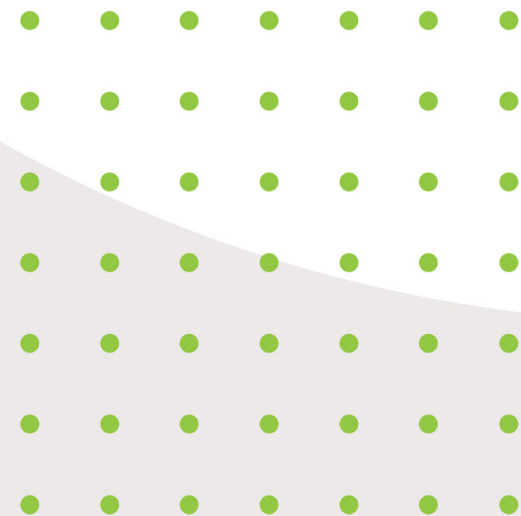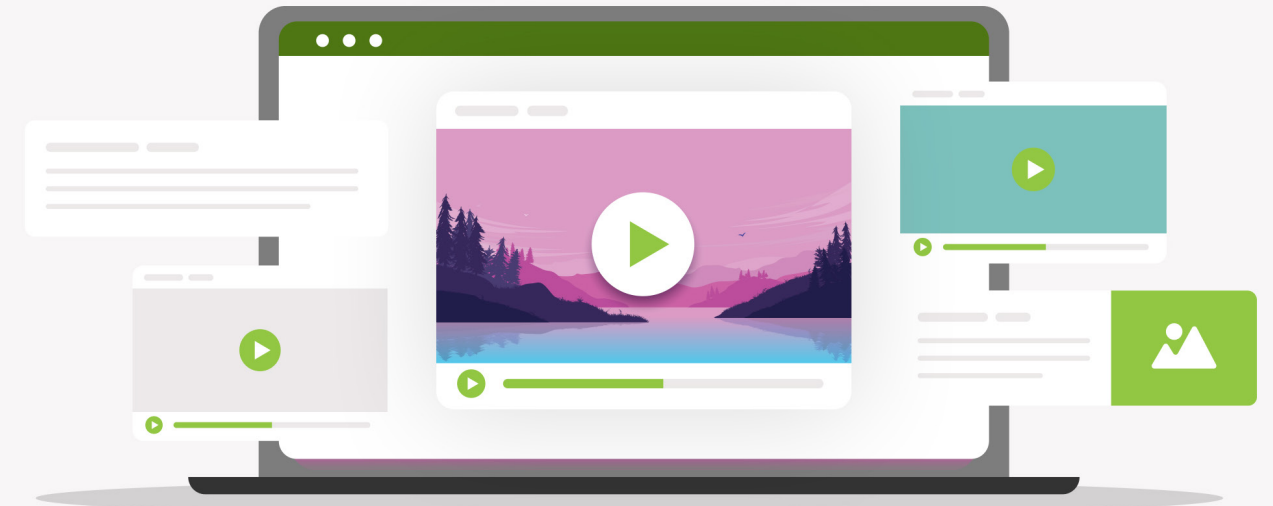# 2023 State of SaaS Customer Success and Product Training Videos

Key Takeaways

1 **Demand is growing:** There was a significant increase from 2022 in the number of customers that prefer video over reading (56% vs 22%)

2 93% believe **video is essential to customer acquisition and retention**, and 51% believe it's absolutely essential

3 **Self-service** is a major theme: 60% believe the best benefit of video is self-service customer support

4 The number of companies offering **videos in multiple languages** almost doubled (from 22% to 42% YoY), but only 4% offer translated voiceover over language-specific software

5 58% are **investing over $500k into software/product videos annually** (24% of those are investing more than $1m)

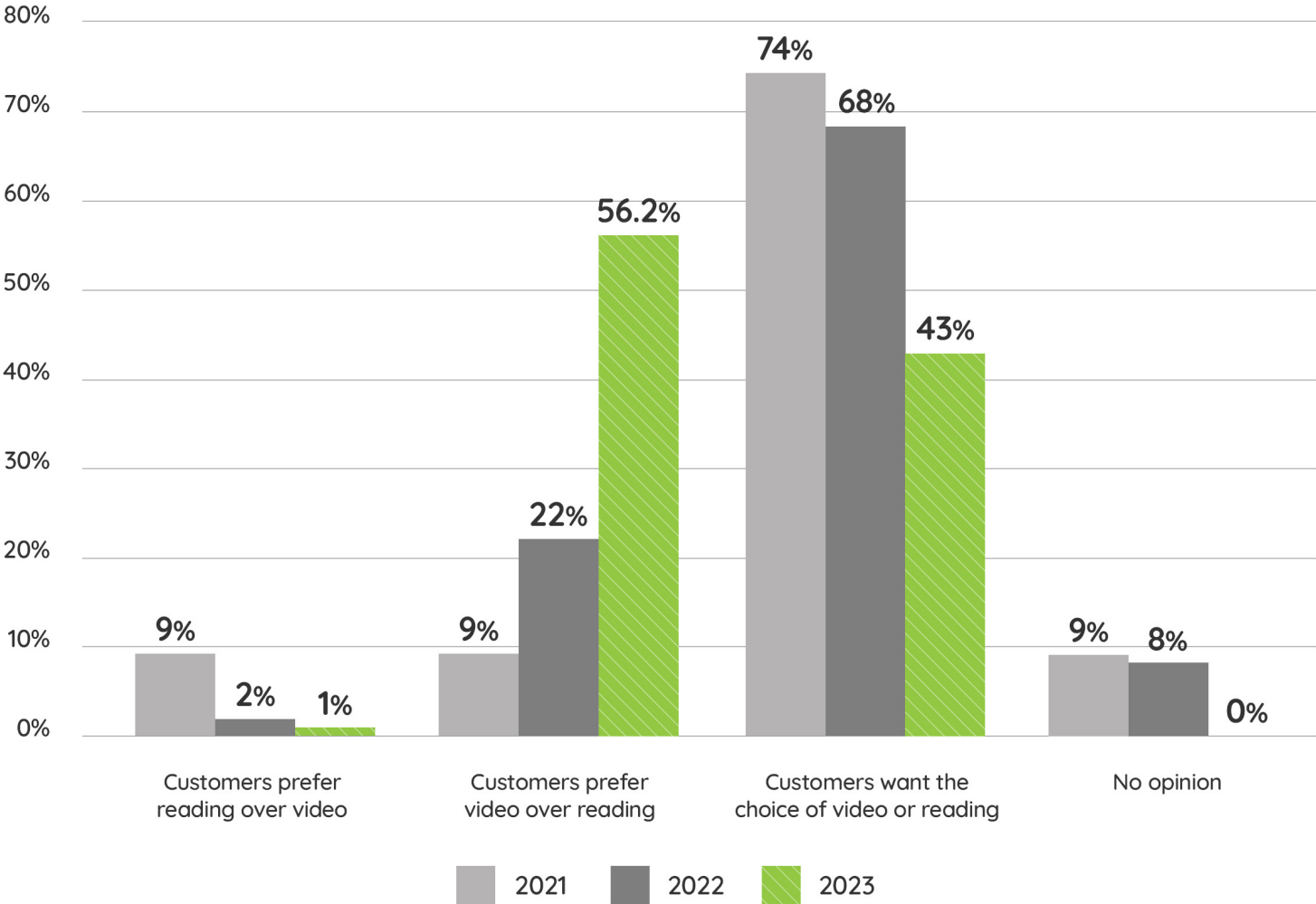# Video Dominance: The Rising Preference Over Reading

There's been a significant shift in customer preferences between video and online documentation/help articles. Over the last three years, the numbers have spoken loud and clear: **video is taking the lead.**

