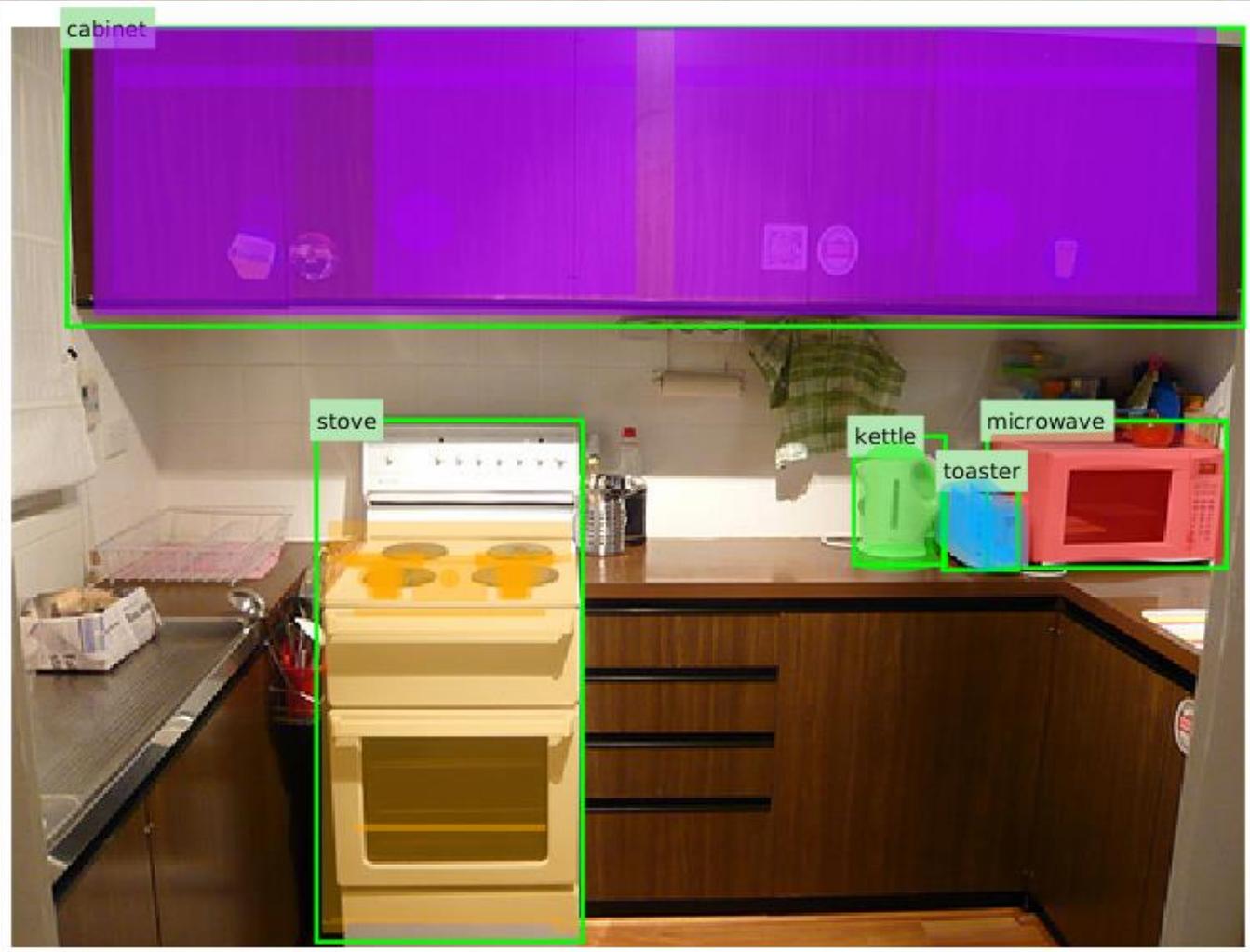
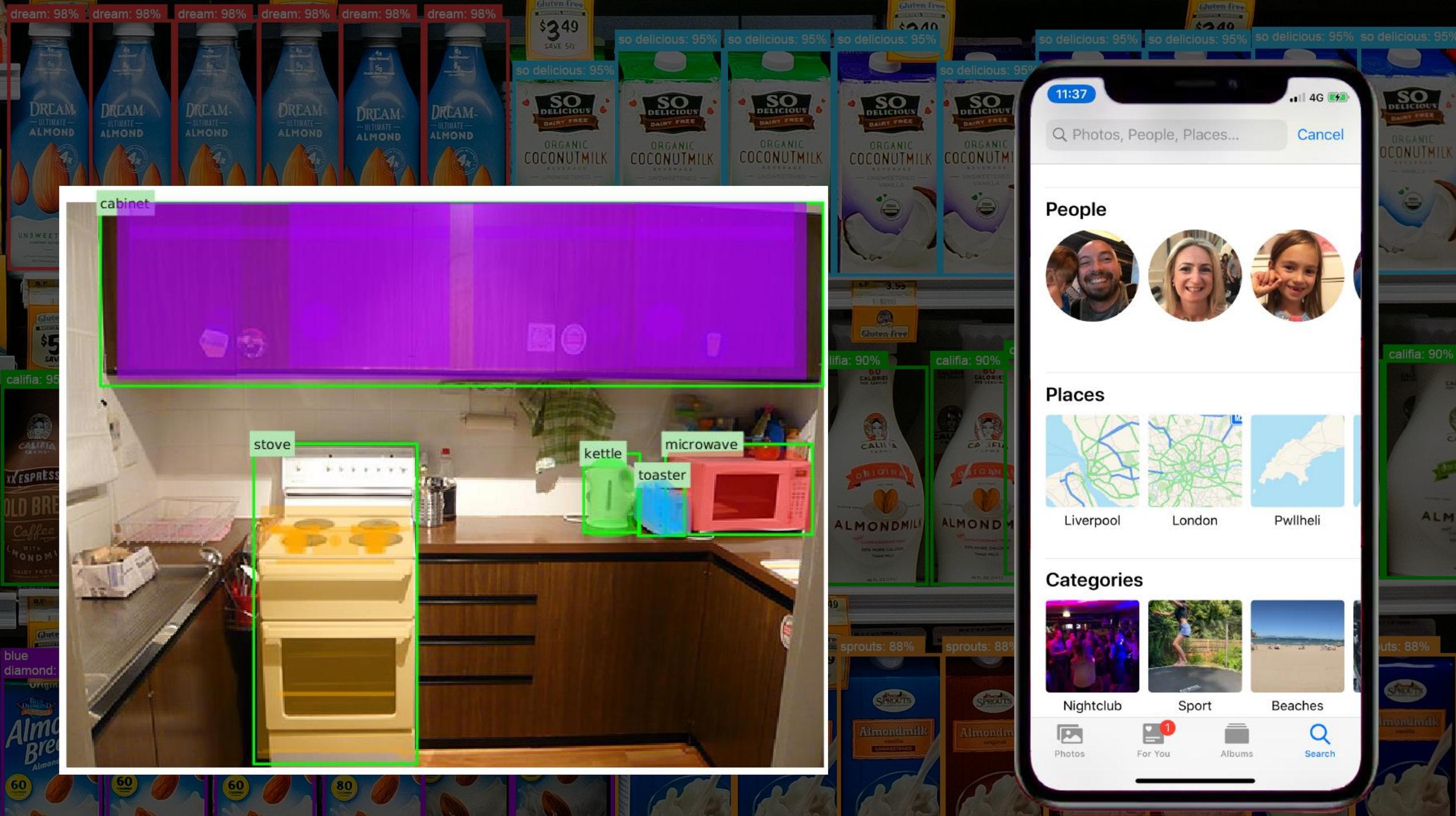
All Participants

