PRACTICE WHAT WE PREACH
YAMAGATA EUROPE

Headquarters in Ghent, Belgium

Established in 1998 - 50 information specialists

www.yamagata-europe.com
CUSTOMER SERVICE IN THE PAST
CUSTOMER SERVICE ANNO 2017
THE POWER OF YOUTUBE IN YOUR LIFE?
THE POWER OF YOUTUBE IN MY LIFE?
YOUTUBE SEARCH RESULTS

https://www.youtube.com/watch?v=Zl6ODh2kiTU
YOUTUBE HAS OVER A BILLION USERS, ALMOST ONE-THIRD OF ALL PEOPLE ON THE INTERNET

YOUTUBE
WITH MORE THAN 3 BILLION SEARCHES A MONTH YOUTUBE IS THE 2ND LARGEST SEARCH ENGINE

INFOGRAPHIC
45% OF PEOPLE WATCH MORE THAN AN HOUR OF FACEBOOK OR YOUTUBE VIDEOS A WEEK

WORDSTREAM
55% OF PEOPLE CONSUME VIDEO CONTENT THOROUGHLY

HUBSPOT
THE PROS OF VIDEO

Other studies show that:

✓ Video is the **#1 preferred source of content** because a video message is:
  ✓ easy to consume
  ✓ easy to remember
  ✓ shareable
  ✓ perceived as more trustworthy
  ✓ anywhere, anytime, any device

www.yamagata-europe.com
“TRADITIONAL” TECHDOC

✓ A legal requirement
✓ Published where?
  ✓ Printed book “in the box”
  ✓ PDF on the website
✓ Part of the consumer’s **first impression** of your product
✓ If done well:
  ✓ supports customer satisfaction
  ✓ avoids service costs
INSTRUCTIONAL VIDEO

✓ Allows to reach a broader audience

✓ Supports and complements the “book”

✓ Creates new opportunities and supports the entire customer journey
ALMOST 50% OF INTERNET USERS LOOK FOR VIDEOS RELATED TO A PRODUCT OR SERVICE BEFORE VISITING A STORE (THINKWITHGOOGLE).
PRESALES
SALES
TRAINING & E-LEARNING
BUILT IN MANUALS

Inserting the Battery and Memory Card
Yamagata’s **two** main principle for video creation:

- Re-use of existing content
- Structure content for omnichannel-publishing
SCRIPT

XML/DITA

TOPIC-1

TOPIC-2

TOPIC-3
Yamagata’s **two** main principle for video creation:

- Re-use of existing images/drawings/graphics/photos/…
- Collaboration across departments
FROM BOOK TO VIDEO

www.yamagata-europe.com
ANIMATED 2D DRAWINGS
STILL FRAMES

https://www.youtube.com/watch?v=MBmtmqIN5cg&list=PLoexgVa4CACHZNgIT_Nn8P2nJrFSWlfB4&index=1
TEXT TECHNOLOGY

Text to Speech

- Machine voice
- Cost efficient alternative for studio voice recording
- Allows easy edits or updates

YouTube Automatic Speech Recognition

- Free automatic subtitling
- Easy editing
- Easy localization via SRT file

www.yamagata-europe.com
YOUTUBE SUBTITLES
SELECT LANGUAGE

Manage subtitles and closed captions

Set video language

What language is spoken most in this video?
You must select a video language before adding subtitles or CC.

Select language

- English
- Dutch
- French
- German

Search 187 other languages
SELECT AUTOMATIC SUBTITLES

Manage subtitles and closed captions

Yamagata Explainer V005

Add new subtitles or CC

Published

English (Automatic)

Community contributions: Off  Turn on
Video language: English  Change language
QUALITY CHECK NEEDED: YUM I GOT THAT 😊

quality products need quality manuals
yum I got that creates manuals for all
kinds of products and industries but how are they made
here is how yeah I got that does it first we put everything in crystal-clear
writing as a second step we translate in over 65 languages
step three is lay out here we make sure every translation fits the page
step four consists of printing packaging and shipment
we can even make sure your manual is
View published subtitles and CC: English (Automatic)

Subtitles/CC source: Automatic

- 0:00.0  quality products need quality manuals
- 0:05.3  yum I got that creates manuals for all
- 0:05.3  kinds of products and industries but how
- 0:08.8  are they made
- 0:08.8  here is how yeah I got that does it
- 0:13.7  first we put everything in crystal-clear
OR IN THE SRT FILE

View published subtitles and CC: English (Automatic)
Subtitles/CC source: Automatic

...quality products need quality manuals...

...I got that creates manuals for all...

...kinds of products and industries but how...

...they made...

0:08.8  here is how yeah I got that does it
0:13.7  first we put everything in crystal-clear...
KEY TAKEAWAYS

✓ Video is the new normal
✓ Re-use is key
✓ Make sure to support the entire customer journey
HOPE YOU LIKED IT

http://tv05.honestly.de