



How to create a customer story video

quickly and easily

What value for you as a partner?

1. Showcase your knowledge of LS Retail solutions
2. Highlight your team's expertise and achievements
3. Build trust and credibility
4. Increase sales



What value for your customers?

1. Get people to engage with their brand
2. Share thought leadership with their peers
3. Position themselves as an authority in their industry
4. Develop their professional brand

*Your customer's time is valuable.
Let them know that the process will
only take around 2 hours including
interview, preparation, and filming!*

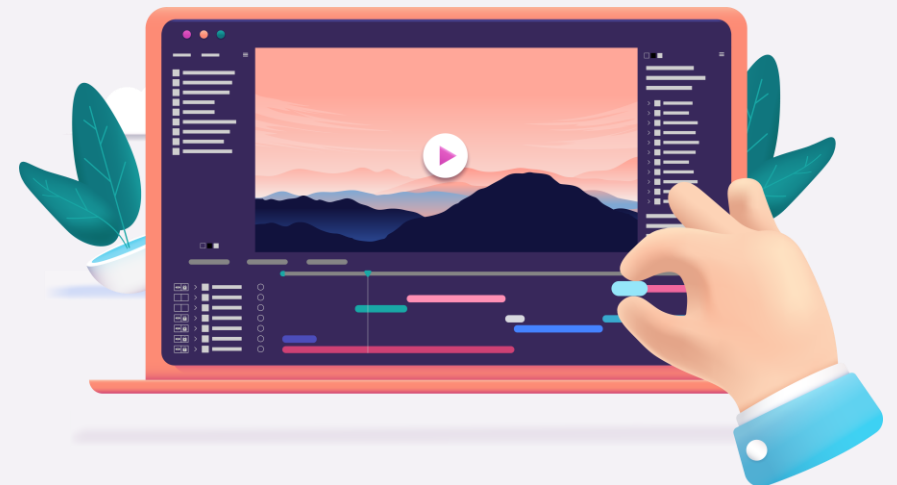
- We send you the interview **questions**
- We take the **interview** (30 min call)
- We create a **video script**
- Customer **reviews** the video script (15 min)
- Partner and customer do the **recording** (1 to 1,5 hour, resulting in a 1,5-minute video)
- We send all parties for **approval** before **publishing**

Where to start

- Identify the right customer (a happy one 😊)
- Find the person within the customer's organization who's familiar with the implementation project and at ease in front of a camera
- Put together a video script (we can help!)
- Select a videographer and set a date for the recording
- Editing (this is part of the videographer's work)
- We publish, after approval from all parties

LS Retail can help with:

- Interviewing the customer
- Creating a video script
- Editing the video
- Sharing the video



Focus on excellent video and sound quality

Choose the right **video production company**:

- Look at their portfolio, see if it works with your brand's identity and get a quote

Choose the right **location**:

- Pick a quiet location, with good lighting. Don't forget to show the customer's business environment (inside the store/back office, outside, staff working, customers)

Keep the video around 1-1:30 minute to give viewers just enough information to inspire them and make them want to find out more.

Focus on the customer's journey

- Pain points they wanted to solve
- Reasons why they selected LS Retail software solution
- Benefits of the new solution

Including metrics to back up the success of the project is particularly effective!

Examples:

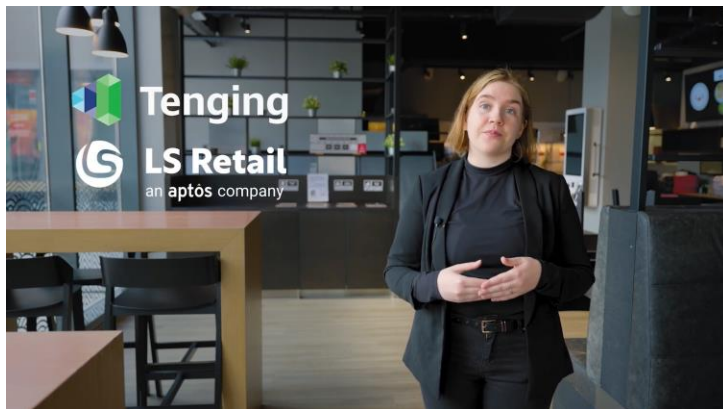
- *We now spend **40%** less on **Accounting**.*
- *Our **inventory** levels have dropped by over **30%**.*
- *With the old system, it took at least 2 hours to generate sales reports, now it takes less than **5 minutes**.*
- *Our store managers used to spend 30 minutes on **orders daily**. Multiply that per 30 stores – that's 15 hours, every day. Today, it takes **two minutes**.*
- *With **LS Retail solution** we have **reduced costs** and optimized our staffing by about **50%**.*

Feature LS Retail branding

The video should feature the **LS Retail logo** at the beginning and the end (you can, of course, also include your logo, as well as the customer's) - we can add it.