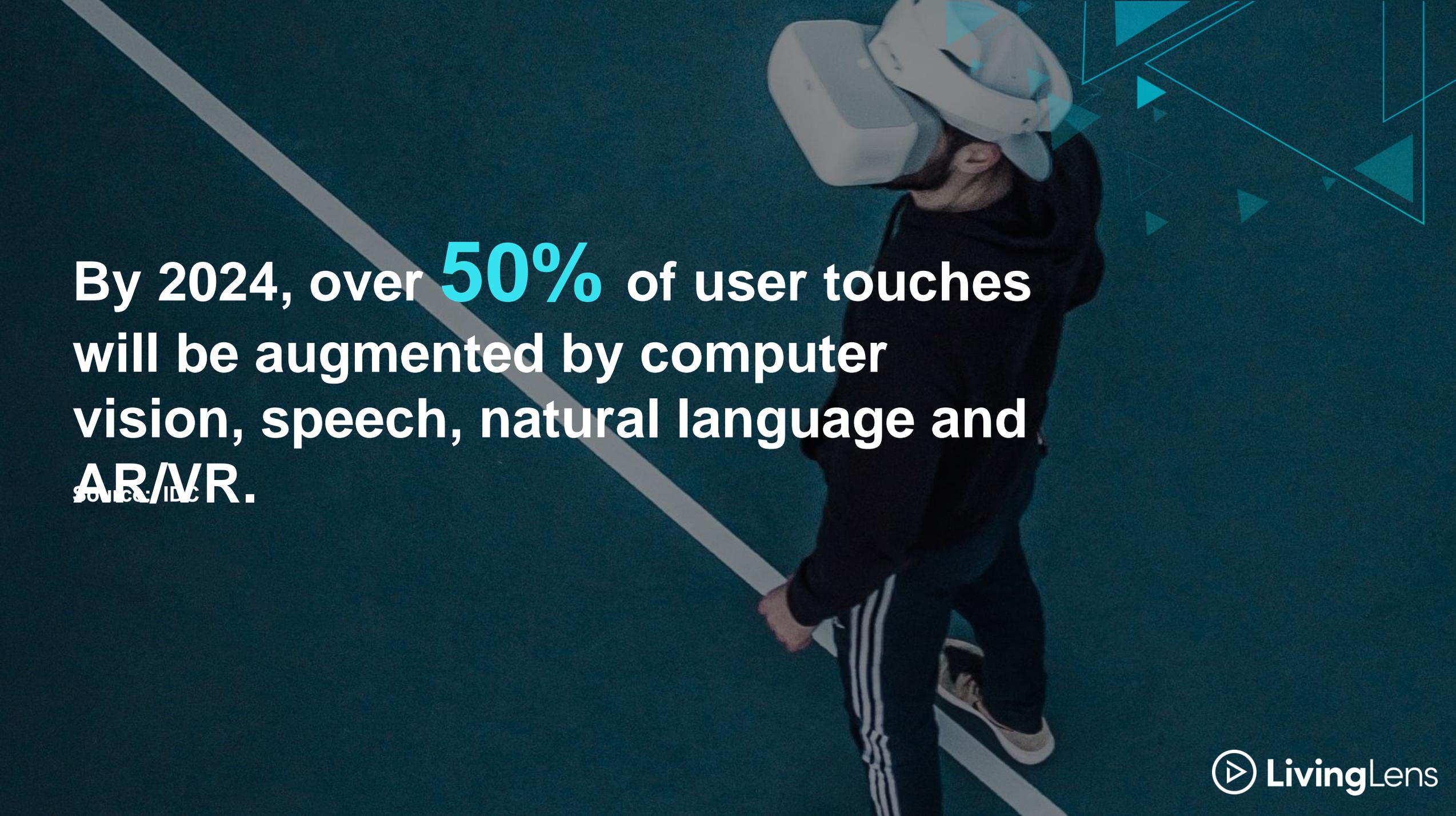
Aggregate Curve

All

Average of all participants
53 people







By 2024, over **50%** of user touches will be augmented by computer vision, speech, natural language and **AR/VR.**

