



THE SECRETS OF

# *The Home Depot's CX Video Success*

*How The Home Depot create consistently exceptional customer  
experience... at scale with video*





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About The Home Depot

Why The Home Depot couldn't DIY their Video Content Management

How video helps The Home Depot improve customer experience

How The Home Depot focuses on creating CX video content

The top 5 impacts Curator has on The Home Depot as a business



ABOUT THE HOME DEPOT

# *One of the world's largest retailers*

*How The Home Depot create consistently exceptional customer experience... at scale with video*

The modern retail market is extraordinarily competitive. Every marketing dollar invested in gaining store visits counts now more than ever, as does converting as many shoppers into buyers as possible.

To succeed, retailers need to serve their customers in a consistent and knowledgeable way. Few know this better than the national home improvement retailer The Home Depot.

With annual sales that exceed \$70 billion, and with more than 2,200 stores in the North America, this retailer knows what it takes to succeed... Video. And lots of it!

**2,200**  
Stores

**\$70Bn**  
Revenue

**Over 1m**  
Products



CUSTOMER SUCCESS STORY: THE CHALLENGE

# *Why Home Depot couldn't DIY their video content management*

*How The Home Depot create consistently exceptional customer experience... at scale with video*

As the world's largest home improvement retailer, Home Depot might seem immune to the issues faced by retailers in today's market. However, its size, distributed location and huge range of stock mean that it deals with many of the challenges that are common in retail.

Like most retailers, Home Depot's resources were constantly being stretched further. The business had to stand out to consumers in an increasingly competitive market.

The rise of internet shopping means that it's much harder to tempt people into a store and that many products for which Home Depot would previously have been a go-to are now easily and cheaply available online. This meant that Home Depot was looking for ways to differentiate itself from competitors and attract more consumers.

**80k**

New Starters

**440k**

Team Members

**1.6Bn**

Transactions





## CUSTOMER SUCCESS STORY: THE CHALLENGE

How The Home Depot create consistently exceptional customer experience... at scale with video

Another challenge faced by Home Depot was maintaining company culture across thousands of locations.

In a competitive market, size is an advantage, but only if you can create a coherent brand and ensure consistent training across all of your staff.

Consistent customer experience is a key area where retailers can provide this sort of differentiation.

Surveys have shown that 90% of consumers are more likely to buy when helped by a knowledgeable associate. If you can't provide these knowledgeable staff you could miss out on almost half the majority of your potential in-store shoppers.

But when you have 400,000 employees across all of your stores this is no mean feat. Inter-store communication needed to happen on a huge scale at The Home Depot.

**90%**  
*of consumers  
are more likely  
to buy when  
helped by a  
knowledgeable  
team  
member*

“Working with IPV has been excellent. Every single person I have encountered has been wonderful to work with, and the level of technical competence and system knowledge has been impressive. Their willingness to work out a suitable solution proved their desire to form a solid partnership.”

Bruce Covey, Manager, BTV engineering at Home Depot Television



CUSTOMER SUCCESS STORY: THE CHALLENGE

# *How video helps The Home Depot improve customer experience*

*How The Home Depot create consistently exceptional customer experience... at scale with video*

Home Depot had already realized that video could help and set up Home Depot Television to address these two challenges.

By creating video training for employees, it could ensure that all employees were trained in the same way, which in turn led to better customer experience in store.

At the same time it created thousands of product how-to videos to ensure that customers could see and understand products, whether they were buying online or in-store, before and after the purchase.

Video could easily be used to promote Home Depot internally and to customers, meaning that it could harness the power of its huge brand and expertise.

## #1

All employees trained to the same high standard

## #2

Training content repurposed into customer-based 'How-To' marketing videos





CUSTOMER SUCCESS STORY: THE SOLUTION

# *How The Home Depot focuses on creating CX video content*

*How The Home Depot create consistently exceptional customer experience... at scale with video*

Curator was implemented to meet Home Depot's initial, small-scale requirements. The team exclusively uses Curator's intuitive interface web-based interface to access their content and find what they need faster and more efficiently, whether that's pulling materials from archive for new programming edits, or redelivering existing video in new formats.

Curator is configured with a proxy view, allowing the team to watch content without needing to call high-res files. This means that they can focus on producing content, rather than wasting time on production tasks, as well as saving on file transfer costs.

Another huge advantage of Curator is the ability to keep content in archive storage, then quickly bring it back online for reuse. This has two massive benefits for Home Depot: a huge cost saving on expensive online storage and the ability to easily repurpose video content rather than always creating from scratch.





CUSTOMER SUCCESS STORY: THE RESULTS

# *The top 5 impacts Curator has on The Home Depot as a business*

*How The Home Depot create consistently exceptional customer experience... at scale with video*

**#1**

Video ensures that customers get an interconnected retail experience from considering a purchase to aftercare.