LS Retail solutions **must** be mentioned using the correct name. Please refer to our [Branding guidelines](#), or send us the script so we can give you feedback.

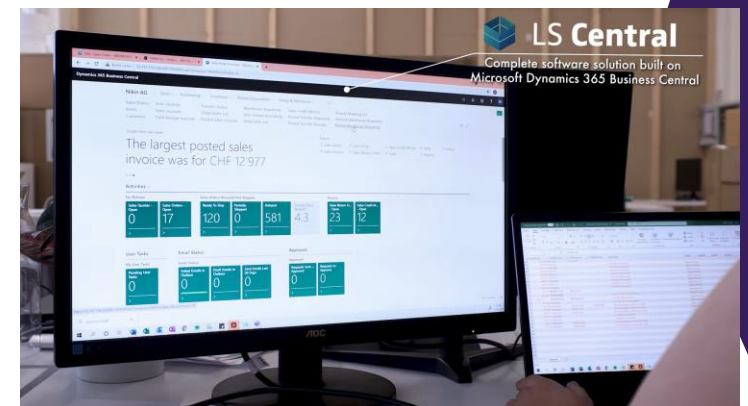
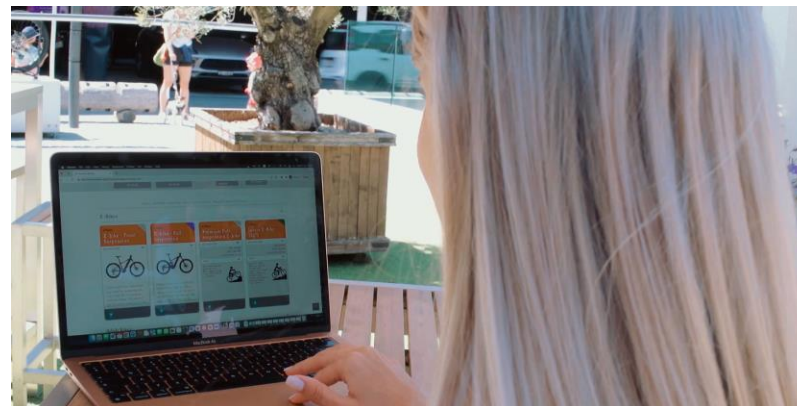
Please don't use diminutives ("LS"), old product names (LS Nav, LS Insight, LS Activity...). When in doubt... ask us 😊



Include catchy visuals

- Shots of the store
- Shots of the software, ideally shown with workers using it

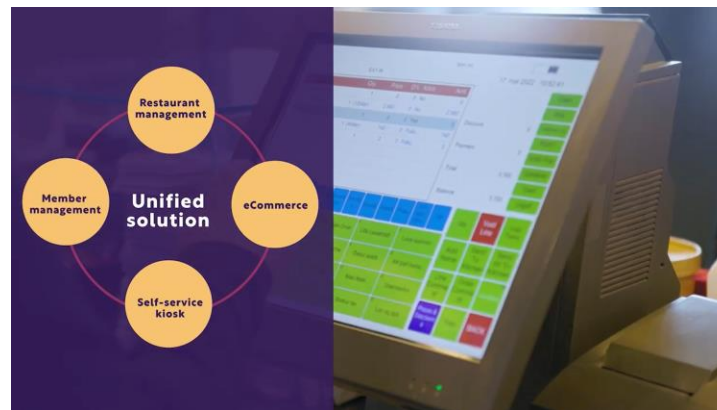
Don't just record the speaker talking straight to the camera for 2 minutes – showing the environment makes the story much stronger and more interesting 😊



Use on-screen graphics

Use animated title slides and on-screen graphics to underline key information.

If you need help from our Graphics team, please send us your video *without* subtitles, graphics, or background music.



Partner examples



LS Retail contribution for video testimonials

Partners selecting the General and Advanced Partner Success Tracks are entitled to get **financial contribution to create a video customer story**. ([Partner Success Tracks guidelines](#))

LS Retail financial support for customer story videos should serve to cover a portion of the **filming costs** involved.

Once you have found a customer who is willing to be interviewed, please send us the details of the filming costs as provided by your local agency at info@lsretail.com.

*LS Retail reserves the **right to reject a submission** where:*

- The video **script wasn't sent for approval** before publishing.
- The video **wasn't sent for approval** before publishing.
- The video is of **poor quality** - blurry, shaky or pixelated, or with poor audio.
- The video **does not include a physical customer speaking** (for example videos that use recorded voiceover/AI and stock footage)
- The video only mentions LS Retail/LS Retail products **briefly or not at all**.
- LS Retail products are **not branded correctly / consistently** through the video.