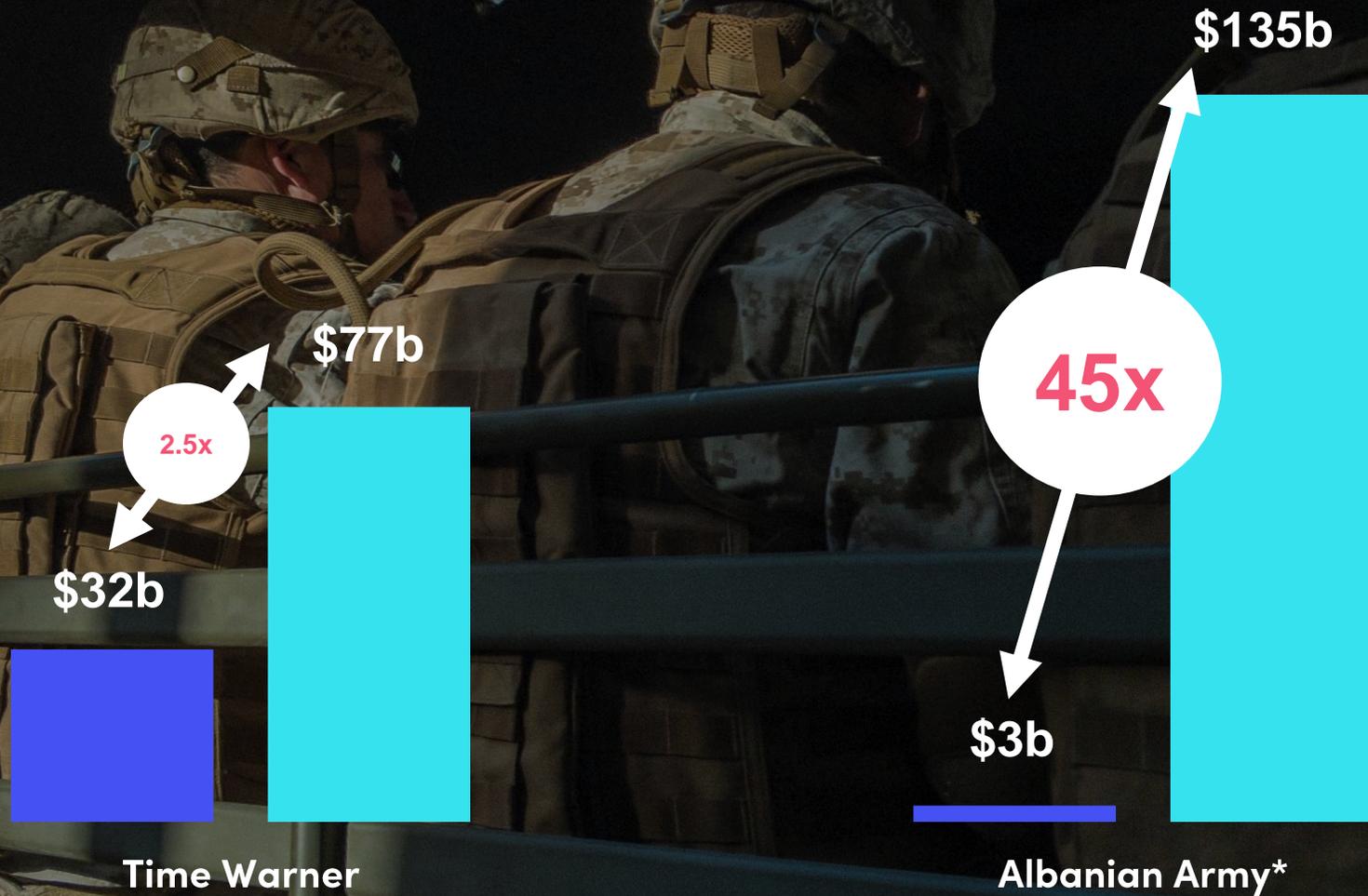
Source: IDC

A photograph of soldiers in military gear, including helmets and vests, sitting in the bed of a truck at night. The scene is dimly lit, with some light reflecting off the soldiers' equipment. In the top right corner, there are several teal-colored geometric shapes, including triangles and lines, arranged in a pattern.

Is the Albanian army going to take over the world?

