



## Video Use Is Rapidly Growing



**1.2 BILLION**

online *videos* are watched everyday



*Video* is the perfect format for delivering information via mobile phones:

On average



of *video* is streamed per month by **25 MILLION** smartphone users.



Mobile users are **3X** more likely to view a *video*



Online *video* accounts for **50%** of

all mobile traffic.

90%

of information  
delivered to  
the brain is  
visual

Visual information  
is processed  
**60,000X**  
**FASTER**  
than text.

Visual content is better for engaging the mind. Generally, people remember:

10%



of what they read.

20%



of what they hear.

30%



of what they see.

50%



of what they see and hear.



# Video Is Changing Business Operations

The business world is rapidly learning how video can massively make an impact.

Engaging online *videos* allow brands to *market* themselves more *effectively* to customers.

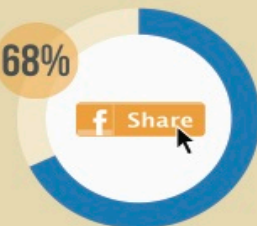
Customers who watch online *videos* of brand products are..

85%



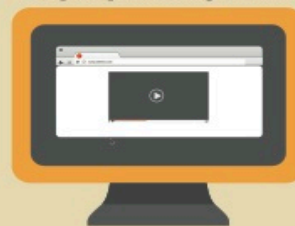
More likely to purchase.

68%



Likely to share.

Despite promising results..



online *video* is underutilized in the business world:

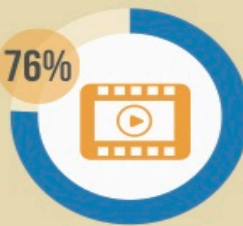
Which makes it higher priority than..



Online *videos* will grow.

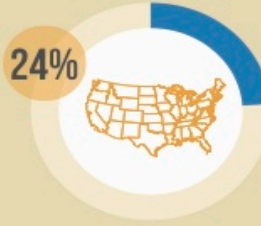
But its use is rapidly growing:

76%



of marketers are adding online *video* to their sites.

24%



of National brands use online *video* to advertise.

2013 from

2.5 BILLION



2016 to

5.4 BILLION

With easy access to online *video* revolutionizing the worlds of education and business, a new age of



# Time Warner Cable

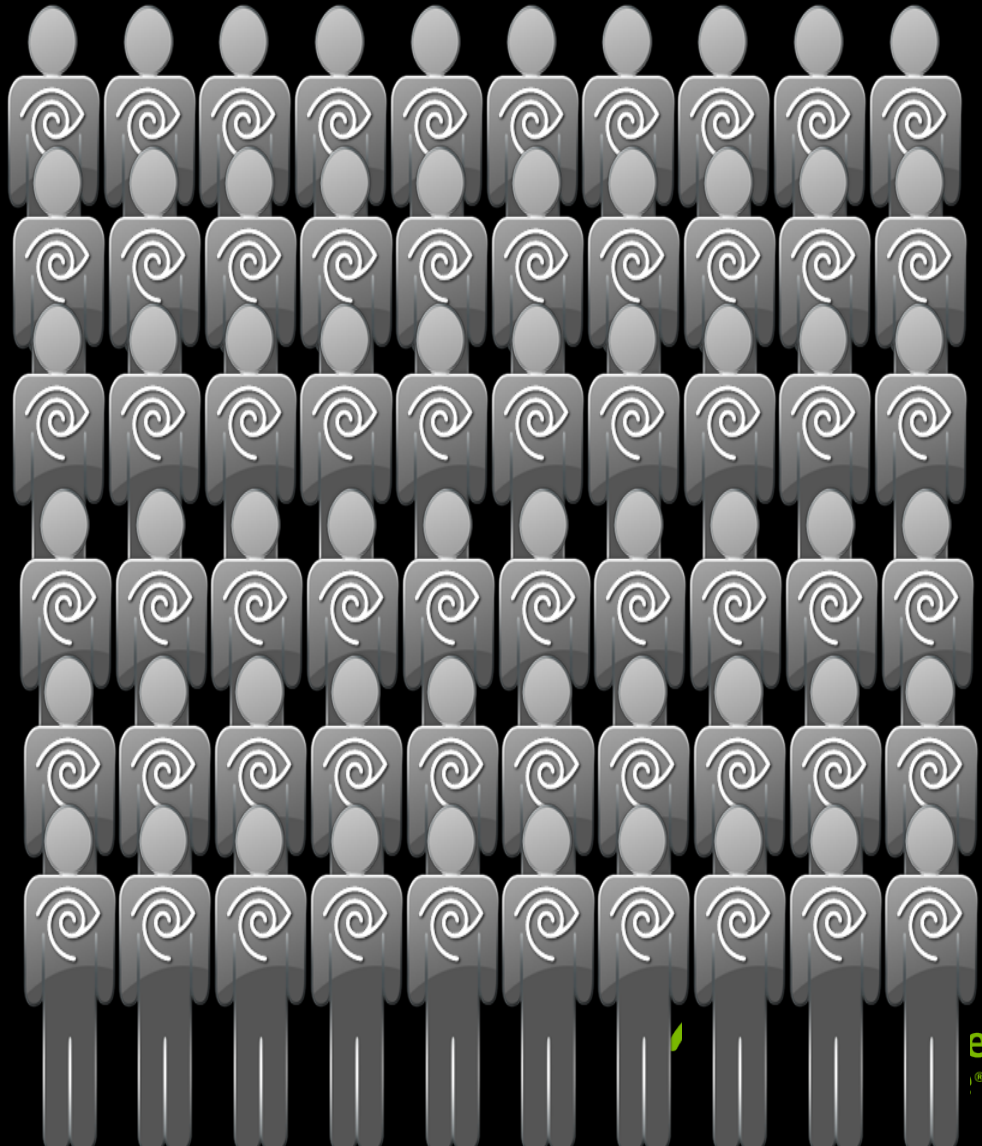
- Second Largest Cable Company in the U.S.
- Over 15 Million Customers in 29 States
- Three Lines of Business:
  - Residential
  - Business Class
  - Media
- Employees 50,000