The data shows an impressive year-over-year growth with 56% of customers now preferring video over reading. That's nearly double the previous year's results.
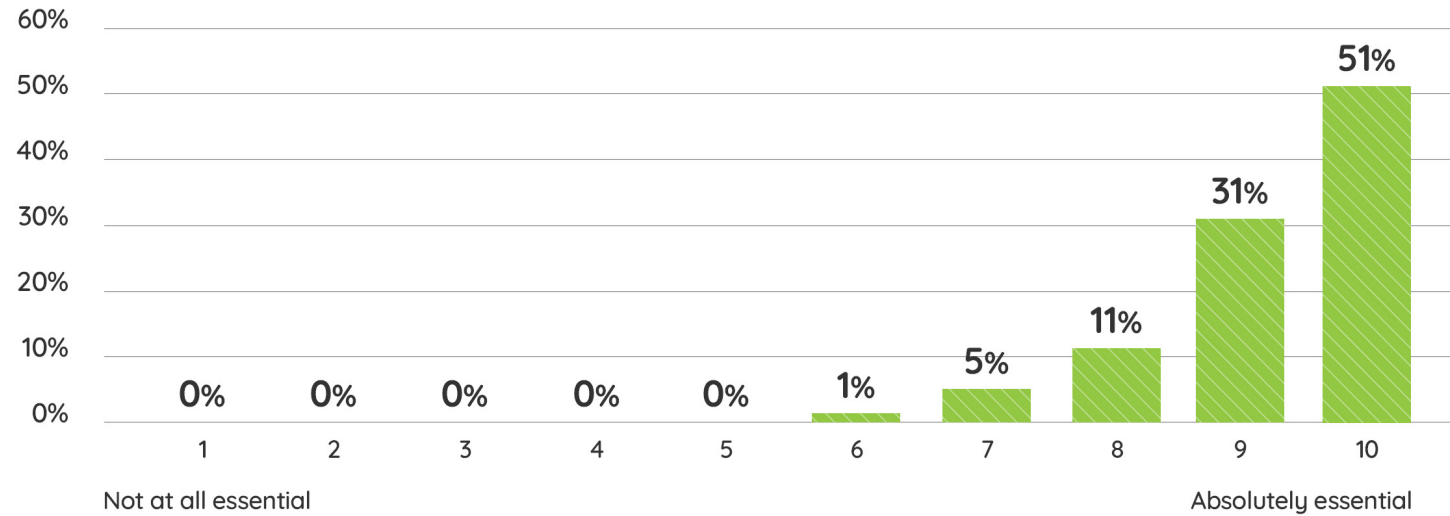
Moreover, when combining the responses that include video, we find that the majority (99%) of respondents believe their customers demand video content in general. This trend highlights the undeniable dominance of video as the preferred medium, while the preference for reading over video has notably declined over the three-year period. **Video has emerged as the clear winner in capturing and retaining customer attention.**

56% of customers now preferring video over reading

Do you believe your customers prefer video or online documentation/help articles?

	Customers prefer reading over video	Customers prefer video over reading	Customers want the choice of video or reading	No opinion
2021	9%	9%	74%	9%
2022	2%	22%	68%	8%
2023	1%	56.2%	43%	0%

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How essential is video to customer acquisition and retention (scale of 1-10)?

Not at all essential — Absolutely essential

Do you believe videos reduce (or would reduce) your number of support tickets (scale 1-10)?

Not at all essential — Absolutely essential
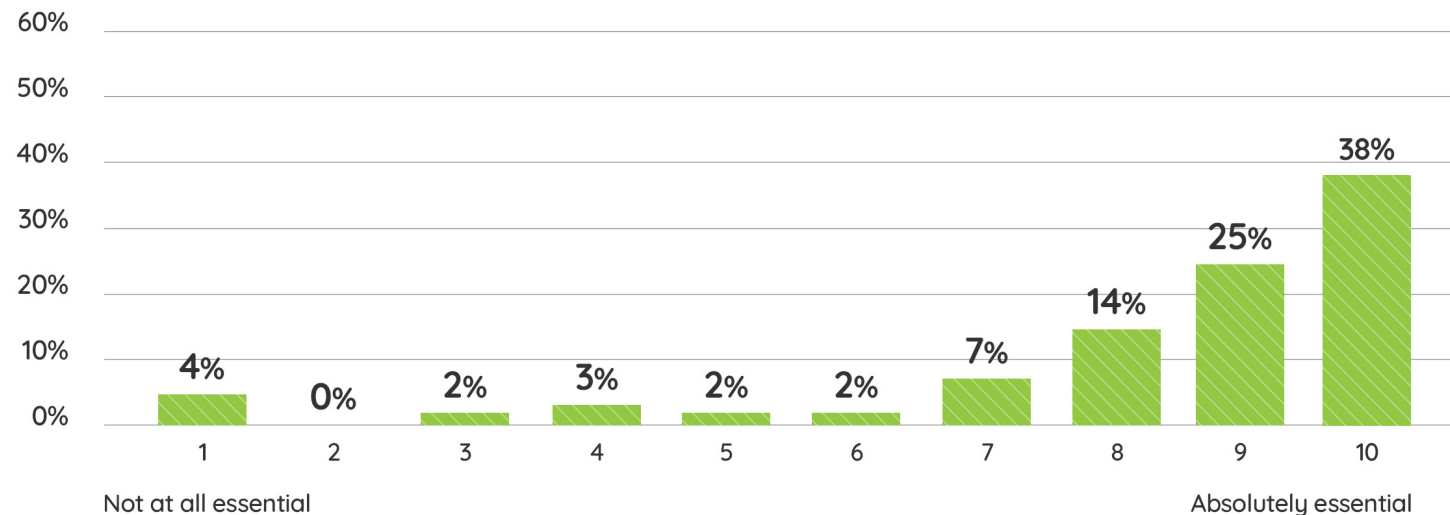
The Power of Video in Customer Acquisition, Retention and Support

B2B SaaS companies resoundingly acknowledge the essential role of video in customer acquisition and retention. An overwhelming **93%** of respondents believe that **video is vital for acquiring and retaining customers.**

In fact, 51% of participants consider video to be **absolutely essential**, highlighting its critical impact on driving business success. There seems to be a widespread recognition of video as a powerful tool in the customer journey. When it comes to reducing support tickets, 78% believe that videos have a significant impact.

And 38% of those believe that **videos absolutely reduces support tickets.** These results reaffirm the potential of videos to effectively alleviate support ticket volumes.

93% consider video to be vital to customer acquisition and retention

Customer Success: Unlocking Cost Savings with Videos

The survey data reveals a widespread belief among B2B SaaS companies that **videos have a significant impact on reducing the cost of their Customer Success function.**

A substantial majority of 78% of respondents firmly believe that videos contribute to cost savings, highlighting their effectiveness in optimizing the efficiency of customer support operations.

The results suggest that videos hold promise in streamlining and optimizing the Customer Success function, paving the way for improved operational efficiency and reduced expenses.

78% firmly believe that videos reduce customer success costs

Do you believe videos reduce (or would reduce) the cost of your Customer Success function? (scale of 1-10)