- Jeffery Bewkes, CEO Time Warner,
2010

Market cap



■ 2010 ■ 2019

**“Would you buy financial services from
Google, Facebook or Amazon?”**

55%

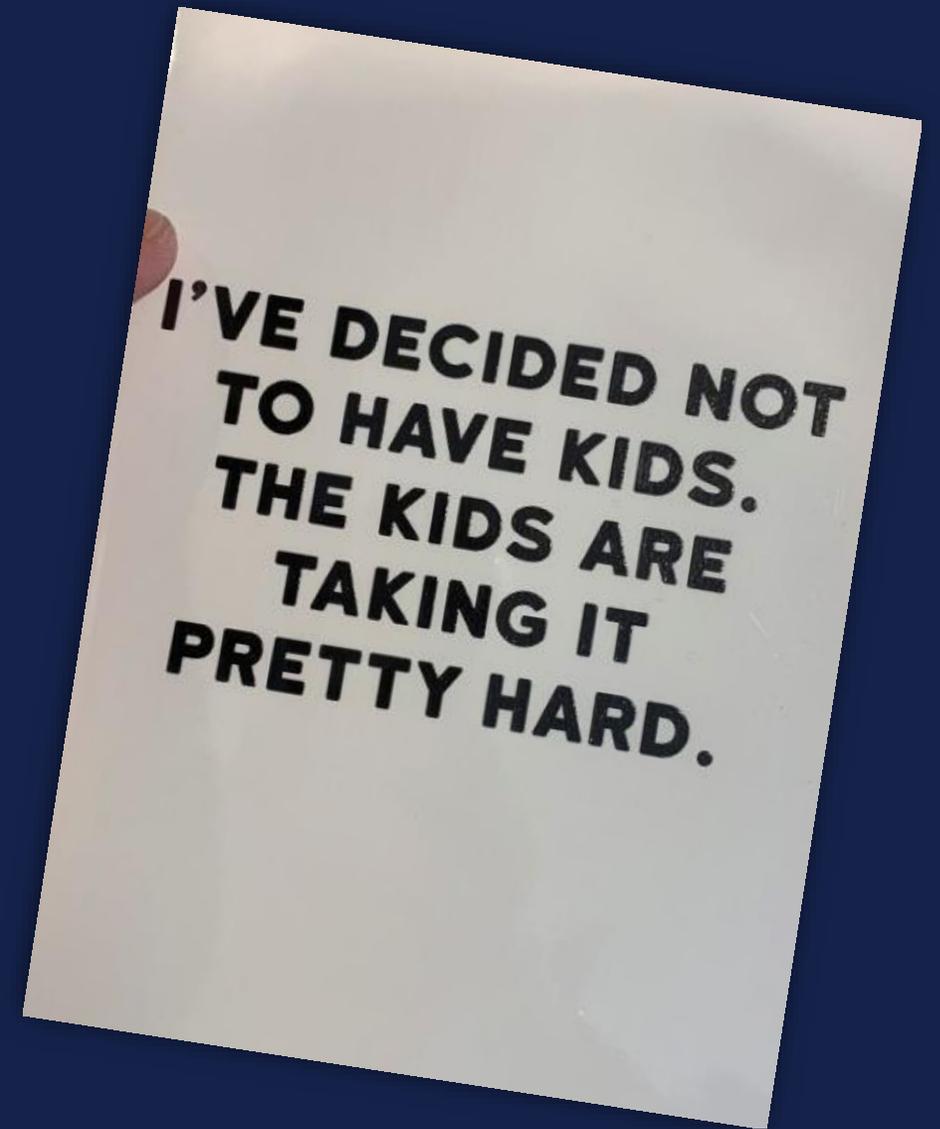
Said ‘Yes’

Source: Bain & Company

Google data reveals deep truths

Adults with children are
3.6x more likely to tell
Google they regret their
decision than are adults
without children

- Everybody Lies, Seth Stephens-Davidowitz



The average rate per capita of data-driven interactions per day is expected to increase 20-fold in the next 10 years

Source:

IDC (International Data Corporation)

Data Age 2025, The Digitization of the World – From Edge to Core, Nov 2018





Journeys are becoming more **complex**

15 years ago...

2 touchpoints

7% regularly used 4+

Now...

6 touchpoints

50% regularly using 4+

Source: Marketing Week

2019 Big Data and AI Executive Survey

55%

**reported that they have not yet
created a data-driven organization**



Molly Telford
@mollytelfordMRX



Today's lesson about asking the right question to get meaningful data, brought to you by a 4 year old:

Me: Should I put a banana in your lunch today?

Him: Sure! They are healthy & I'm supposed to bring healthy food.

Me: Will you eat it?

Him: Definitely not. I don't like bananas.

11:19 AM · Feb 3, 2018 · [Twitter Web App](#)

8.5K Retweets **29.4K** Likes



Big data has done wonders for the industry but has 'dehumanized' the data. We need to 'feel the consumers' rather than read about them.

Vijay Raj, VP CMI, Unilever

— Humanizing feedback means...