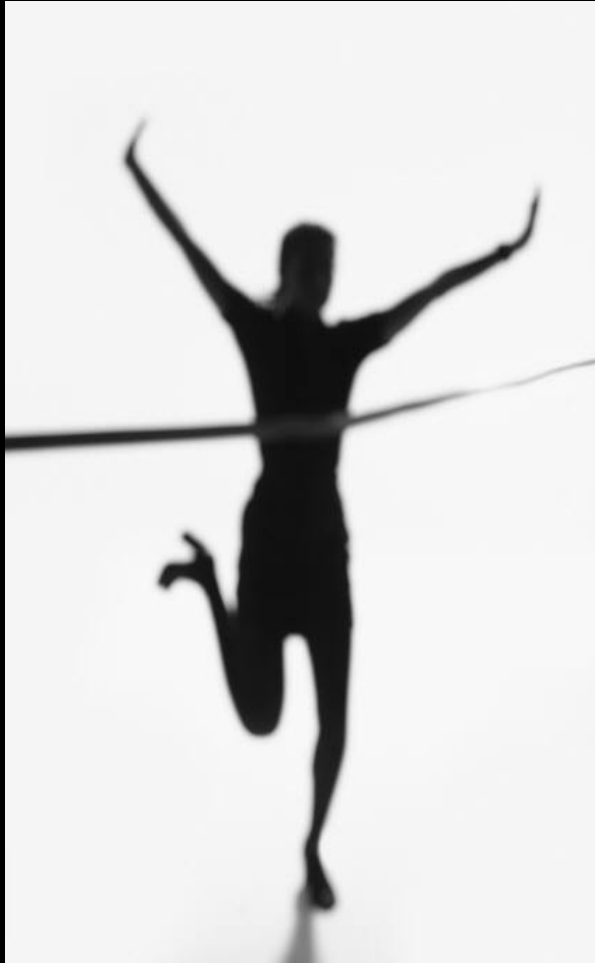
# Learning Support at Time Warner Cable



Learning & Development



# Learning as a Competitive Advantage



- Deliver a *consistent* brand experience
- Develop employee *agility*
- Build employee *capability* across our footprint

