



USING VIDEO TO IMPROVE
THE EMPLOYEE EXPERIENCE:

HOW TO MEET EMPLOYEE EXPECTATIONS FOR COMMUNICATION AND CONNECTION IN THE WORKPLACE

Research created in partnership with Ascend2

BRIGHTCOVE[®]

TABLE OF CONTENTS

| | |
|--|-----------|
| Introduction | 3 |
| Special Segments | 4 |
| Key Findings | 5 |
| The Importance of the Employee Experience | 6 |
| Video Improves the Employee Experience | |
| Organizations Are Missing the Mark | 8 |
| Missed Opportunity: More Effective Leadership | |
| Missed Opportunity: Improving Employee Acquisition | |
| Missed Opportunity: Improving Employee Retention | |
| Missed Opportunity: Empowering Employees | |
| Missed Opportunity: Creating Connection Across Work Environments | |
| Participants and Methodology | 16 |
| About the Research Partners | 17 |



INTRODUCTION

Organizations can benefit greatly from adapting to the evolving values and needs of today's workforce, but what is it that employees want? **An 83% majority of employees we surveyed agreed that if their organization used more video content, they would have a better overall experience as an employee.**

Video makes communication more engaging, from onboarding and compliance training to product updates and company news. Employees want the feeling of connection that video creates.

However, many organizations are missing the mark on delivering exceptional experiences for their employees. In fact, only 25% of the non-executives we surveyed globally would describe the experience they have with their organization as excellent. Why? Our research points to considerable gaps between how organizations communicate with employees and what those employees actually prefer.

Throughout this report, we explore the role video plays in cultivating a more desirable employee experience, which in turn bolsters employee engagement, productivity, acquisition, retention, and an organization's bottom line. To do this, we surveyed 1,343 people employed by organizations with 500 or more employees throughout the North American, European, and Asia-Pacific regions. This group of people represents a wide range of industries, job roles, and work environments.

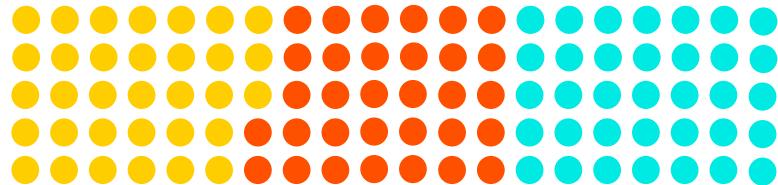


SPECIAL SEGMENTS

By segmenting the data we collected, we are able to derive interesting and helpful insights particular to specific groups of employees. You will see various segments referenced throughout this report, as described to the right.



AROUND THE WORLD



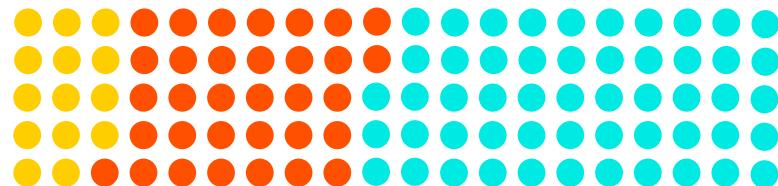
33%
North American
Employees
(United States)

32%
European
Employees
(United Kingdom,
Germany, France)

35%
Asia-Pacific
Employees
(India, Australia, New
Zealand, Singapore,
Malaysia)



JOB ROLE



14%
Leadership
(Executive,
President, VP,
SVP)

33%
Management
(Directors, Managers)

53%
Knowledge Workers
(Non-management,
individual contributors)



EMPLOYEE EXPERIENCE EXCELLENCE

Employees in non-executive roles who describe the experience with their organization as “excellent”: **25%**



EMPLOYEE LOYALTY AND LONGEVITY

Employees who feel extremely loyal to their organization and have been with their organization for more than 5 years: **23%**



INTERNAL COMMUNICATIONS

Employees who are involved in the decision-making for internal communications for their organization: **46%**

KEY FINDINGS



Video bolsters communication and overall experience.

72% of employees worldwide say video improves communication in their organization.

83% of employees worldwide agree that if their organization used more video content, they would have a better overall experience as an employee.



Video builds better leaders.

92% of organizational leaders worldwide say communicating with their team using video assets or messages makes them more effective leaders.

81% of employees worldwide in non-executive roles report feeling more connected with leadership when video communications are received from them.



Video is preferred by employees, but organizations aren't delivering.