Give the **customer** a face

Break down denial about what the data reveals

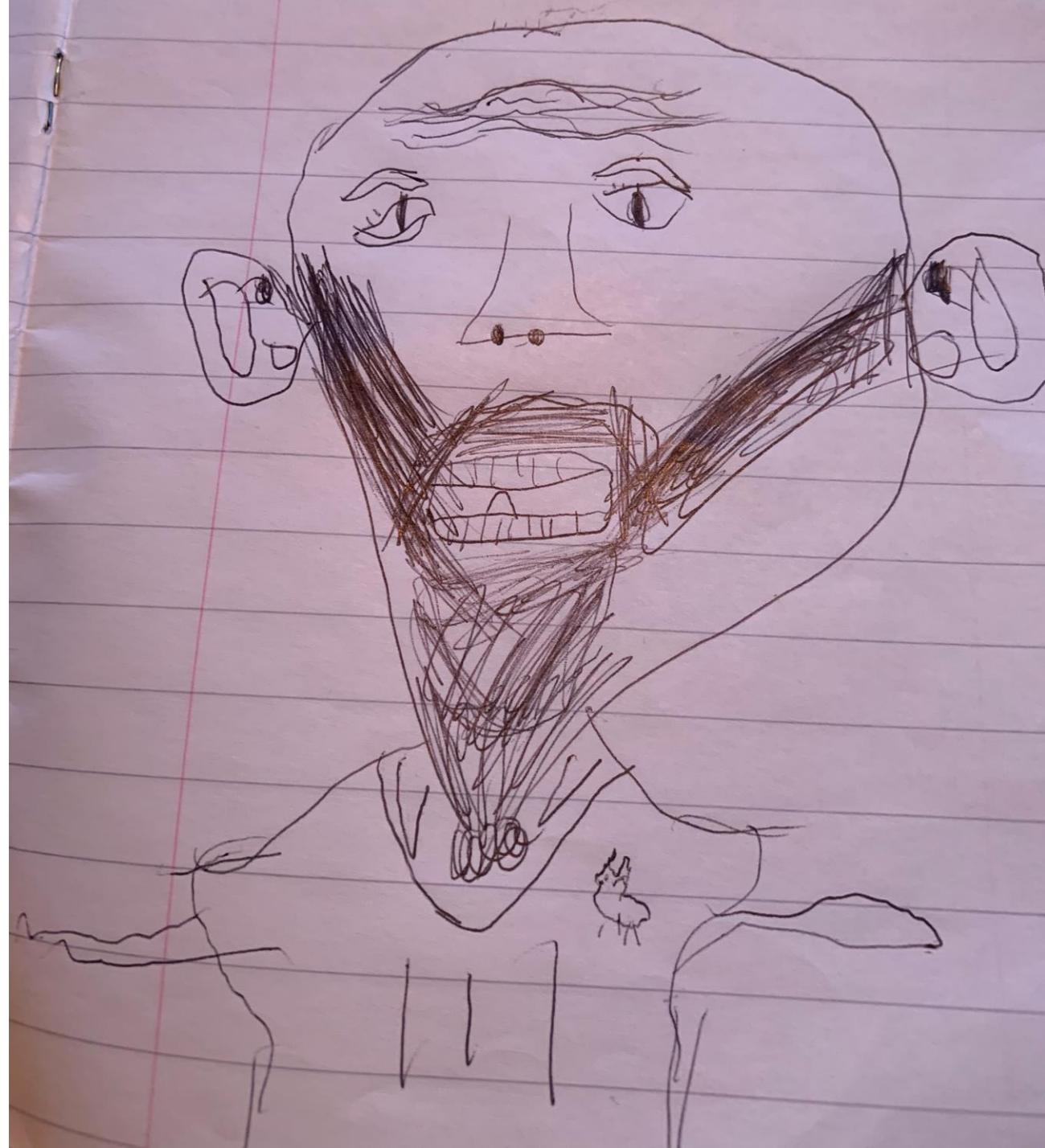
Embrace the **power of storytelling**

Generate **executive buy-in** and support

Inspire employees

Source: Forrester, Humanize Feedback To Drive VoC Engagement And Action, Dec 2019

**Perceptions and
interpretation
don't always tell
the truth...**



Stories influence, teach and inspire



Build familiarity and trust



Connect on an emotional level



Convey complex ideas



Create alignment and build empathy



Don't fear the mess!

A clean baby is just a
Pampers wipe away

#PampersPooface



**What's your fav
Pooface?
#pamperspooface**





Skype founded



First YouTube video



iPhone with video recording capability



2 billion+ videos served per day



5 billion videos watched per day



500 hours of video uploaded every minute

2000

2002

2003

2005

2007

2009

2010

2012

2015

2018

2019

First camera phones in South Korea & Japan

First camera phones in US



First iPhone - No video recording capability!



4 billion videos streamed per day



Facebook launches Facebook Live



100m hours of video watched per day

Why video?