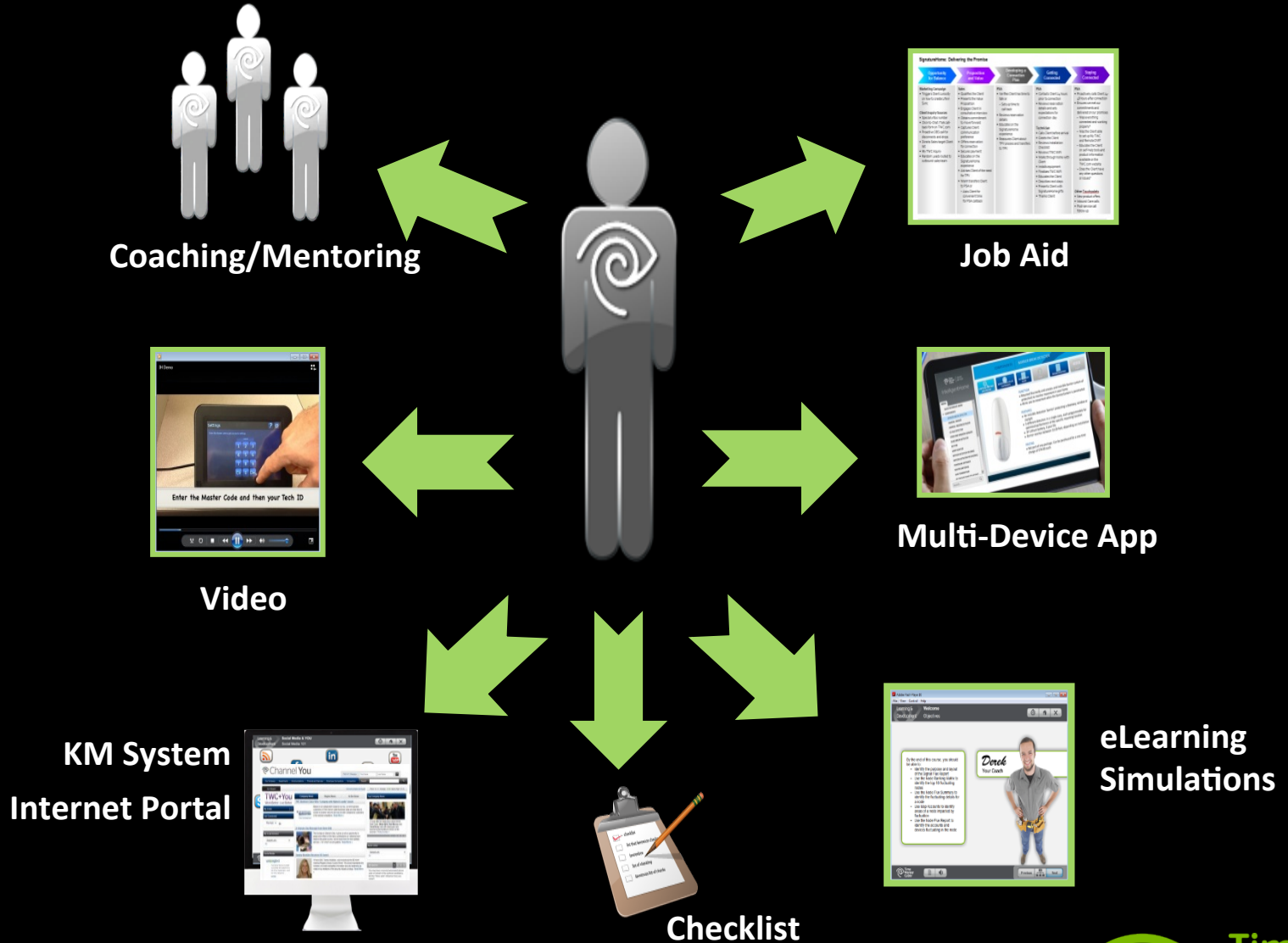


# Focus Shift

- Focus = learners
- Active learning
- Accountability for the learner
- Facilitator = coach
- Process learning



# Performance Support Strategy





# Why is Video Effective?

- Flexible, scalable and delivers a clear consistent message
- Visual
- Repeat to Remember
- Repeated Exposure
- Review/Watch at Your Own Pace
- Create an Emotion Connection



# KZO Platform at Time Warner Cable

- KZO provides:
- Video platform
- Create communities for each of our audiences
- Social platform with chat & discussion
- Synchronize additional information
- Multi-device deployment
- Metrics tracking



# Video Learning = Competitive Advantage

## Sales Audience

- Models correct behavior
- Demonstrates both verbal and non-verbal communication

## Care Audience

- Visual reference for equipment and applications that are not physically present in the call centers