80% of employees worldwide say they would prefer announcements from their CEO to be in video format, but only **31%** say their organizations use video for communication from leadership.



Video engages employees.

73% of employees worldwide would rather watch a one-minute video than read an email.

76% of employees worldwide will watch 1-3 work-related videos per week.

66% of employees worldwide would pay attention to product training videos for longer than one minute.

THE IMPORTANCE OF THE EMPLOYEE EXPERIENCE

Before exploring the impact that communication has on the overall employee experience, we must first establish why the employee experience is so important in the first place.

It turns out that delivering excellent employee experiences is worth the effort. According to our research, a better employee experience points to greater loyalty to an organization (hello, employee retention!) as well as a more positive outlook on the success of the organization. The problem? Just one-quarter (25%) of non-executives we surveyed would describe the experience they have with their organization as excellent.

Those who feel extremely loyal to their organization:

79%  **24%**

of those with
excellent employee
experience

of all others

Those who have an extremely positive outlook on business success in the coming year:

79%  **21%**

of those with
excellent employee
experience



GEOGRAPHY

Even the region offering the best employee experiences still has significant room for improvement. The APAC region reports the best employee experience, with 35% reporting that their experience with their organization is excellent compared to just 20% in Europe and 29% in North America. In the pages that follow, you'll see that there is ample opportunity to close the gap between what employees want and what organizations are delivering.

THE IMPORTANCE OF THE EMPLOYEE EXPERIENCE

Video Improves the Employee Experience

Four out of five (83%) employees say that encountering additional video content at work would improve their overall employee experience. Employees want video, and the opportunity to answer the wants and needs of employees can no longer afford to be missed.

Those with the best employee experience encounter significantly more video at work. Our “Employee Experience Excellence” group is more likely to work for organizations that use video regularly in the following situations:

SITUATIONS WHEN VIDEO IS USUALLY USED:

Onboarding

51%

23%

Corporate communication from leadership

46%

26%

Corporate events

45%

32%

Employee training

53%

32%

Hiring

38%

17%

Internal communication

46%

21%



Excellent EE



Not Excellent EE

LONGEVITY AND LOYALTY



51% of employees who have been employed by their organization the longest and feel extremely loyal to their organization have an excellent employee experience vs 11% of all others.

ORGANIZATIONS ARE MISSING THE MARK

Communication and the ability to create a feeling of connection have a significant impact on the employee experience, but we found significant gaps in what employees want in terms of communication and what they are getting in the workplace. The bottom line: Employees want video, and organizations aren't using it enough.

72% of those surveyed say that video improves communication in their organization.

Less than one-quarter (23%) of organizations use videos on a regular basis during the hiring process and only 28% use videos regularly for informal internal communication such as team updates.

In the pages that follow, you'll see evidence of these missed opportunities and ways to improve engagement through the use of video and ensure that employee expectations are met and exceeded.

SITUATIONS WHEN VIDEOS ARE USUALLY USED WITHIN THE RESPONDENT'S ORGANIZATION:

Employee training (Product information, coaching, sales enablement, etc.)

38%

Corporate events (Meetings, live events, etc.)

36%

Onboarding (Company/department overview, policies/procedures, employee directory, etc.)

31%

Corporate communication from leadership (Executive messages, company news, etc.)

31%

Internal communication (Informal team or cross-departmental updates, etc.)

28%

Hiring (Job postings/description, employee testimonials, about us, etc.)

23%

ORGANIZATIONS ARE MISSING THE MARK

Missed Opportunity: More Effective Executive Comms

80% of employees would prefer announcements from their CEO to be in video format.

The problem: Less than one-third (31%) of organizations regularly use video for corporate communication from leadership.

Video allows organizational leaders to deliver a consistent and steady flow of messaging in a more humanized and transparent way, cultivating a feeling of connectedness that is lacking in other communication formats. In fact, **81% of non-executives report feeling more connected with leadership after receiving video communication from them.**

SEIZE THE OPPORTUNITY

Which types of video should a CEO send out?

Nearly half of non-executives would like to receive policy changes (48%) and quarterly or annual updates (46%) from their CEO in the form of a video.

TOP TYPES OF VIDEO COMMUNICATION THAT NON-EXECUTIVES WOULD LIKE TO RECEIVE FROM THEIR CEO:



ORGANIZATIONS ARE MISSING THE MARK

Missed Opportunity: More Effective Communication with Leaders

We know employees want to see more videos from leadership, but how do organizational leaders feel about using video as a tool for communication? The vast majority of those surveyed globally in VP roles and higher agree that communicating with their team using video assets or video messages makes them more effective as a leader. Video gives leaders an engaging way to create meaningful connections with employees no matter where they are.