**How people
communicate**



**More
engaging**



**More
memorable**

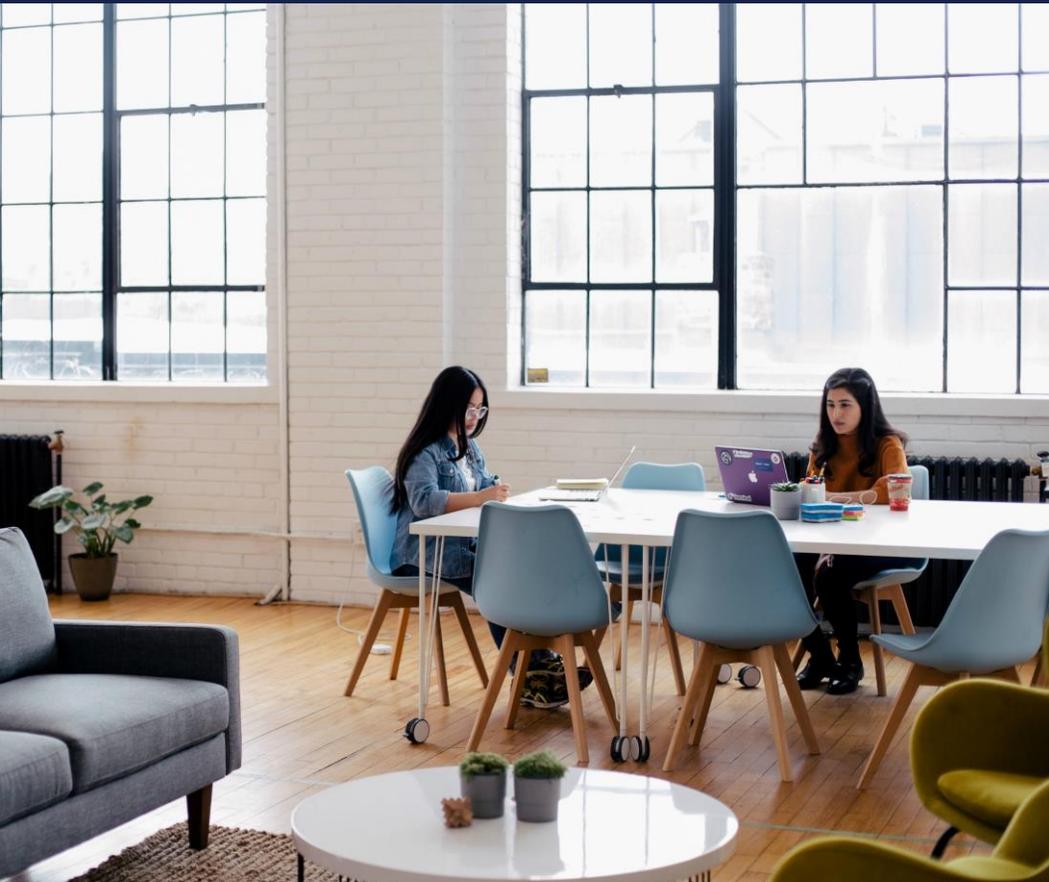


**Delivers
richer insight**



**Creates
powerful
stories**

Video feedback has **immediate** business impact



- 1** Immersive and engaging way to gain deeper insights
- 2** Understand how customers feel about their experience
- 3** Get everyone seeing and hearing who the customer is
- 4** Bring issues to life and create empathy
- 5** Deliver insights with impact

