

How Hippo Video Reduced Dependencies With A Complete White-label Video Solution

About the LMS Provider

This LMS provider is a powerful, simple training software that helps teams learn, practice, and do better work. Used by over 1.5 million learners across the globe at more than 500 leading companies including Cisco, Zendesk, and Emarsys to share knowledge, develop skills, and reinforce best practices.

Introduction

Delivering training lessons online is a complex job. You need to have the right course outline to deliver the content step by step. Just focussing on content doesn't help either. Content without context is meaningless. To capture context, the LMS provider went with third-party vendors to provide video capture tools to its users.

What Went Wrong

Retro Tech

The solution delivered was a screen capture tool which the user had to download in their system. Customers generally don't prefer this. Many IT divisions have moved away from traditional storage based workstations to cloud-based mobile systems. Convincing their users to download a software in this era of cloud-based solutions was a challenge.

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We were talking to multiple contacts from these two vendors. Getting our platform on the same page with these vendors was frustrating. Also, our users needed to edit videos and these vendors couldn't support this feature

-Product Manager, LMS

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Support Nightmare

A separate vendor delivered the webcam recorder solution for them. The solution never gave them the 'Only Audio' option too. The LMS provider's tech team had to invest a lot of time to add these two solutions to their platform. The consolidation effort required was tedious. The problems never stopped there. For any issue that they encountered, they had to verify with three teams. Their own tech teams and two separate video solution providers. Support resolution metrics were affected due to this complicated workflow.

Incomplete

While recording training sessions the videos were typically 5 to 7 minutes long. The LMS team observed that many of the trainers were not able to complete the recording in a single take. They needed multiple takes. Since the recording solution didn't have an editing option, the trainers usually ended up redoing the recording. This created a negative user experience inside their otherwise exquisite user-flows.

They narrowed down the key issues to these points:

-  Reduce the number of vendors they interact with.
-  Software install issue and long resolution times had to be fixed..
-  Provide a video editing suite to improve the user experience.
-  Need a complete-white label solution.


The LMS team was looking for a solution to mitigate these three issues. That's when they partnered with our solution.

Hippo Video

Hippo Video is a complete video platform for business. Using Hippo Video, businesses can create, edit, share and analyze video performance. All this, without leaving our platform. Also, all these features can be accessed through our recorder API.

Hippo Video - One solution

The LMS provider had a large user-base that used their video tools. On an average, they had about 2000 webcam recording and 1800 screen recording per month.

-  Screen recording has to be done through an extension. Hippo Video created a secure white-label extension for the LMS provider. This extension resides in a user's browser and can be accessed easily. Their customers used the screen recorder for product and presentation walkthroughs. Our markup tools like highlight, focus, and eraser went a long way in capturing viewer attention.



Sales teams used the LMS extensively. For them training through videos became essential. Pitches need to be practiced and reviewed. Trainers too gave video feedback. Since Hippo Video delivered the editing suite through our API, the users were able to spend lesser time recording videos than they previously did. The response was overwhelmingly positive.



Hippo Video managed every aspect of video creation and rendering. The LMS providers were able to control their support workload effectively. Interacting with a single vendor was way more productive now. We also opened up a dedicated Slack channel for them just for quick response.

Using Hippo Video's recorder API, the LMS provider was able to solve the biggest issue they were facing. One single solution for all their video needs.



*With Hippo Video, we got the perfect solution that our users deserved.
Their service is incredible.*

-Product Manager, LMS