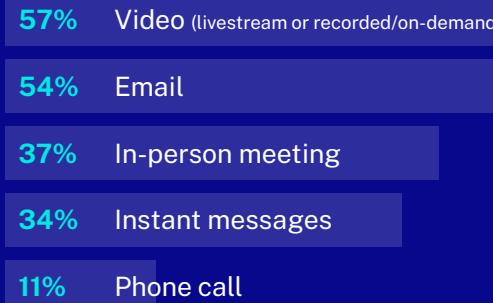
92% of organizational leaders feel that using video to communicate with their team makes them more effective leaders.

SEIZE THE OPPORTUNITY

Leaders pay more attention to video.

Organizational leaders are most likely to pay attention to video over any other form of internal communication.

WHAT ARE THE METHODS OF INTERNAL COMMUNICATION THAT YOU ARE MOST LIKELY TO PAY ATTENTION TO?



GEOGRAPHY

Nearly two-thirds (63%) of APAC leaders say they are most likely to pay attention to video (livestream or recorded/on-demand) over other communication formats such as email, instant messages, in-person meetings, and phone calls.

ORGANIZATIONS ARE MISSING THE MARK

Missed Opportunity: Improving Employee Acquisition and Onboarding

The use of video throughout the recruitment and hiring process gives prospective employees an inside look at what working for your organization might be like. This increases confidence in their employment decision and improves the likelihood that you're hiring the right employees.

While only 23% of all employees surveyed work for organizations that use video during the hiring process, our research indicates that the use of video in this phase of the employee journey improves loyalty and overall employee experience.

SEIZE THE OPPORTUNITY

Which types of video should be used during onboarding?

Over half of those surveyed say that receiving a video that describes employee benefits during onboarding would increase their confidence in their employment decision.

OF THOSE WORKING FOR ORGANIZATIONS THAT REGULARLY USE VIDEO FOR HIRING PURPOSES:

57% feel extremely loyal to their organization (compared to just 34% of all others).

46% rate their overall employee experience as excellent (compared to just 23% of all others).

WHICH OF THE FOLLOWING VIDEOS WOULD INCREASE CONFIDENCE IN YOUR EMPLOYMENT DECISION IF RECEIVED DURING ONBOARDING?

- 52% Employee benefits video
- 48% Welcome video
- 46% Company overview video
- 45% Training videos for systems and tools
- 37% Meet your team video
- 36% Onboarding tasks video
- 34% Meet your CEO video
- 31% Check-in video from management
- 23% Check-in video from HR

ORGANIZATIONS ARE MISSING THE MARK

Missed Opportunity: Improving Employee Retention

Only one-third (32%) of non-management professionals and knowledge workers report feeling extremely loyal to the organizations they work for. Creating an environment that encourages communication and trust is critical to retaining productive employees.

The most loyal employees report encountering more video at work.



LONGEVITY AND LOYALTY

Video breeds loyalty (as seen on the chart to the right), but it also breeds longevity. The companies that employ the most loyal employees with the longest tenure are more likely to be utilizing video for leadership comms (40% vs. 27%) and internal comms (37% vs 20%).

SEIZE THE OPPORTUNITY

Use Video More Often.

Video can be used throughout the employee experience, from onboarding and training to networking and events. Video provides the perfect channel to engage employees where other formats cannot.

- Nearly three-quarters (73%) of those surveyed say they are more likely to watch a one-minute video than read an email.
- 76% of respondents will watch 1-3 work-related videos per week.

IN WHICH OF THE FOLLOWING SITUATIONS IS VIDEO USED AT YOUR ORGANIZATION?

Training materials

60%
58%

Company-wide meeting/all-hands

48%
46%

Internal events

47%
40%

Executive messages

42%
41%

Employee networking

41%
31%

Product launches/updates

38%
27%

Panel discussions

37%
28%

Onboarding materials

34%
27%

Recruitment

31%
26%

 Extremely Loyal  All Others

ORGANIZATIONS ARE MISSING THE MARK

Missed Opportunity: Empowering Employees

Knowledge is power, and utilizing video for training purposes is preferred by employees. In fact, about three-quarters of those surveyed say they prefer on-demand or live scheduled video over other formats for policy training (76%) and product demos (75%). Over two-thirds (68%) say they prefer product training in video format.