Scale	Percentage
1	1%
2	1%
3	2%
4	1%
5	4%
6	3%
7	9%
8	13%
9	27%
10	37%

Doesn't reduce at all

Absolutely reduces

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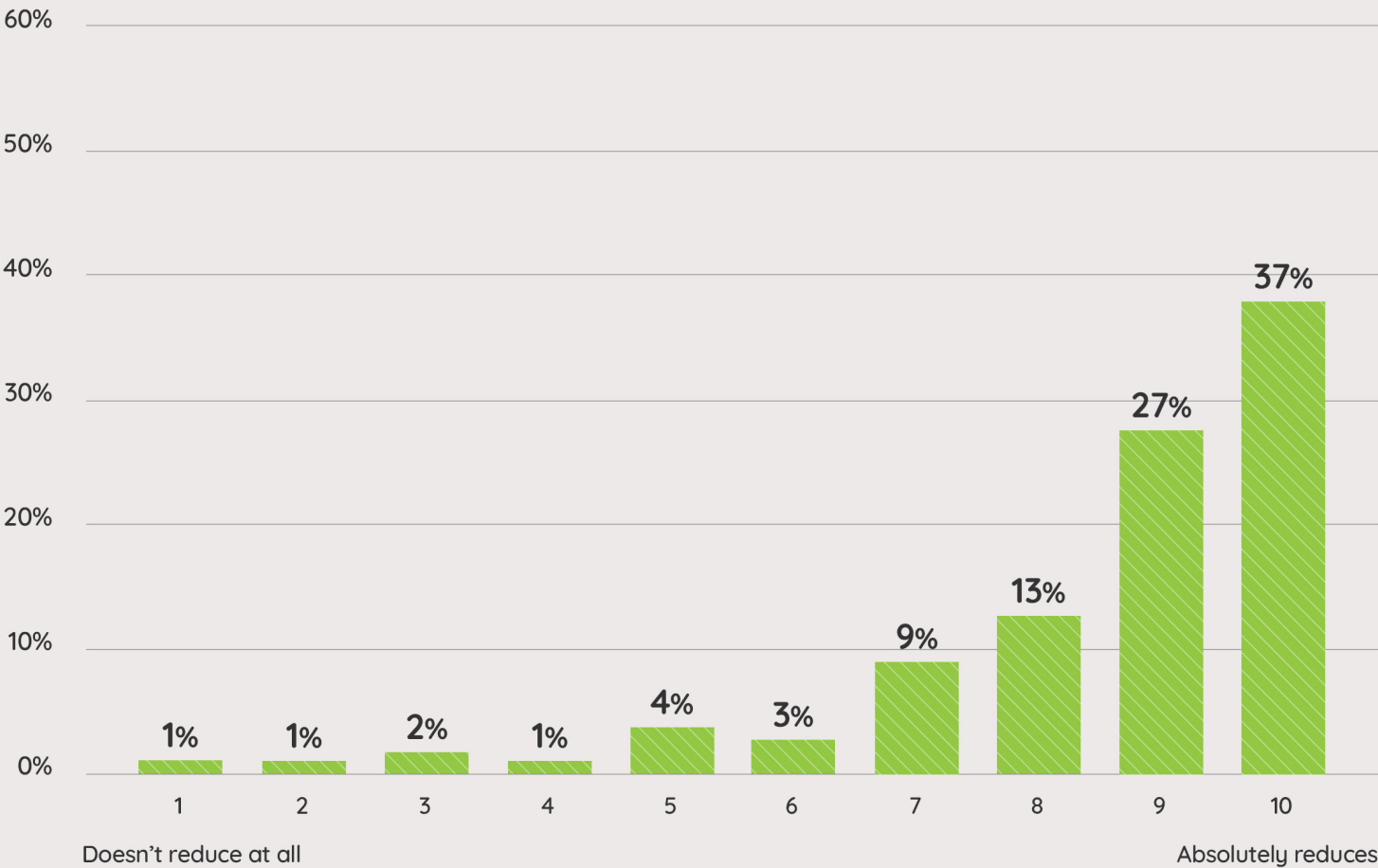
What do you think is the best benefits of video for your business? (multi-select)

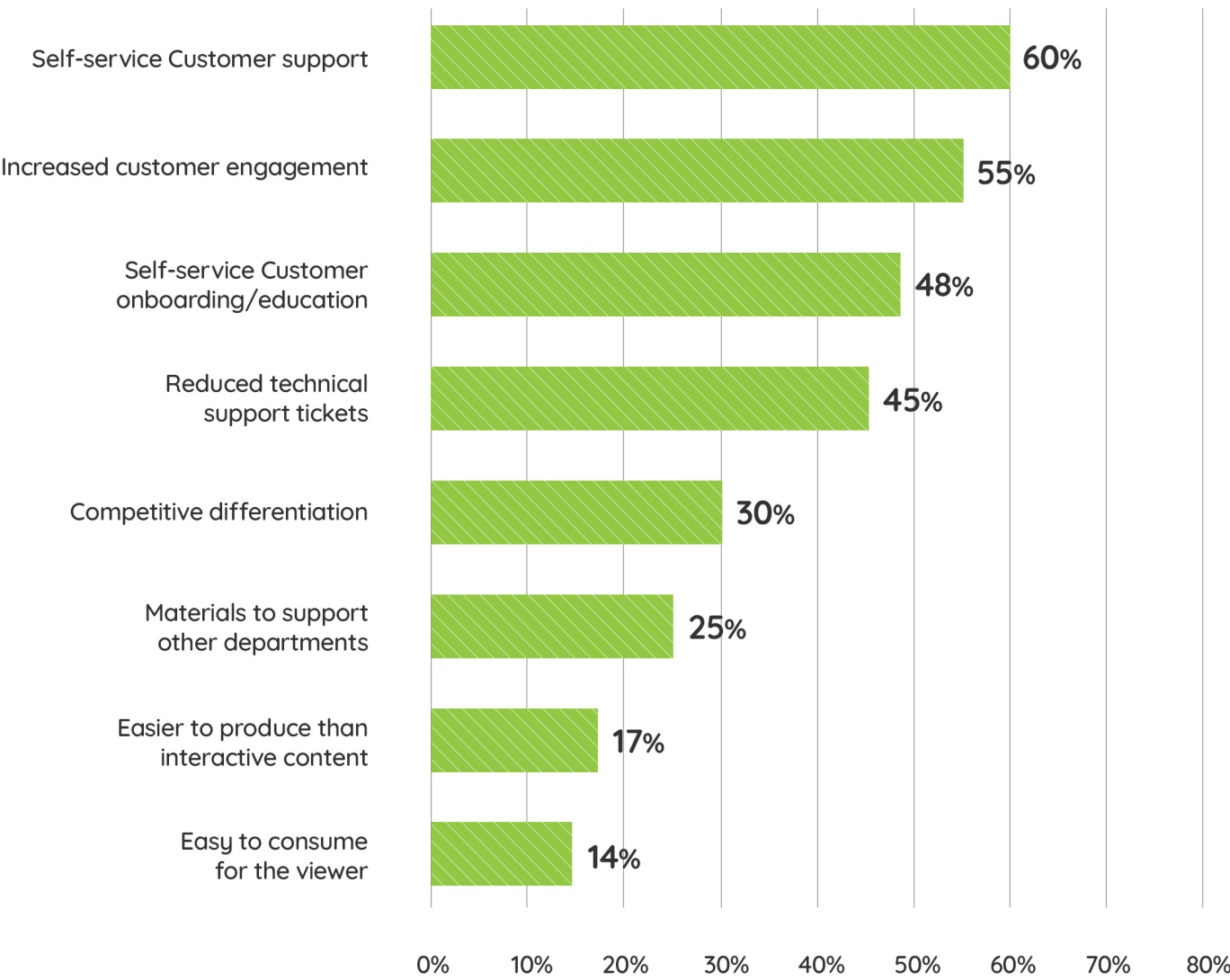| Benefit	Percentage
Self-service Customer support	60%
Increased customer engagement	55%
Self-service Customer onboarding/education	48%
Reduced technical support tickets	45%
Competitive differentiation	30%
Materials to support other departments	25%
Easier to produce than interactive content	17%
Easy to consume for the viewer	14%

Unlocking the Power of Self-Service

When it comes to harnessing the power of video, the resounding consensus among respondents is the significance of self-service. A staggering 60% perceive self-service customer support as the most valuable benefit, closely followed by 48% who prioritize self-service customer onboarding and education.

Companies seem to be recognizing the multifaceted value of video, acknowledging its role not only in facilitating learning but also in driving self-service and customer engagement.

Top 4 video benefits:

1. Self-service customer support
2. Increased customer engagement
3. Self-service customer onboarding/education
4. Reduced technical support tickets