## Installation / Service Technicians

- Review installation steps prior to a customer site visit



# Retail Sales

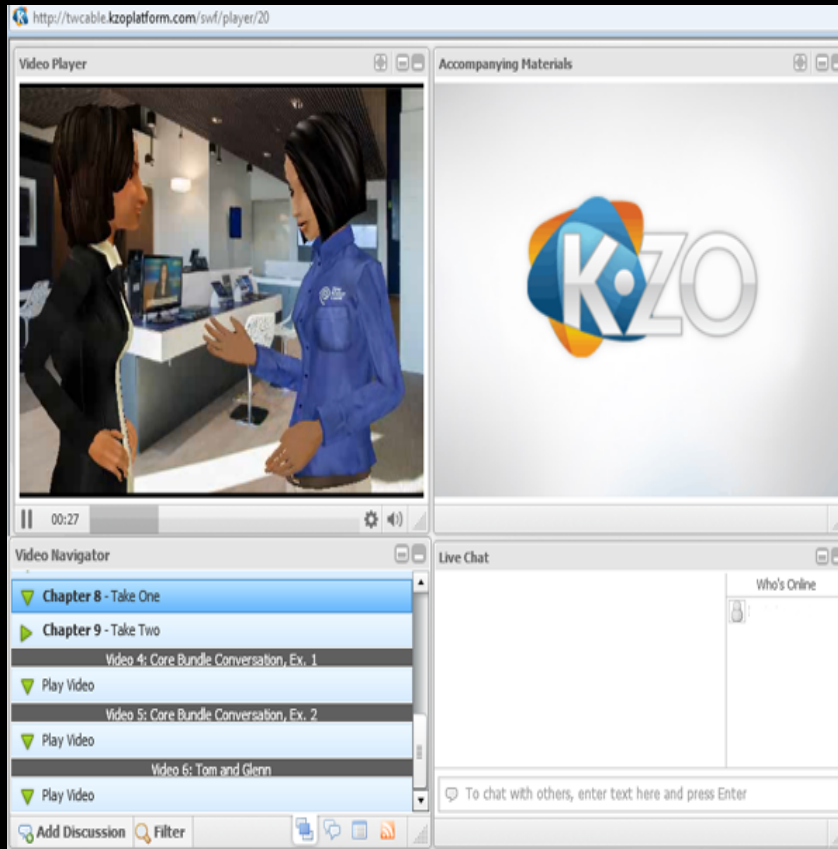
The screenshot displays a web-based video player interface with the following components:

- Video Player:** Shows a video frame with two cartoon characters, a customer and a salesperson, in a retail setting. The video is paused at 00:13.
- Accompanying Materials:** A section titled "Rate Tim's performance" with a list of questions:
  - How was the greeting?
  - What are the needs of Stanley's household?
  - How well did Tim follow the process?
  - If you had been Tim, what would you have done differently?
- Video Navigator:** A sidebar menu showing a list of chapters and videos:
  - Sean
  - 00:13 How well did Tim learn about the needs of Stanley's household?
  - Chapter 3 - Take Two
  - Video 2: Customer Returning Equipment: Carol and Mr. Reynolds
  - Chapter 4 - Returning Equipment
  - Chapter 5 - Take One
  - Chapter 6 - Take Two
- Live Chat:** A chat window with a "Who's Online" section and a text input field with the prompt "To chat with others, enter text here and press Enter".

## Challenge

Learning solution that could be delivered in an instructor-led or virtual environment

# Retail Sales



## Challenge

Recognize verbal and non-verbal communication while practicing upselling techniques



