

Amoeboids⁷



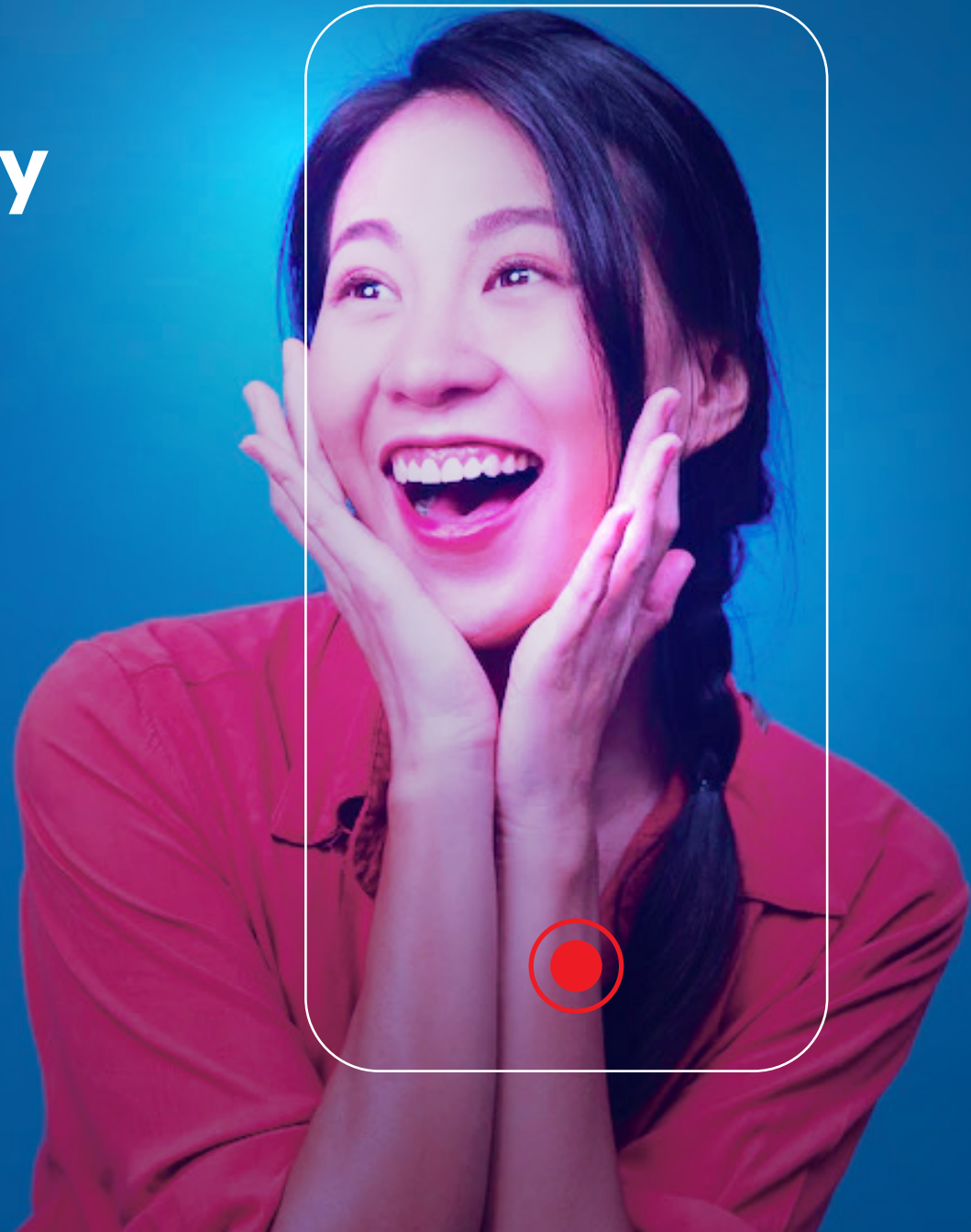
SURVEY 2022

**SIMPLIFY
SCREEN
RECORDING,
SIMPLIFY
LIFE**

Simplify screen recording, simplify life: a survey

For a long time, screen capture has been the domain of pressing the print screen button, pasting in a presentation/pdf, and creating a document that hardly anyone bothers to go through (and call up tech support to understand what to do).

It has always been seen as a necessary evil, mainly because of the tedious nature that involves multiple applications – but everybody knows the benefits of a well-documented guide. Simplifying the process, however, can make life easy for people who get the responsibility of creating the guides and other material. It might even free them up to be more detailed and deliberate in their approach, thereby creating better guides and processes.