The Mobile Video Revolution

A staggering 98.5% of respondents currently offer a mobile app version of their software. Of those offering a mobile app, 73% have extended their reach to both iOS and Android users.
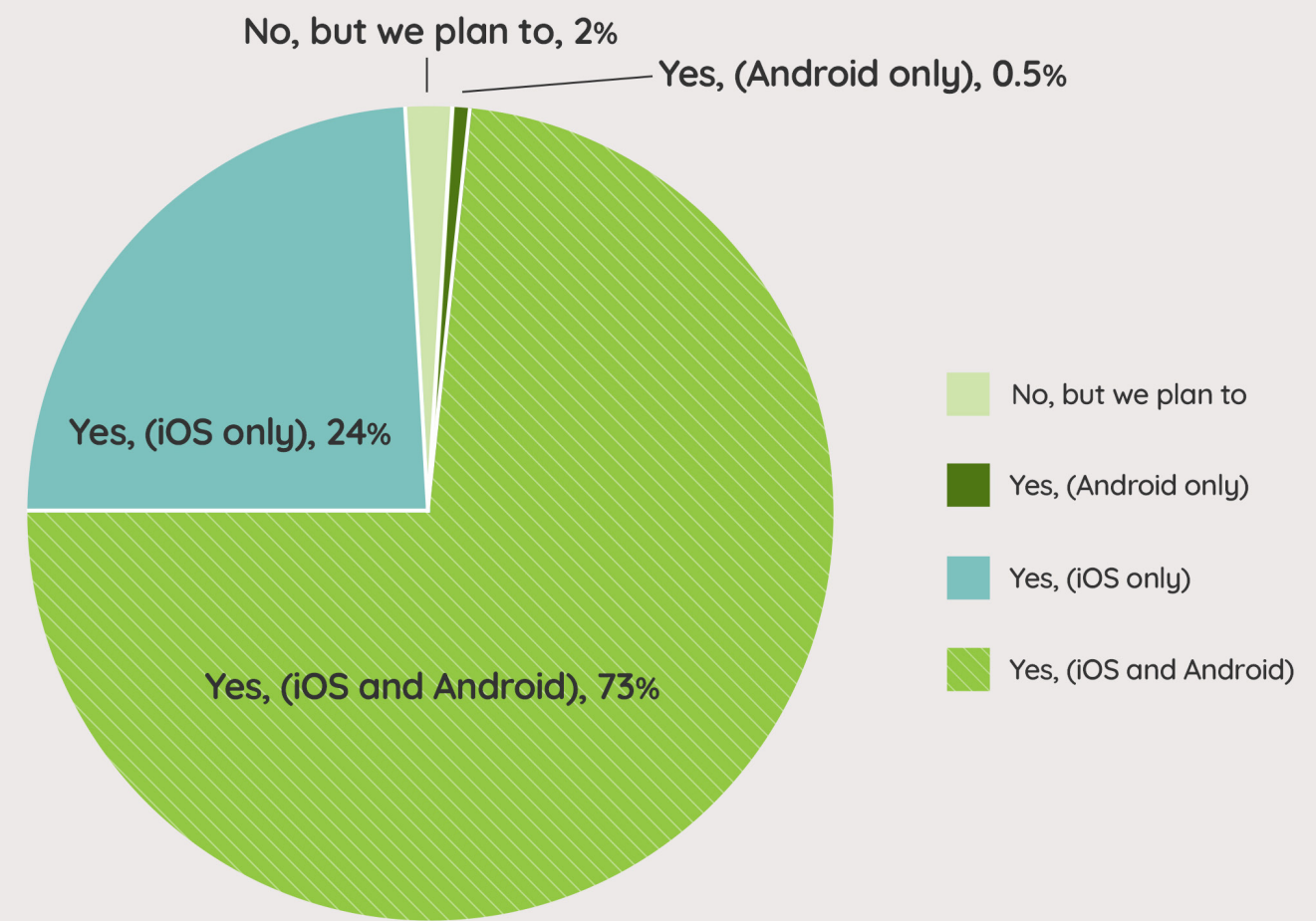
Notably, the remaining 2% who have yet to launch a mobile app have expressed their intention to do so in the future. There was an option in the survey for "No mobile app, no plans to", but no respondents selected it.

This unanimous inclination towards mobile underscores its importance in the B2B SaaS space. It indicates a strategic shift towards leveraging mobile video to engage and serve customers effectively.

With an ever-increasing reliance on mobile devices and the widespread adoption of mobile apps, **B2B SaaS companies are embracing the power of mobile video to connect with their audience, enhance user experiences, and drive business growth.**

A staggering 98.5% of respondents currently offer a mobile app version of their software

Do you currently offer a mobile app version of your software?

No, but we plan to, 2%

Yes, (Android only), 0.5%

Yes, (iOS only), 24%

Yes, (iOS and Android), 73%

Legend:
- No, but we plan to
- Yes, (Android only)
- Yes, (iOS only)
- Yes, (iOS and Android)

What kinds of videos do you make for onboarding and support? (check all that apply)

Category	Percentage
Troubleshooting common problems and solutions	43.3%
Basic platform navigation	42.3%
Major features and functionality	39.8%
Commonly asked questions	38.3%
Certifications	34.8%
Introduction/Software 101	33.8%
Dashboards and personalization/customization	28.4%
Advanced features	27.9%
Setting up and generating insights from reporting	18.9%
Available integrations and how to set them up	14.9%
Use Case examples	10.9%
Training Labs	10.9%
N/A (we don't use videos)	3.0%

Optimizing Video Content for Onboarding and Support

The top four types of videos respondents create align perfectly with our recommendations. Troubleshooting common problems and solutions take the lead (43.3%), closely followed by videos on basic platform navigation (42.3%). However, there are untapped opportunities that some companies are missing out on.

Only around 19% of respondents create videos about setting up and generating insights from reporting, potentially overlooking a valuable aspect of their software. And just 28% produce videos about advanced features, limiting their ability to **upsell and provide enhanced value to their customers.** By leveraging these neglected areas, B2B SaaS companies can unlock new avenues for customer satisfaction and business growth.

Top 4 video types made:

1. Troubleshooting common problems and solutions
2. Basic platform navigation
3. Major features and functionality
4. Commonly asked questions

How-To Video Production: The Battle for Time

In the fast-paced world of B2B SaaS, video content has become an invaluable asset for engaging and educating users. However, the process of producing videos efficiently continues to pose challenges.

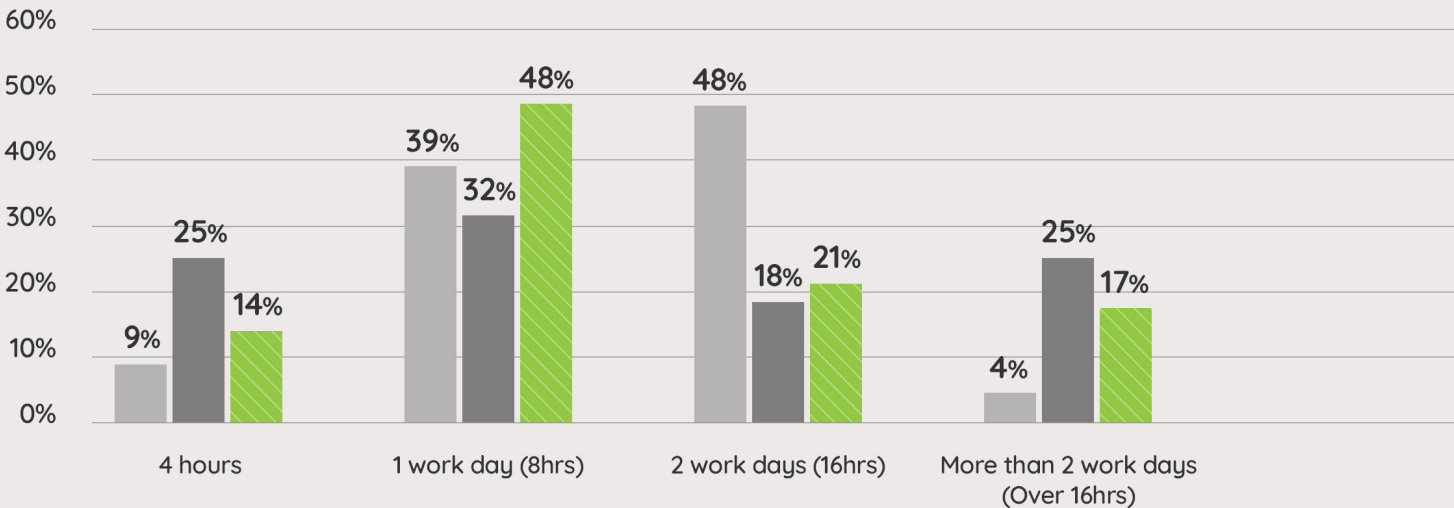One of the key pain points in video production is the considerable amount of **time** it consumes.