# Business Services

## Challenge

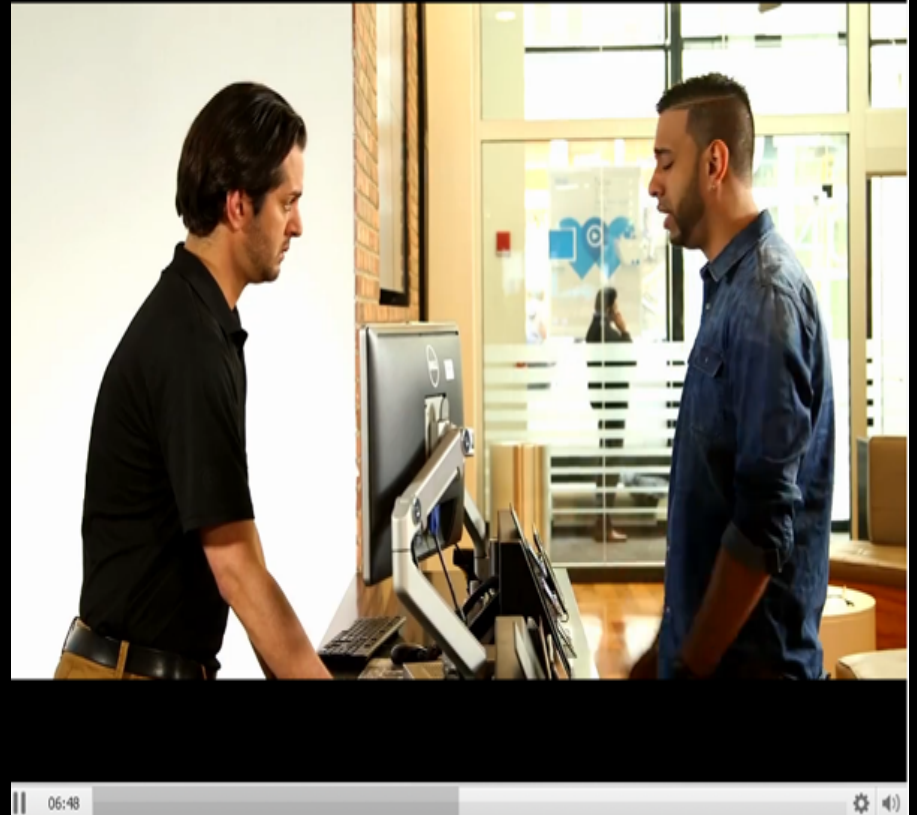
Build understanding and rapport with customers in multiple business markets



# Retention Customer Scenarios

## Challenge

Model challenging conversations in a real environment to demonstrate negotiation and handling pressure



# Cable Procedures

## Challenge

Demonstrate step-by-step instructions on splicing cable

The screenshot displays a video player interface with the following components:

- Video Player:** Shows a video titled "RJ45 Termination Twisted Pair Preparation" with a progress bar at 00:07. The video content shows hands working on a cable on a workbench.
- Accompanying Materials:** A document titled "RJ45 Termination (T568 and T569) / Reference Guide" with sections for "Learning & Development", "Materials Required", and "Termination Process".
- Video Navigator:** A list of video thumbnails with titles: "Video 4: RJ45 Termination Cat5 with EZ Connector", "Video 5: RJ45 Termination Cat6 with EZ Connector", "Video 6: RJ45 Termination Cat5 with Non EZ Connector", and "Video 7: RJ45 Termination Cat6 with Non EZ Connector".
- Bottom Bar:** Includes "Add Discussion" and "Filter" buttons, along with social media icons.





# IntelligentHome App

The screenshot displays the IntelligentHome App interface. At the top left, the Time Warner Cable logo and 'ENJOY BETTER' tagline are visible. The main header area is blue and contains the text 'COMPONENTS' and 'CAMERA: INDOOR/OUTDOOR'. Below the header is a navigation bar with six icons: 'FUNCTION, FEATURES AND PRICING', 'BENEFITS AND VALUE STATEMENTS', 'INSTALLATION GUIDE', 'FAQS', 'TROUBLESHOOTING', and 'VIDEO'. The main content area features a product image of a black camera on a stand. To the right of the image, there are three sections: 'FUNCTION', 'FEATURES', and 'PRICING', each with a list of bullet points. A left-hand menu is visible, listing various components, with 'CAMERA: INDOOR/OUTDOOR' highlighted. A search bar is located at the bottom left of the menu area.

Time Warner Cable | ENJOY BETTER

IntelligentHome

MENU

- QUICK REFERENCE MENU
- COMPONENTS
  - BARRIER BREAK DETECTOR
  - CAMERA: INDOOR
  - CAMERA: INDOOR/OUTDOOR**
  - CO GAS DETECTOR
  - DOOR AND WINDOW SENSORS
  - DOOR LOCKS (KWIKSET)
  - GLASS BREAK DETECTOR
  - KEY FOB
  - LAMP ADAPTER
  - LIGHT BULB (LG)
  - LIGHT SWITCHES (GE IN-WALL)
  - MOTION DETECTOR PIR (SMC)
  - MOTION DETECTOR PIR (VISONIC)
  - PI A/V BACK ADAPTER (2A/7)

Search...