Easy to digest

Empathetic connection

Authentic

Captures imagination

Engage emotions

Break through

Challenges of video



Cost



Volume



Time



Analysis



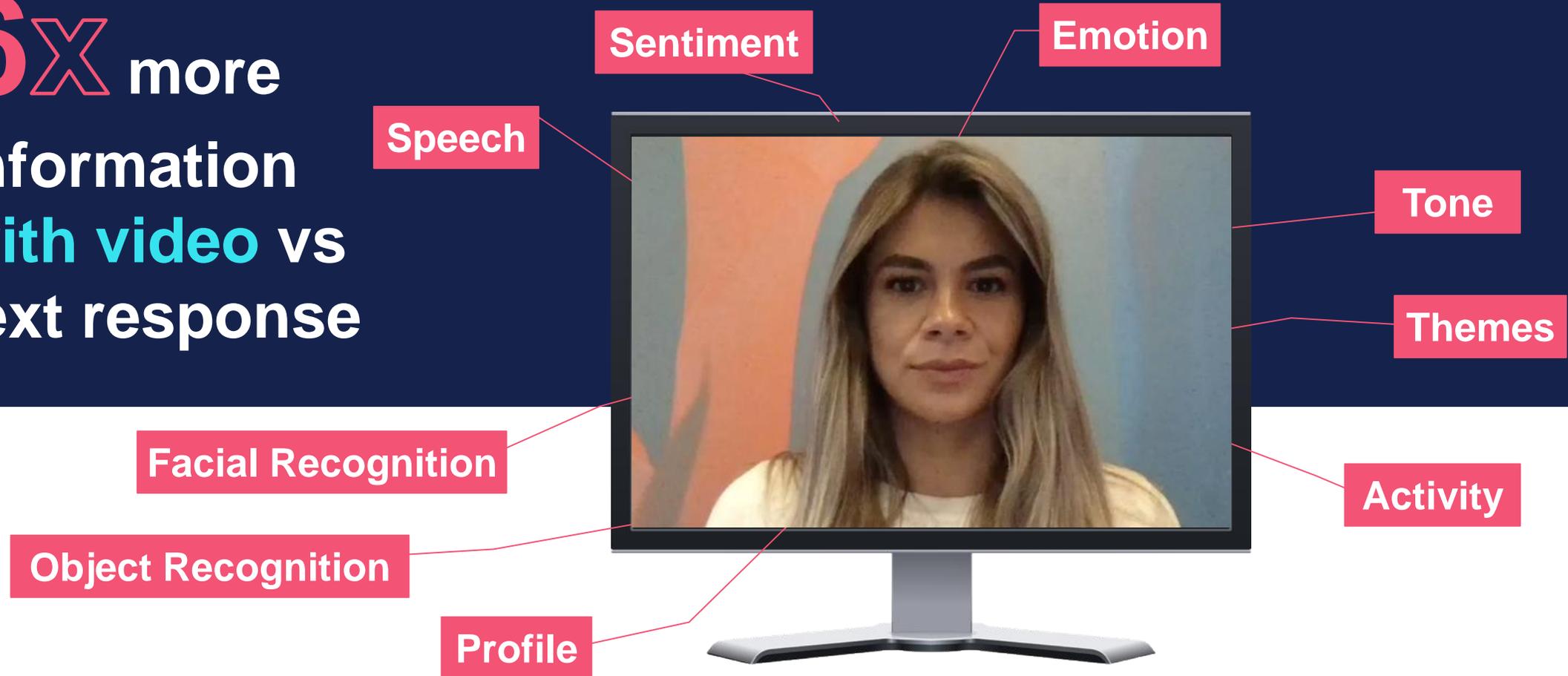
Expertise



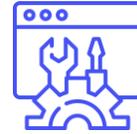
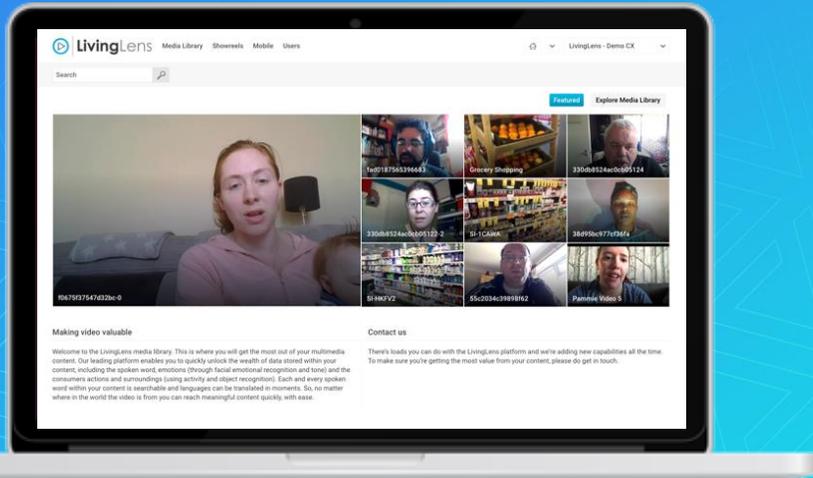
Quality

Technology **takes away the pain** of video feedback

6X more
information
with video vs
text response



What you can do with LivingLens



Integrate
into your existing technology stack



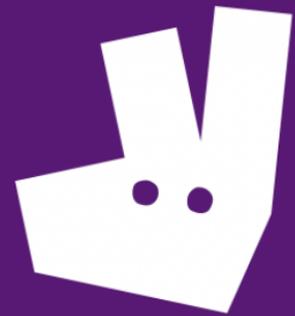
Capture
media from anywhere



Analyze
content efficiently



Share
powerful stories



deliveroo

The Deliveroo context



The opportunity



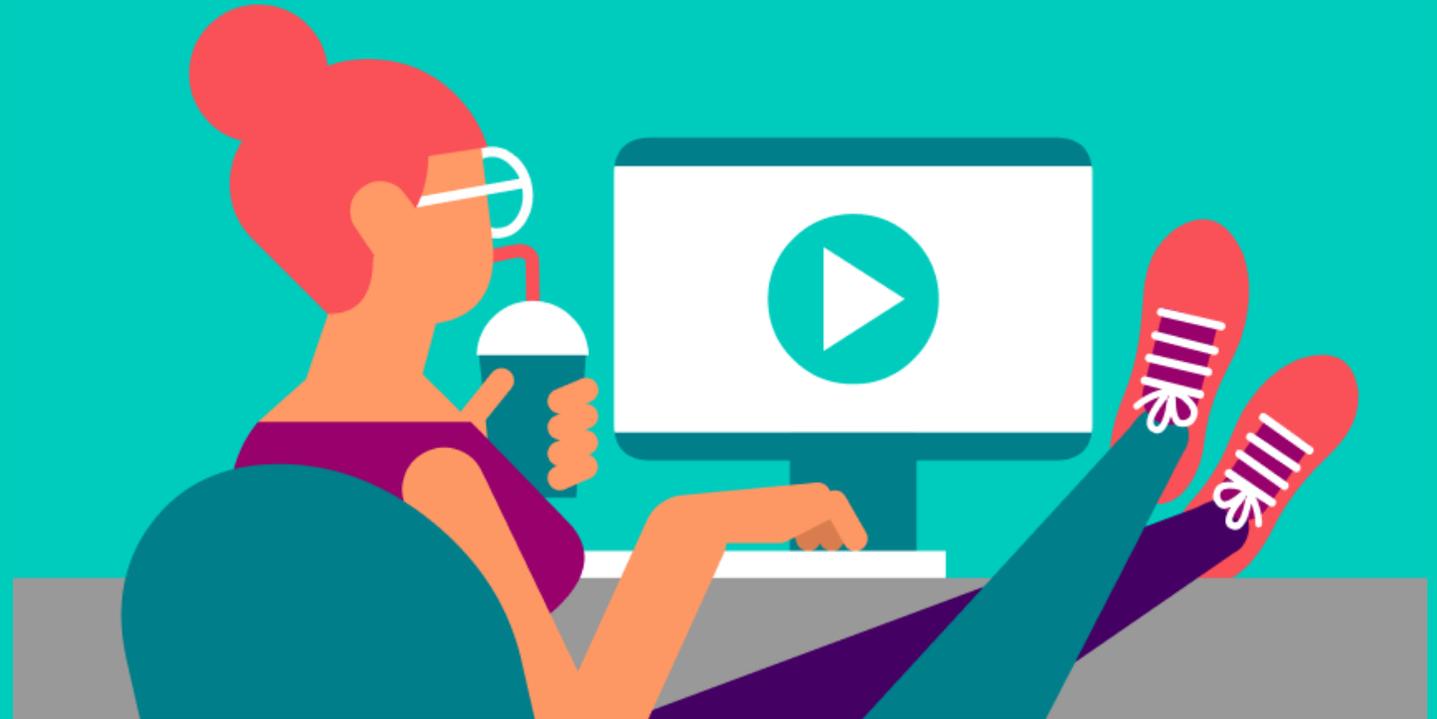
Contents

Key Findings	5
1. Introduction	7
Why is this report being written?	7
Who should be interested in the research?	7
What is the approach to the research?	8
What is the structure of the report?	8
2. Findings from the survey	9
Main Themes	10
The choice between riding and traditional employment	10
The value of flexibility	12
The purpose of riding - and what it means for future employability	14
The work environment for riders	15
The rider view on protections	16
Survey Subgroups	17
Deliveroo and Carers	17
Deliveroo and Students	17
3. Findings from the focus groups	18
Characteristics of focus group participants	18
Themes from the groups	19
Flexibility and financial gain – why Deliveroo riders keep riding	19
Choice and transience – riders’ relationship with the labour market	21
Polishing the platform – how the riding experience could be improved	23