WHY IS CAPTURING ELUSIVE



To understand the issues of customer success specialists, team Amoeboids conducted a survey that involved a sample size of 300, and focused on how screen capturing catered to different aspects of their jobs and how lack of an efficient screen recorder hampers them. 48% of the respondents were weary of installing a new plugin or program, and 43% were trying to avoid the time it takes to use screenshots because of their inefficiency. While the respondents would prefer taking screenshots and guide users through whenever required (or ask users to share their screenshots if it was easy enough), they end up using email to accomplish something mundane, like showing someone how to log in to an online account or how to use a feature in a product.

The biggest challenge faced while recording screens

48% Install new tool/plugin

5% Difficulty in sharing with teams

43% Consumes time

4% Shuffle between different tabs



It isn't that the benefits of screen recording are lost on employees. Screen recording has always been a popular way for developers, tech support and education systems to share instant information – but employees from other departments can make use of the advantages it provides too. From the employees who responded to the poll about 35% agreed that screen recording can be used to create tutorials for new features and products, 30% said demonstrations of the product or solution, and 35% voted as it is an easy way to solve recurring customer queries or features like onboarding. Teams can share instructions while allowing users to visually see the information in the same way as the one sharing the screengrab.

Screen recording can be used in an organization for



35%

Tutorials



30%

Product demos



35%

Customer service
queries/onboarding



While screen recording is used as a tool to understand and respond to user issues, it can also double up as a repository of user experience. A screen recorder stores the video footage of anything and everything that is on the screen, and can be used to save any content that is present there – from meeting presentations for later review to webinars for later consumption by other/future employees.