**#2**

Efficiency in training 400,000 team members to provide a consistently positive customer experience and boost sales.

**#3**

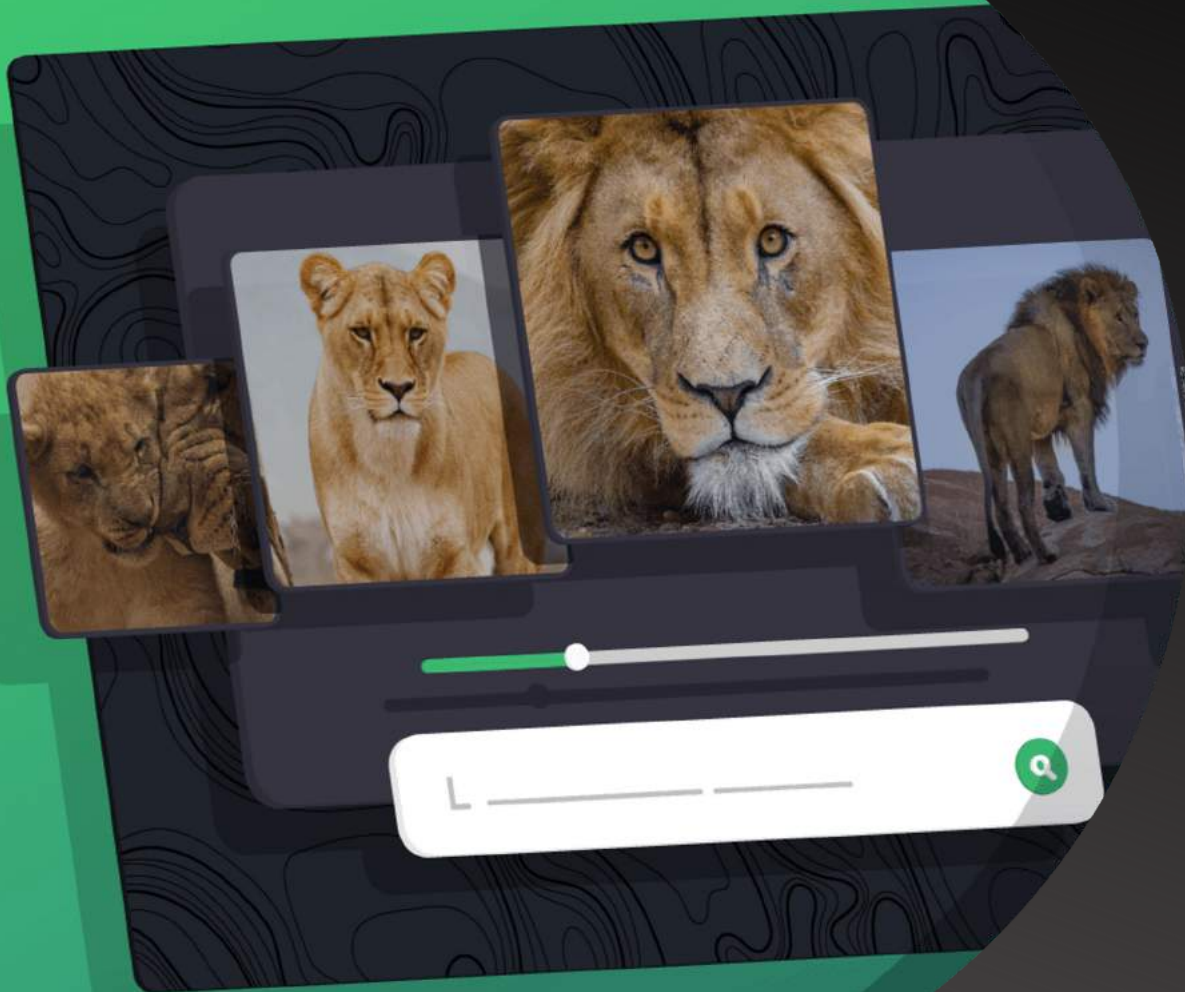
Awareness of products makes The Home Depot team stand out as knowledgeable and helpful, so customers keep returning.

**#4**

Huge range of how-to videos makes Home Depot the go-to experts for DIY help, bolstering its image as the leading brand in the hardware market.

**#5**

Cost savings: Home Depot's video strategy is also yielding clear results in the marketplace, with sales up 7.2%.



ABOUT IPV | IPV.COM

# *Serious About Video*

*Curator: The enterprise video content management software built for broadcast, sports & brands*

At IPV, we're serious about video; and we're serious about creating innovative ways to help you move, manage and monetize your media. Curator, our world-leading Video Asset Management Platform has been built to help brands like yours create, collaborate and automate more, smarter and faster.

We work with some of the biggest names in broadcasting, sports and retail, simplifying complex digital media production so teams can focus on creating inspiring content – no matter where they're located.



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