COMPONENTS | CAMERA: INDOOR/OUTDOOR

FUNCTION, FEATURES AND PRICING | BENEFITS AND VALUE STATEMENTS | INSTALLATION GUIDE | FAQS | TROUBLESHOOTING | VIDEO

**FUNCTION**

- Provides ability to see what is going on, even if it is dark
- Monitors entryways and perimeters of a home
- Rules can be set up to receive a video clip or still shot after an event (front door opens)

**FEATURES**

- Uses infrared night vision to illuminate the area in front of it when it is dark
- Wirelessly provides live feed and still images to the touchscreen, secure website and mobile app

**PRICING**

- One included in the Ultra Package. Can be added for a one-time charge of \$149.99 each.

## Challenge

Provide just-in-time information to the technicians on the different components of the home monitoring product suite



# IH App - Curated Video

The screenshot displays the IH App interface for an Indoor/Outdoor Camera. The main content area features a product image of the camera, a 'FUNCTION' section with bullet points, a 'FEATURES' section with bullet points, and a 'PRICING' section with a bullet point. The 'FUNCTION' section includes: 'Provides ability to see what is outside', 'Monitors entryways and perimeter', and 'Rules can be set up to receive event (front door opens)'. The 'FEATURES' section includes: 'Uses infrared night vision to see when it is dark' and 'Wirelessly provides live feed to mobile devices, secure website'. The 'PRICING' section includes: 'One included in the Ultra Package for a charge of \$149.99 each.' The interface also includes a 'MENU' on the left, a 'COMMENTS' section at the bottom, and a 'VIDEO NAVIGATOR' on the right. The 'VIDEO NAVIGATOR' shows a list of chapters: 'Chapter 2 - Contents of the package', 'Chapter 3 - Camera to Camera stand', 'Chapter 4 - Ethernet cable to Camera', 'Chapter 5 - Ethernet cable to White Y-Cable', and 'Chapter 6 - White Y-Cable (Ethernet) to router'. The 'Accompanying Materials' section shows a list of materials: 'Indoor/Outdoor Camera', 'Unwrap the Package', 'Contents of the Package', and 'Camera'.

**Time Warner Cable** | ENJOY BETTER

## IntelligentHome

**MENU**

- QUICK REFERENCE MENU
- COMPONENTS
  - BARRIER BREAK DETECTOR
  - CAMERA: INDOOR
  - CAMERA: INDOOR/OUTDOOR**
  - CO GAS DETECTOR
  - DOOR AND WINDOW SENSORS
  - DOOR LOCKS (KWIKSET)
  - GLASS BREAK DETECTOR
  - KEY FOB
  - LAMP ADAPTER
  - LIGHT BULB (LG)
  - LIGHT SWITCHES (GE IN-WALL)
  - MOTION DETECTOR PIR (SMC)
  - MOTION DETECTOR PIR (VISONIC)
  - PI A/V ADAPTER (24/7)

Search...

### COMPONENTS

#### CAMERA: INDOOR/OUTDOOR

- FUNCTION, FEATURES AND PRICING
- BENEFITS AND VALUE STATEMENTS
- INSTALLATION GUIDE
- FAQS
- TROUBLESHOOTING
- VIDEO

#### FUNCTION

- Provides ability to see what is outside
- Monitors entryways and perimeter
- Rules can be set up to receive event (front door opens)

#### FEATURES

- Uses infrared night vision to see when it is dark
- Wirelessly provides live feed to mobile devices, secure website

#### PRICING

- One included in the Ultra Package for a charge of \$149.99 each.

#### Video Player

00:11

#### Accompanying Materials

- Indoor/Outdoor Camera
- Unwrap the Package
- Contents of the Package
  - Camera

#### Video Navigator

- Chapter 2 - Contents of the package
  - Video 2: Camera: Indoor/Outdoor - Connections
- Chapter 3 - Camera to Camera stand
- Chapter 4 - Ethernet cable to Camera
- Chapter 5 - Ethernet cable to White Y-Cable
- Chapter 6 - White Y-Cable (Ethernet) to router

Add Discussion Filter



# Video for Motivation/Impact

From: [Redacted]  
To: [Redacted]  
Cc: [Redacted]  
Subject: Preparing for Tuesday!

