## TechSmith Relay Use Cases for the Workplace

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