Benefits of screen recording tools

47%

Save time

45%

Avoid confusion

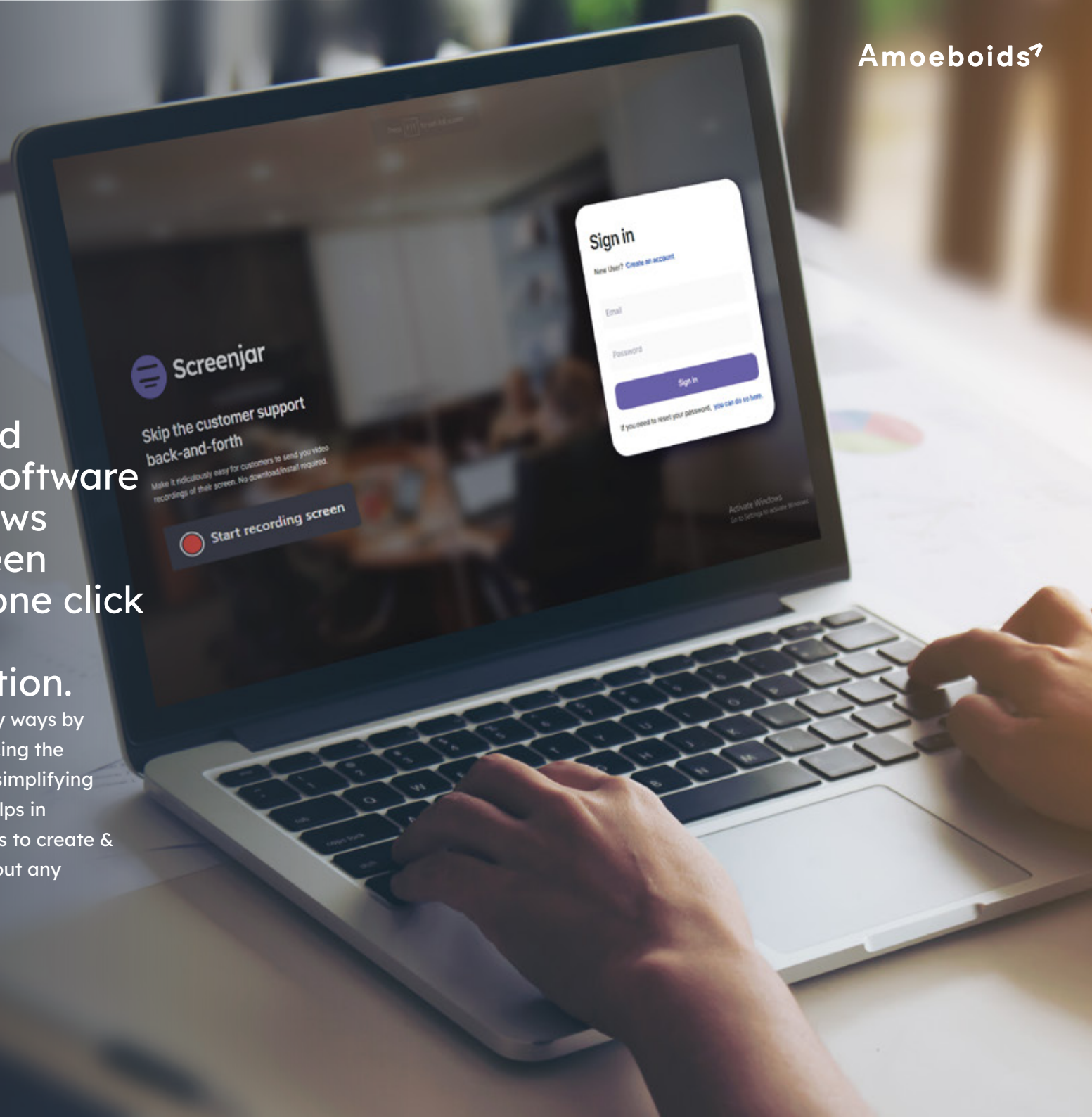
8%

Overcome language barriers



In effect, advanced screen capturing software like **Screenjar** allows users to share screen recordings in just one click - without any download/installation.

This ability can be harnessed in many ways by creative team members - from reducing the customer support back and forth to simplifying screen recording for customers. It helps in generating unique links for customers to create & upload screen recording videos without any installations or extensions.





Customers love quick resolutions

– and allowing them to show the issue they're facing with just one click, without any installations, can lead to quick resolutions. Customers can record their screen & attach videos directly to Jira issues & JSM tickets in a simple 4-step process:

Start

Generate a video request link with Chrome extension, Screenjar dashboard, or Jira ticket shared with customers seeking support.

Record

Customers record their screens and optional audio in their own time, without downloading or installing anything.

Review

Support teams are notified by email and the video is available from the same unique link it was recorded from.

Share

Relevant teams, be it product or someone else, can be easily made aware of the issue if required, by sharing the recording.

The simplicity of the process is that customers feel free to share the issue, instead of feeling inadequate while trying to explain the issue over call or mail. Issues that take longer to communicate can also be solved easily with these screen recordings, as the team will be clear from the get go about the issue. If required, getting the help of relevant teams will be easier too – by sharing the recording, the teams can get on the same level without wasting any time – and the teams will understand the customer’s perspective too.

The process of screen recording is even simpler, with features like the Chrome extension that quickly generates a link without even changing the tab. The simplicity of its use is what makes it attractive to both employees and customers, apart from its competitive pricing. The plans of deeper integrations with popular help desk & live chat solutions like Zendesk, Intercom, Zapier and more, are progressing well, and Screenjar will soon be even more frictionless.





SCREEN IS THE LIMIT

With a versatile screen recording tool like **Screenjar**, organizations and teams can get a lot more than they bargained for. Here are a few ways screen recording is being used in modern organizations.



Effective employee training

Having experts navigate the applications and explain the shortcuts and other nuances is almost as good as having a live class and answering doubts in person. Employees who are learning or transitioning can pause, rewind, forward – and understand what needs to be done to a fine detail. The practicality of this approach helps them to go at their own pace, and can even prompt some to go deeper in learning the concepts (and uncover more value).





Simplifying how-to guides

Training and development – and even knowledge transfers – don't get the importance they should. Without proper documentation in process, capable employees who can start from the get go end up spending days or weeks understanding the basics. Providing individual attention and training may be ideal but almost unachievable in the Work from anywhere (WFX) era, and screen recorders can bridge the gap to a large extent. **For example, any software firm can benefit by having these guides handy:**

- Basic onboarding for new hires
- Walkthrough of workspace
- Installing applications with specific parameters
- Understanding UI- From developer and customer point of view

With an able manager or team lead, good screen recordings can drastically bring down the time that team members require to understand and get up to date with the application and the issues that need to be solved. The simplicity of a screen recording provides a solution by clearly identifying the problem, and accelerates the time required to come up with a solution.

Collaborate simpler, collaborate better

In a world of endless meetings, it can be forgiven if sometimes focus drifts away – and having screen recordings of interactions can help in brushing up what was discussed. This way, employees can be clear about what they are required to do, without feeling embarrassed about it (not that they should in the first place – good managers ensure their team members can clarify any doubt without being judged). These meetings can feature screen recordings too – how customers responded, or what is the issue with the new button on the home page – sort of record-ception in itself.





Conclusion

Leaders know how important customer service is for the success of their products and/or services. Simplifying the lives of employees by helping them understand their issues is the way to go – and when it is done well, employees try to empathise with the users and customers too, and kick the cycle of growth into a new gear. A tool as simple as a screen recorder (that fits in the everyday processes of employees) can improve everything from handling customers to employee productivity.



Screenjar
App



Available on Atlassian marketplace



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Platinum
Marketplace Partner

About Amoeboids

We work to make workplaces better

We at Amoeboids want to build a future in which we'd love to work in.
We take immense pride in building products that enrich workplace culture,
build focus across any department of the organization

amoeboids.com