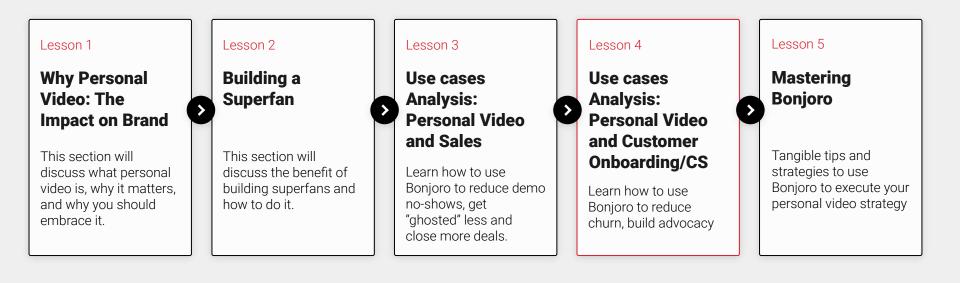
## The journey of this course



## Personal Video and Customer Success/Support

- 1. Objectives
  - a. Learn how to use personal video to create a concierge welcome experience.
  - b. Learn how to build long-term advocacy from your customers by celebrating key milestones with them.
  - c. Learn how to gather vital customer use cases/success stories from your loyal customers.

## Assignment

- Create a profile of your best customers. What industry are they in? How old are they? What features do they use the most?
- 2. Looking at all the usecase videos in this series, what commonalities do you see? Look for things like duration, mannerisms, inside vs. outside etc.

## **Lesson Resources**

1. https://www.bonjoro.com/videofunnels