A Major Time Sink

48% of respondents said that it takes a full day to produce one 3 minute video, and 38% indicated that it takes two days or more.
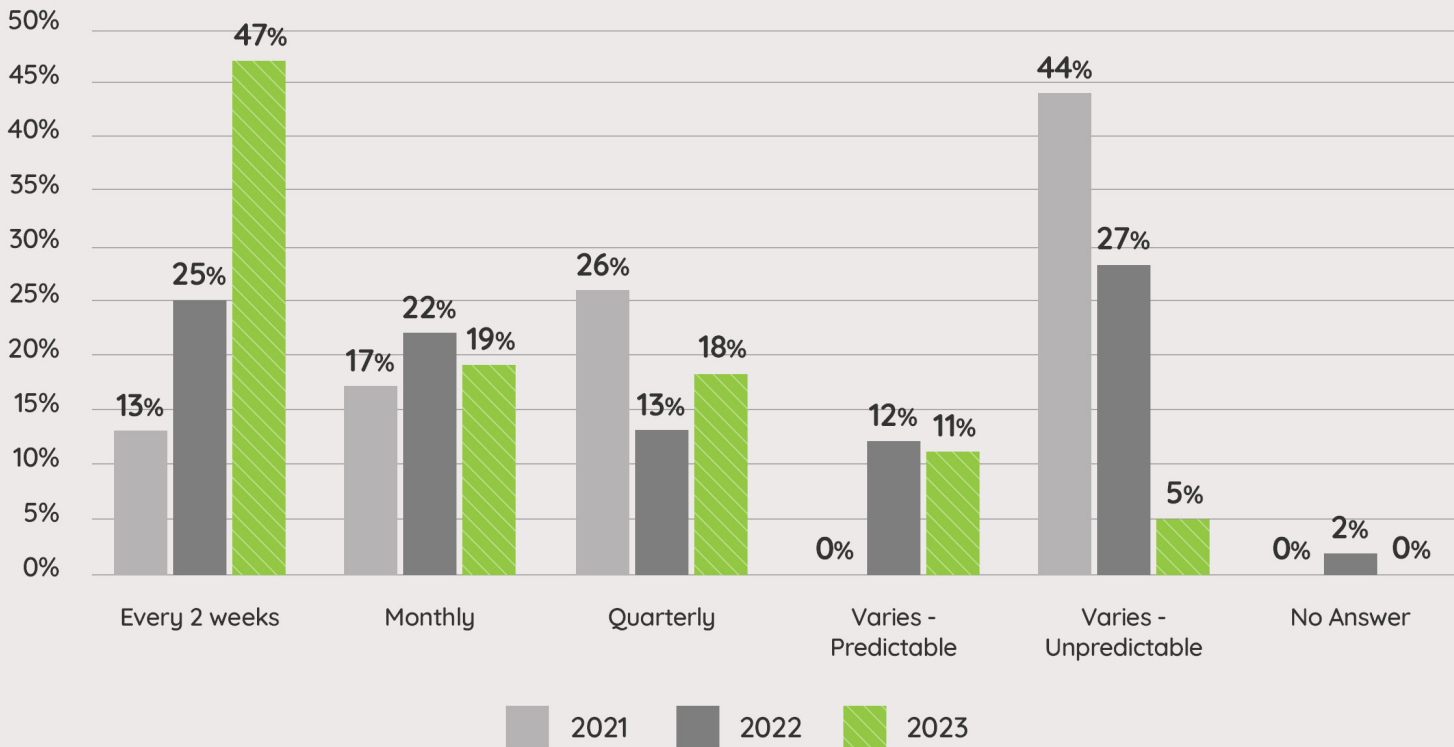
Many of these videos are created by internal subject matter experts, so this is a lot of time to take away from their other responsibilities. Especially when you consider that almost ½ of SaaS companies have new releases that likely require updated videos **every 2 weeks**. That's a lot of video production!

47% of SaaS companies have new software releases every 2 weeks

How much time would you estimate it takes to produce a 3 minute video (from script, screen recording, voice over, editing, review to final product?)

Time	2021	2022	2023
4 hours	9%	25%	14%
1 work day (8hrs)	39%	32%	48%
2 work days (16hrs)	48%	18%	21%
More than 2 work days (Over 16hrs)	4%	25%	17%

How often are your software releases?

Frequency	2021	2022	2023
Every 2 weeks	13%	25%	47%
Monthly	17%	22%	19%
Quarterly	26%	13%	18%
Varies - Predictable	0%	12%	11%
Varies - Unpredictable	44%	27%	5%
No Answer	0%	2%	0%

Legend: 2021, 2022, 2023

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Voiceover: Leveraging Internal SMEs and AI Technology

When it comes to recording voiceovers for videos, 67% of SaaS companies continue to rely on their internal subject matter experts (SMEs). This number increased year over year, up from 55% in 2022.
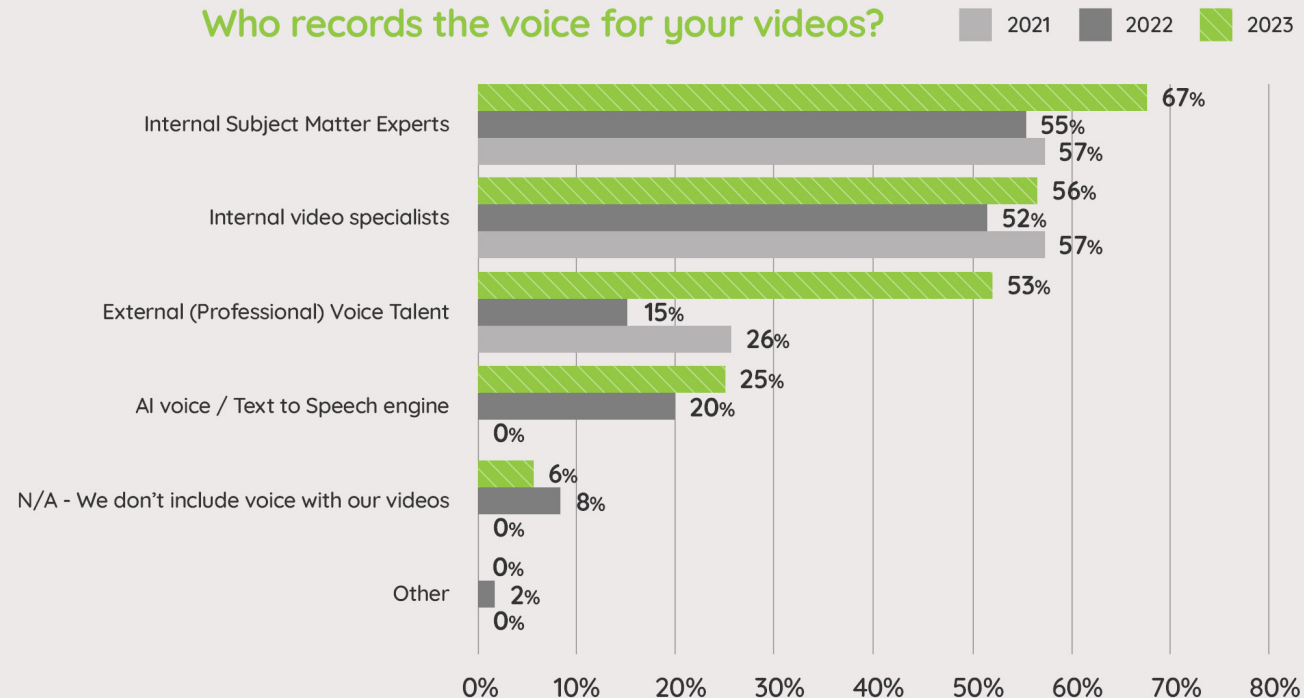
This trend suggests that the growing demand for video content places additional **pressure on SMEs** to accommodate. There has also been a steady adoption of AI voices, with 25% of companies utilizing this technology in 2023, up from 20% in 2022. With generative AI capturing headlines more and more, this number will likely continue to rise as businesses explore the benefits of automation for how-to and tutorial videos.
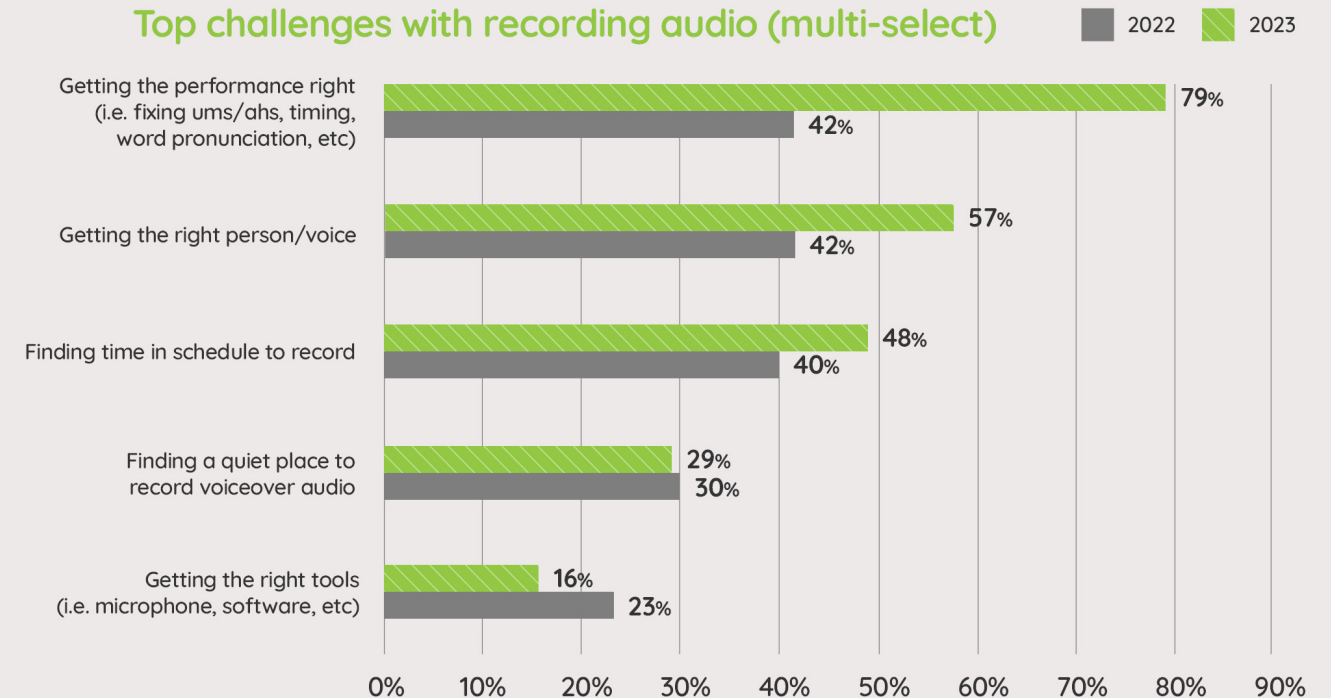
The vast majority (79%) struggle with achieving the desired performance quality, same as last year's majority. This recurring issue highlights the need for solutions that can **streamline and enhance the voiceover process.** It's encouraging that the adoption of AI voices continues to increase year over year.