Just **38%** of employees surveyed, however, say that their organization uses video regularly for employee training.

Video enables organizations to provide on-demand training sessions for employees to digest at their own pace and empowers employees to find the product or corporate information they are looking for whenever they need it.

SEIZE THE OPPORTUNITY

Keep Attention Longer

Two-thirds (66%) of respondents say they would pay attention to product training videos for longer than one minute and about three out of five say they would pay attention to policy trainings (59%), product launches (58%), and product demos (59%) for longer than one minute.

WOULD YOU PREFER TO EXPERIENCE THE FOLLOWING IN ON-DEMAND OR LIVE/ SCHEDULED VIDEO FORMAT?

Policy training

76%

Product demos

75%

Product training

68%

ORGANIZATIONS ARE MISSING THE MARK

Missed Opportunity: Creating Connections Across Work Environments

Over half (57%) of all employees surveyed report working in a full-time remote or hybrid work environment, and 44% of this group work for organizations with part of their employees in office. Retaining employees and inconsistent communication are the top-reported challenges of an entirely remote or hybrid work environment according to 54% and 45% of organizational leaders, respectively.

SEIZE THE OPPORTUNITY

Improve communication with video

Nearly three-quarters (73%) of those surveyed prefer on-demand or live scheduled video format for company-wide meetings/all-hands, but only 36% say their companies use video regularly for this purpose.

Organizations need communication formats that can engage and connect with any employee during meetings, events, and company updates, regardless of their location. Create videos for company events and meetings that employees can tune into live or watch on demand later.



GEOGRAPHY

How do work environments vary by region?

According to this survey, North America had the most full-time remote respondents (28%), Europe had the most full-time in-office respondents (48%) and APAC had the most hybrid respondents (43%).

TOP CHALLENGES OF A HYBRID OR REMOTE WORK ENVIRONMENT, ACCORDING TO LEADERS:

54% Retaining employees

45% Inconsistent communication

41% Lack of employee engagement

36% Efficient onboarding/training

32% Acquiring employees

CONCLUSION

As the modern workforce evolves, organizations have a distinct opportunity to provide their employees with a feeling of connection, unity, and strong leadership. Our research has made it clear that video is a critical part of delivering workplace experiences that keep employees engaged, loyal, and happy, no matter where they are working from. The time to close the gap and seize the opportunity for a better employee experience is here, and video is a part of the answer to how organizations can make it happen.



PARTICIPANTS AND METHODOLOGY

PARTICIPANTS

N = 1,343

Region

| | |
|---------------|------------|
| North America | 33% |
| Europe | 32% |
| Asia-Pacific | 35% |

Role in Organization

| | |
|--|------------|
| Executive / President | 8% |
| VP / SVP | 6% |
| Director / Manager | 33% |
| Non-management Professional / Knowledge Worker | 53% |

Number of Employees in Organization

| | |
|----------------------------|------------|
| 500 - 1,000 employees | 9% |
| 1,001 - 5,000 employees | 35% |
| 5,001 - 10,000 employees | 21% |
| More than 10,000 employees | 35% |

Department in Organization

| | |
|----------------------------|------------|
| Customer Service/Support | 16% |
| Marketing | 2% |
| Sales/Business Development | 7% |
| Legal | 2% |
| Human Resources | 6% |
| Accounting/Finance | 8% |
| Operations | 20% |
| Product Management | 4% |
| Technology/IT | 26% |
| Administration | 9% |



METHODOLOGY

Ascend2 benchmarks the performance of business strategies and the tactics and technology that drive them. With a custom online questionnaire, our “Using Video to Engage” survey was fielded during July 2022. We collected responses from panelists located in the North American, European, and APAC regions, working for organizations with more than 500 employees.

ABOUT THE RESEARCH PARTNERS



Brightcove creates the world's most reliable, scalable, and secure streaming technology solutions to build a greater connection between companies and their audiences, no matter where they are or on which devices they consume content. In more than 80 countries, Brightcove's intelligent video platform enables businesses to sell to customers more effectively, media leaders to stream and monetize content more reliably, and every organization to communicate with team members more powerfully. With two Technology and Engineering Emmy® Awards for innovation, uptime that consistently leads the industry, and unmatched scalability, we continuously push the boundaries of what video can do.

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