

TechSmith Relay Use Cases for the Workplace

Training Developer	Project Manager	Executive/Manager	Sales Team Member	IT Professional	HR Professional
Create interactive process training for employees	Record demos to share company-wide or only with stakeholders	Record important company announcements and updates for employees	Record and share key process videos for the team (e.g. how to score leads, qualify leads, or generate reports)	Create and share videos that answer frequently asked questions	Record how to fill out forms, such as expense reports, benefit forms, or tax forms
Combine SME recorded videos into formalized training	Record product or project roadmap updates and presentations	Record personalized feedback for individuals, teams, or departments	Record important updates to share with the company	Create training videos on how to use internal systems	Provide personalized professional coaching videos for employees
Create an informal video knowledge base for employees to share tips and best practices	Record feedback to share with the team	Get notified automatically of new product update and demo videos to keep abreast of all the product and project developments	Record and share best practices tips and tricks	Record personalized training or support for employees	Create employee onboarding videos to get new recruits off to a great start
Record and share new routines and procedures (e.g. new phones, expense report forms and processes)	Record personalized videos highlighting functionality or progress with advisory groups or customers to get early feedback	Record important in-person or web-based meetings for viewing by absent team members or other teams	Create sales training videos (e.g. how to conduct a sales call)	Make sure employees understand acceptable use policies for technology by creating training videos, and track analytics to see who's watched what	Share compliance videos like sexual harassment training, and measure who's watched what using built-in quizzing and viewing analytics
Record face-to-face training sessions to make accessible later on	Record field reports from customer visits to share insights back to stakeholders	Record important and personalized messages for external stakeholders	View product overview and training videos to stay up-to-date on the latest product development	Contribute videos to a tips and tricks knowledge base	Record and share the latest HR regulations with executives and managers
Track and measure learning with built-in video analytics and quizzes	Search for tips in the video knowledge base	Review tips and best practices in the video knowledge base	Record customer interviews and online meetings to share customer feedback with the rest of the team	Record a real-world process (e.g. connecting and setting up a server)	Review training videos from subject-matter experts and provide feedback using video