The upward trend indicates a growing recognition of the benefits and potential of **AI technology for voiceover.** With AI voices, companies can easily generate a consistent performance in minutes without needing to edit or do another take.

Who records the voice for your videos?

Legend: 2021, 2022, 2023

Category	2023	2022	2021
Internal Subject Matter Experts	67%	55%	57%
Internal video specialists	56%	52%	57%
External (Professional) Voice Talent	53%	15%	26%
AI voice / Text to Speech engine	25%	20%	0%
N/A - We don't include voice with our videos	6%	8%	0%
Other	0%	2%	0%

Top challenges with recording audio (multi-select)

Legend: 2022, 2023

Challenge	2023	2022
Getting the performance right (i.e. fixing ums/ahs, timing, word pronunciation, etc)	79%	42%
Getting the right person/voice	57%	42%
Finding time in schedule to record	48%	40%
Finding a quiet place to record voiceover audio	29%	30%
Getting the right tools (i.e. microphone, software, etc)	16%	23%

What languages are covered by your software videos?

- Multiple languages: 22% (2022), 42% (2023)
- Only one language: 78% (2022), 58% (2023)

Legend: 2022, 2023
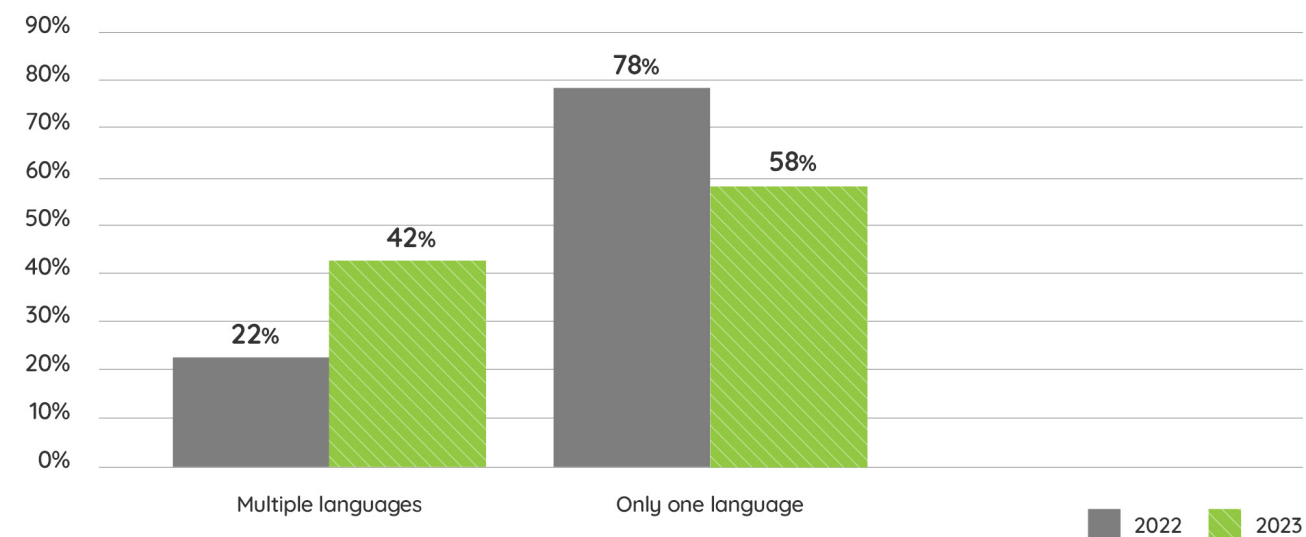
How are these languages offered?

- No translated voiceover, but translated closed captions over English software: 13% (2021), 7% (2022), 4% (2023)
- No translated voiceover, but translated closed captions over language-specific software: 0% (2021), 2% (2022), 14% (2023)
- Translated voiceover over English software: 0% (2021), 5% (2022), 19% (2023)
- Translated voiceover over language-specific software: 4% (2021), 8% (2022), 5% (2023)

Legend: 2021, 2022, 2023

Multilingual Video: Expanding Reach and Leveraging Technology

Companies are increasingly embracing multilingual video content to expand their reach and engage a wider audience. The number of those providing videos in other languages nearly doubled in just one year (from 22% to 42%). It's clear that catering to **diverse language preferences** of customers and **expanding global reach** is a top priority.

Many companies (19%) offer multilingual videos as translated voiceover with English software. Others (14%) use translated closed captions on language-specific software. Translated voiceover over language-specific software has seen a slight decline, possibly due to the manual labor required to record and edit.

The majority (42%) use machine translation for multilingual video production, which significantly speeds up the ability to provide closed captions across languages without the need for a dedicated translator.

We also asked how SaaS companies translated videos into other languages:

1. (42%) **Machine Translation**
2. (27%) **Dedicated translator on staff**
3. (24%) **External translators**
4. (3%) **Internal native language speaker**
5. (3%) **N/A - We don't translate videos into other languages**

Tackling the Soaring Costs of Video Production

Creating impactful videos that onboard and engage customers comes with a price tag.

