

Market Research in High-Def

How a consulting team leveraged Vancery Video

The Challenges of Effective Video Research

This story's heroes are a team of consultants working on a project for a Fortune 500 software company (a new client for their firm!).

The team has assembled a host of IT and Business decision makers to interview for their market study but are stuck choosing between clunky Web 1.0 conferencing apps, or newer Video apps that are better suited to virtual happy hours.

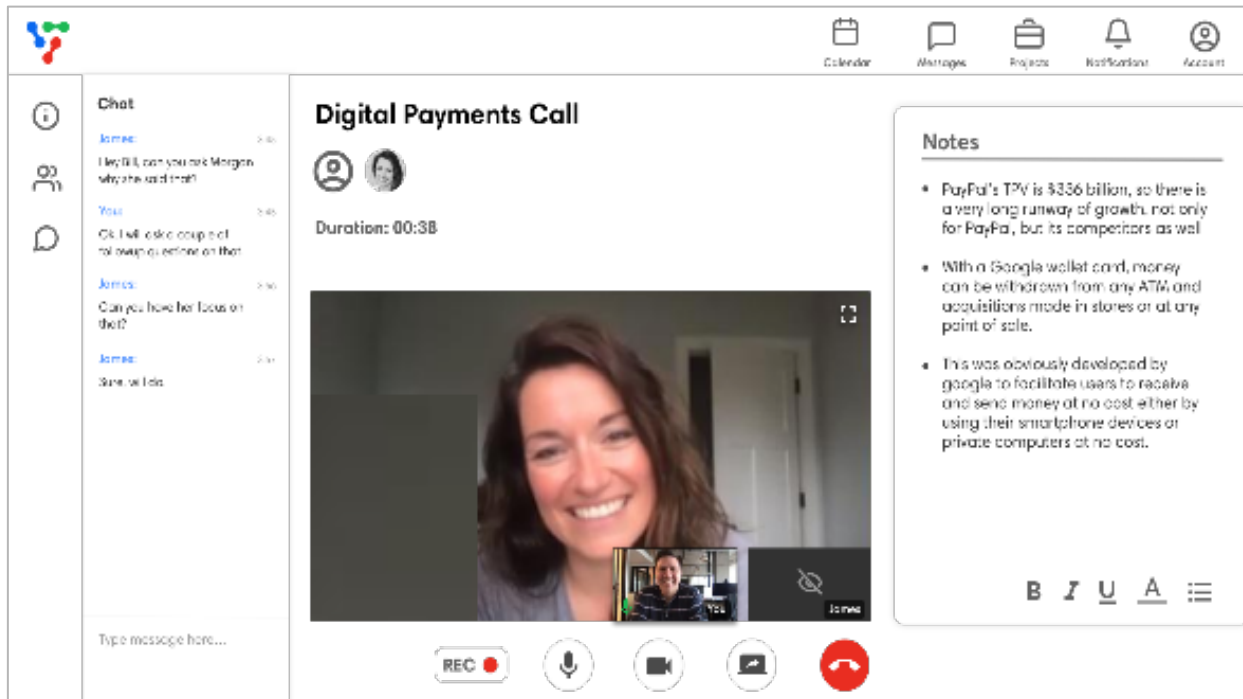
Neither option is good enough!

The team desperately needs to create a high-value deliverable and would like to even invite its new client's stakeholders to the interviews but is at a loss on how to accomplish these goals...

...The firm turned to [Vancery Video](#) for a videoconferencing solution packed with collaboration and privacy tools to create a portfolio of high definition video interviews, and were proud to invite their clients to watch live! (behind a 2-Way Privacy mirror, of course...)

Vancery Video: Collaboration and Privacy in High-Def

The consulting team found candidates on Vancery and, on their video conference, made use of an internal chat between the team and clients, screen & document sharing, private viewing access for the client, and downloadable records of the session.



Video Features



2-Way
Privacy Mirror



Screen Share



Case Team &
Client Chat



Video Recording
& Transcript

2-Way Privacy Mirror – The software manufacturer was able to silently attend meetings and view expert reactions.

Screen Share – The consulting team and experts could both display files over the conferencing interface.

Case Team & Client Chat – The consulting team could now chat privately with the client during the conference.

Video Recording & Transcript – Videos were recorded and transcribed on the platform for the client's reference.

Advantages of Vancery

A one-stop shop market research platform.

Collaboration and privacy tools comprising the market's most advanced video research platform.

- In-app expert identification, scheduling, conferencing, and payments
- Internal team chat allows for private coordination outside of an expert's view
- Use video to monitor and record real-time reactions
- Share screenshots and documents mid-call
- Downloadable video recording and transcript ready-made for client deliverables

Client Testimonials

"Vancery Videoconferencing gave me the easiest and highest quality solution to find candidates, schedule them, and host dynamic video sessions all in one place. Having all steps of the process on one platform was a gamechanger. Everything moved quickly and smoothly."

-Chris, Analyst

"This is easily the most sophisticated video tool we've used. Having access to all of Vancery's collaboration features helped our team stay on track, work together more effectively, and just flat out impress!"

- Nicole, Team Lead

About Us



Vancery is the world's first Professional Exchange.

We offer professional researchers the world's best market research platform with both access to our network of industry professionals and a suite of research and collaboration tools.

We serve knowledge workers in corporations, management consultants, venture capitalists, private equity investors, and hedge funds.

Interested In Learning More?

Connect with us at info@vancery.com