All,  
This is impactful and a MUST to watch! Click [here](#) and click on the Play icon when the page loads.  
Thought of the day: YOU are a new hire's first experience with learning at TWC and YOU make a big impact in their success story.....It begins with you😊



## TWC's 2013 Top Sales Performers Honored at Winners' Circle

1 rating ★★★★★

By Employee Communications on 04/15/2014 at 04:40 PM EST

PRINT SAVE COMMENT



TWC Chairman and CEO Rob Marcus congratulates the 2013 Winners' Circle winners

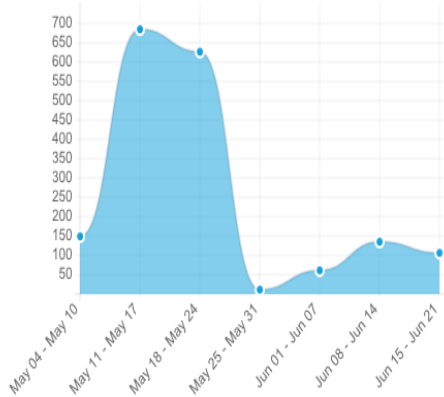


# Measuring Performance Support

## Communities

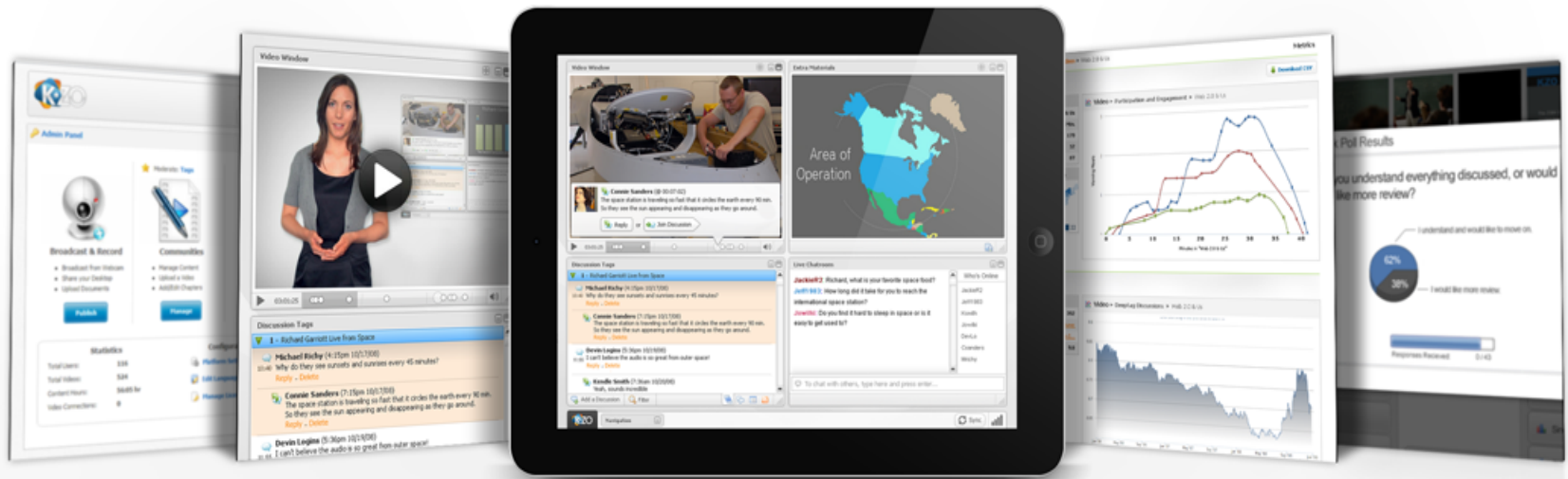
Title	Views
<a href="#">Retail</a>	5507
<a href="#">IntelligentHome</a>	2578
<a href="#">RJ45 Cable Termination Tip Library</a>	1005
<a href="#">BC Service</a>	939

## Weekly Stats



Week	Views
<a href="#">June 15 - June 21, 2014</a>	106
<a href="#">June 08 - June 14, 2014</a>	135
<a href="#">June 01 - June 07, 2014</a>	61
<a href="#">May 25 - May 31, 2014</a>	11
<a href="#">May 18 - May 24, 2014</a>	627
<a href="#">May 11 - May 17, 2014</a>	685
<a href="#">May 04 - May 10, 2014</a>	149





Security



Search



Social



Integration



# Questions?

Thank you!

Please contact me , Jeff Fissel, at [jfissel@kzoinnovations.com](mailto:jfissel@kzoinnovations.com), with comments and questions after the webinar.