Over two-thirds (68%) of companies spend at least $100 per hour on video production. These expenses cover skilled editing professionals, top-notch equipment, and meticulous attention to detail.
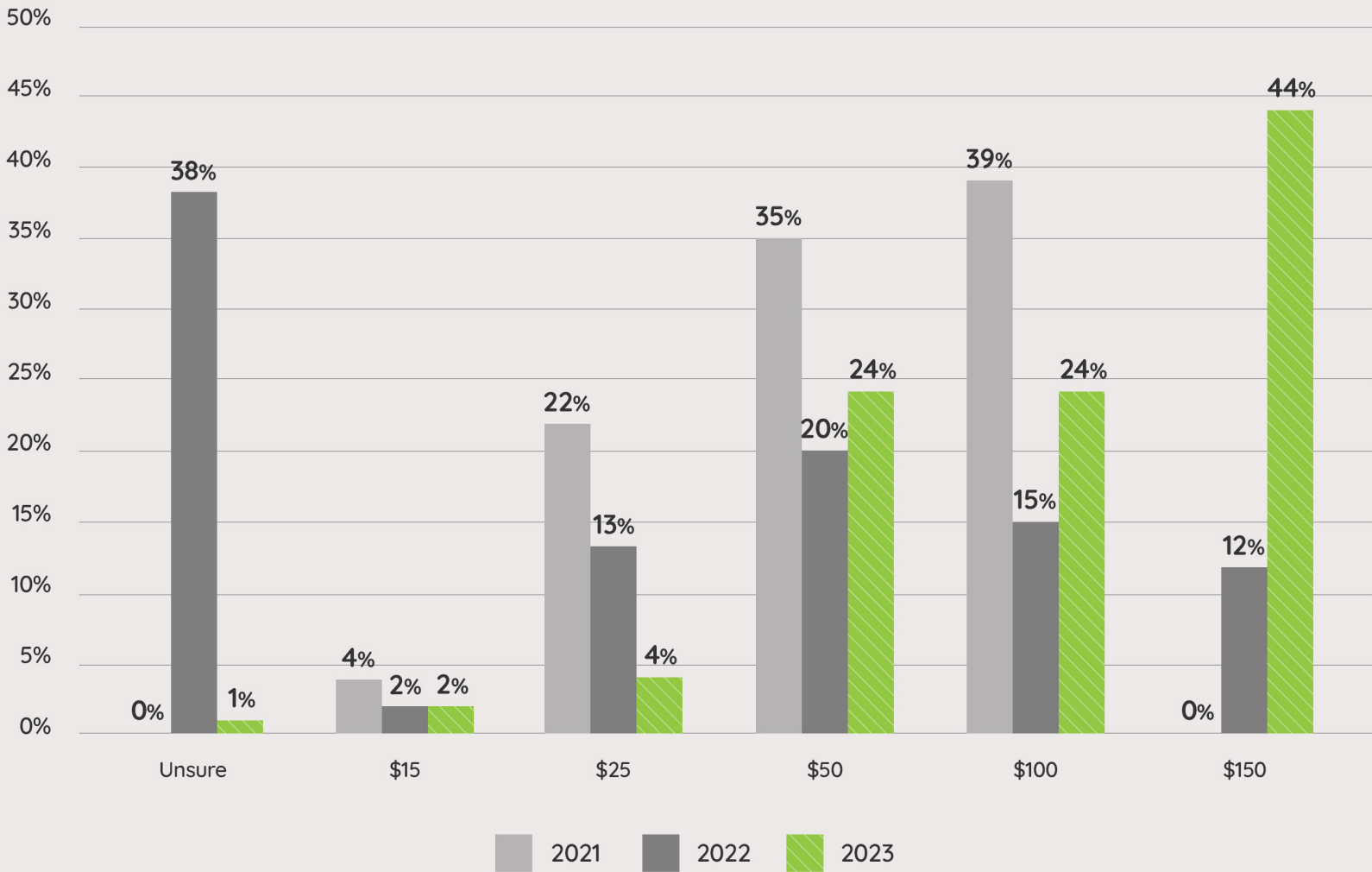
But the costs don't stop there.

In 2023, the number of companies spending $150 per hour skyrocketed from 12% in 2022 to a whopping 44%.

This surge reflects the **increasing value placed on video content** and the substantial resources dedicated to meeting the demand. However, these escalating expenses create a financial hurdle that must be overcome.

68% of companies spend at least $100 per hour on video production

What rate would you estimate is the hourly cost of making a video, assuming it's made internally? (Please select the closest "blended" rate in USD)

Rate	2021	2022	2023
Unsure	0%	38%	1%
$15	4%	2%	2%
$25	22%	13%	4%
$50	35%	20%	24%
$100	39%	15%	24%
$150	0%	12%	44%

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How much are you (or your department) investing into software/product videos annually? (USD)

Bar chart comparing 2022 and 2023 investments:

Category	2022	2023
Unsure	50%	0%
Less than $50k	23%	1%
$51k - 200k	15%	9%
$201k - 500k	7%	32%
$501k - 1m	2%	34%
More than $1m	3%	24%

Legend: 2022, 2023
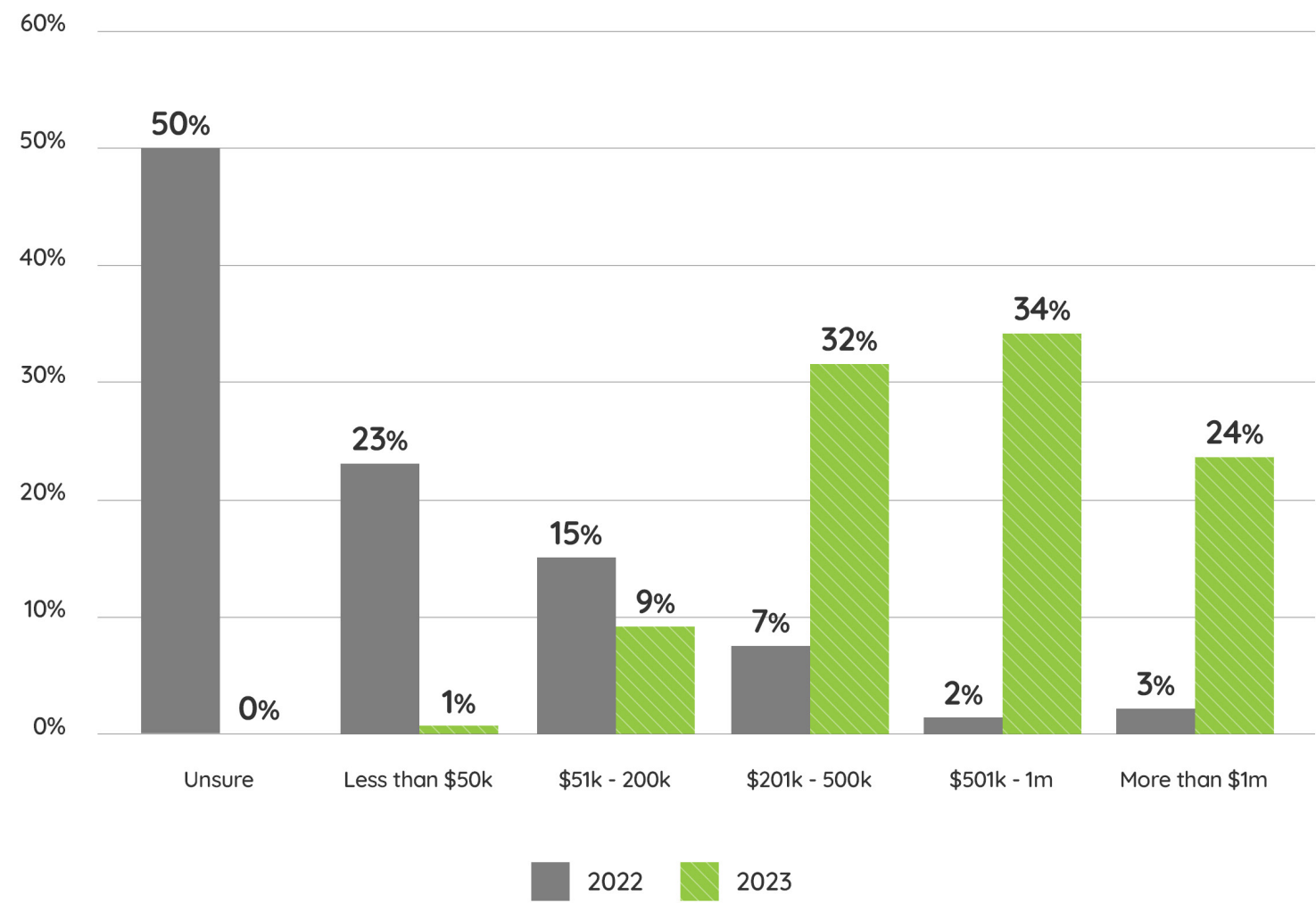
Strategic Investments in Tutorial Videos

B2B SaaS companies are making significant financial commitments to software/product videos, with 58% investing over $500,000 annually and 24% exceeding $1 million.

The substantial **increase in investment** from 2022 suggests a growing recognition of the importance and effectiveness of video content in driving business outcomes.

This surge in investment can likely be attributed to **higher video demand.**

With budgets encompassing salaries and production expenses, companies are strategically channeling funds to maximize the return on investment for their software/product videos.

Efficient allocation of resources, including salaries for video editors and other production expenses, is crucial to ensure optimal ROI.

82% investing over $500,000 annually in customer success and product training videos

What Video Investments are Companies Prioritizing?