Why we approached LivingLens

- Not easy to analyse video recordings of research sessions
- No central place to house all our videos
- Cutting and editing extremely time-consuming



What's worked well?

1

Transcription

2

Tagging

3

Sentiment
analysis

4

Easy user
interface

5

Subtitling

6

Showreels



Our challenges

1. **Another (!) platform**
2. **Organisational focus**
3. **Time to edit**
4. **Crap in, crap out**



What could the future look like?

1

Video-only
reports

2

Firmwide
sharing

3

Re-mining and
reusing video

4

Customer
closeness

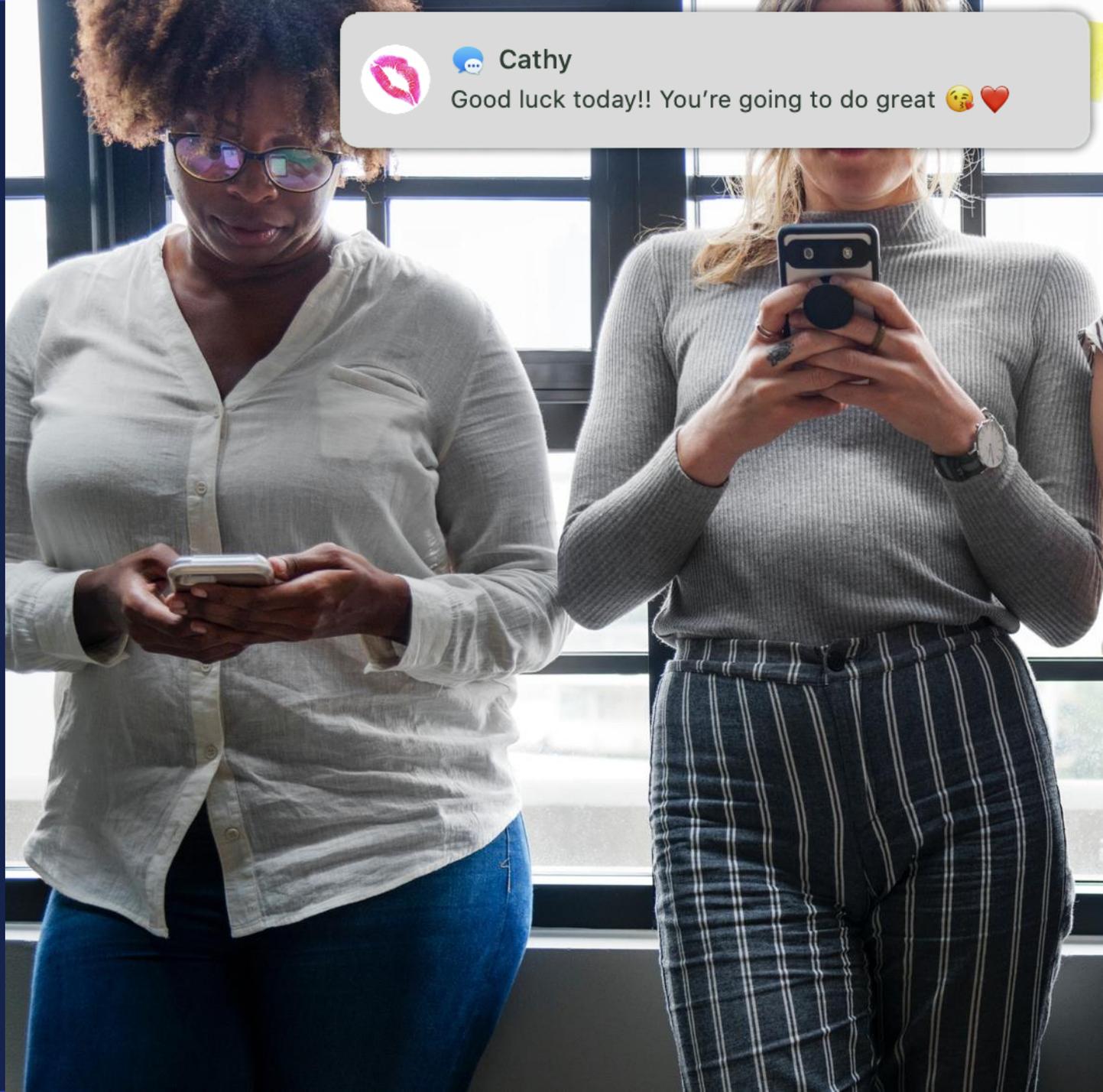


Key takeaways:

Embrace technology

Focus on the right data

Humanize feedback to drive change



 Cathy

Good luck today!! You're going to do great 🤔❤️



Some big news!

**Experience management
leader Medallia to acquire
LivingLens**



Thank you!

E: carl.wong@livinglens.tv

W: livinglens.tv