B2B SaaS companies have strategies to tackle the growing video demand. One approach adopted by 51% of companies is hiring additional personnel like videographers and editors. This strengthens in-house production capabilities and optimizes workflow management.
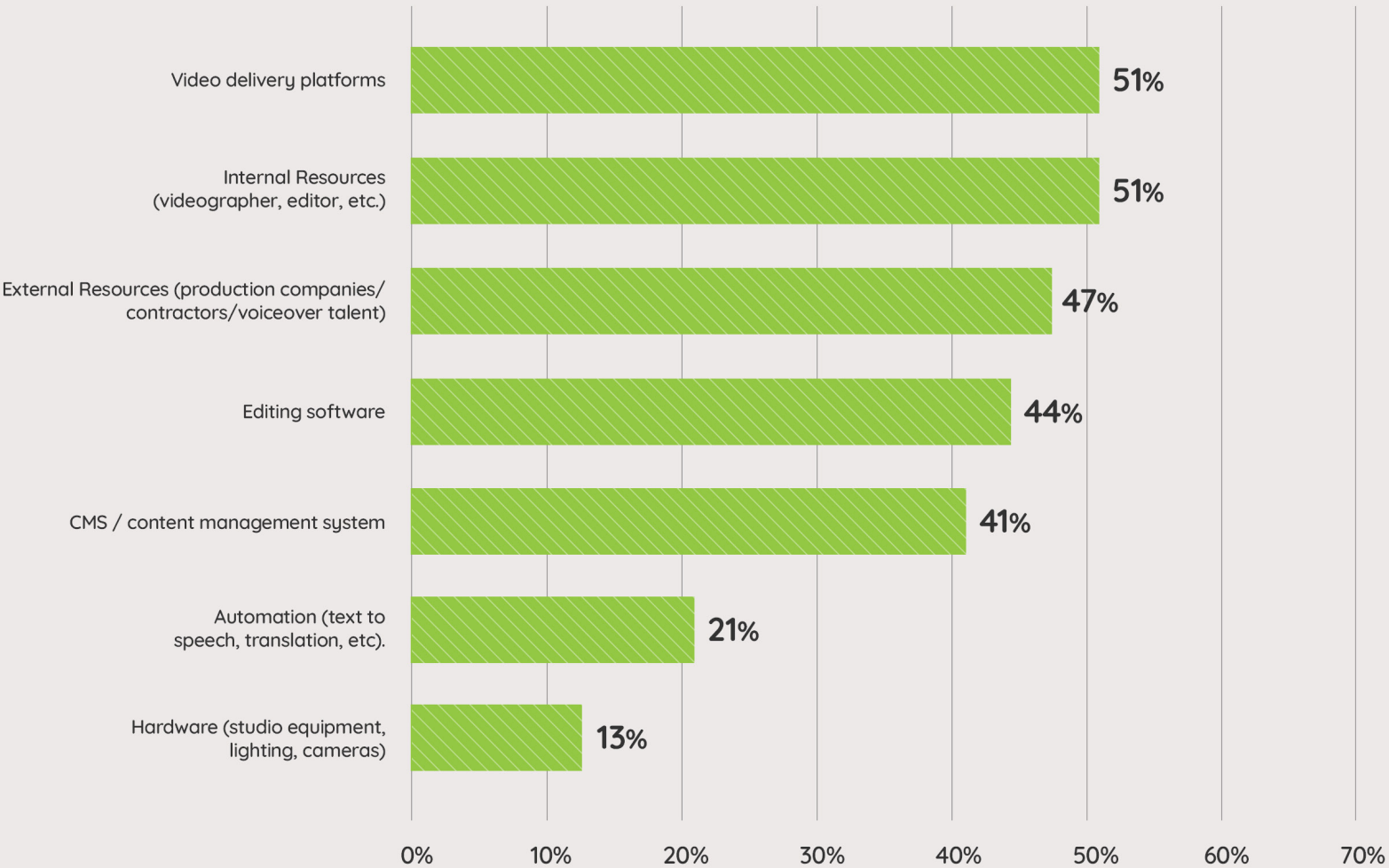
But it comes with salary, training, and ongoing expenses.

A savvy 21% of companies invest in **automation.** By leveraging cutting-edge tools, they streamline production processes, optimize workflows, and reduce costs. This saves time and helps meet the rising demand for video content without breaking the bank.

The path to conquer rising costs in video production is within reach. **Generative AI and automation are empowering SaaS companies** to navigate this evolving landscape, drive efficiency, and achieve their business goals.

A savvy 21% of companies invest in automation

What video resources/technologies are you investing in? (check all that apply)

Resource	Percentage
Video delivery platforms	51%
Internal Resources (videographer, editor, etc.)	51%
External Resources (production companies/contractors/voiceover talent)	47%
Editing software	44%
CMS / content management system	41%
Automation (text to speech, translation, etc).	21%
Hardware (studio equipment, lighting, cameras)	13%

Top Challenges of Producing How-To Videos

Most challenging aspects of video (multi-select)

Challenge	%
Translating into other languages	37%
Takes too long to produce	36%
Hard to produce video at scale	36%
Keeping them up to date with software	30%
Closed captioning	30%
Distributing online	29%
Hard to get high quality video	28%
Motion graphics / special effects	20%
Mobile compatibility	19%
Too costly to produce	13%
Finding time to record and edit videos	12%
Lack of editing skills	6%
Getting the script approved	4%

Top 5 challenges:

1. (37%) Translating into other languages
2. (36%) Takes too long to produce
3. (36%) Hard to produce at scale
4. (30%) Keeping them up to date with software releases
5. (30%) Closed captioning

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Generative AI: Exploring Possibilities

The majority of organizations are still in the early stages of exploration and research, with 41% actively delving into its potential.
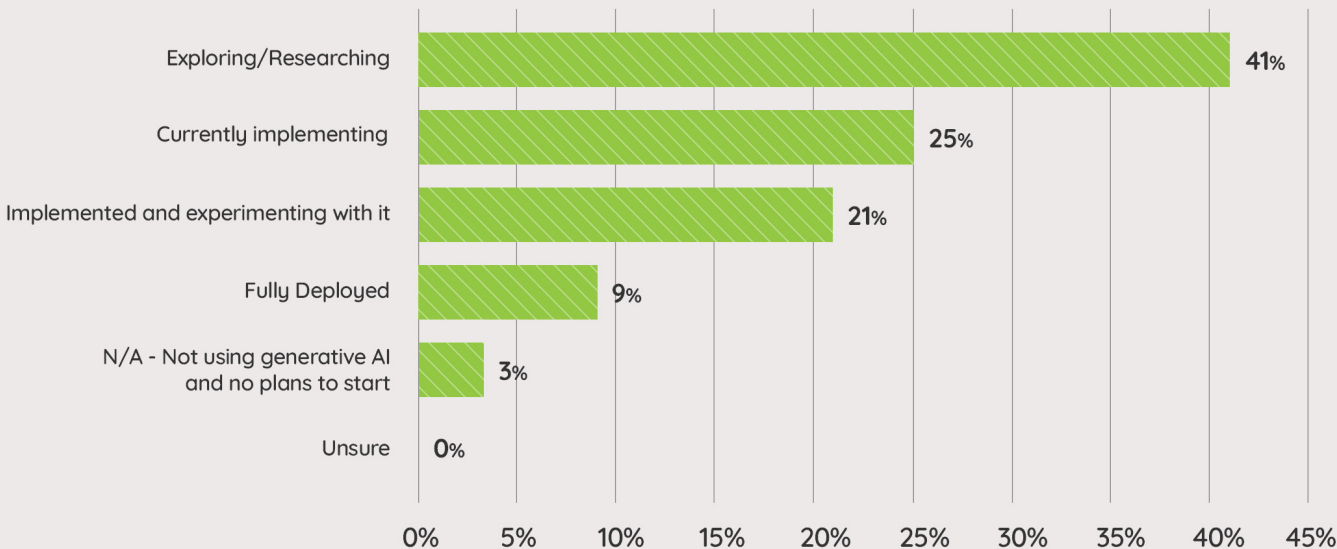
While only 9% have achieved full deployment, a notable 25% have already begun the implementation process.

It's intriguing that the primary focus lies in prompt-based knowledge base search, capturing the interest of 34% of respondents. 22% are looking to **text to video AI** and **automation.**
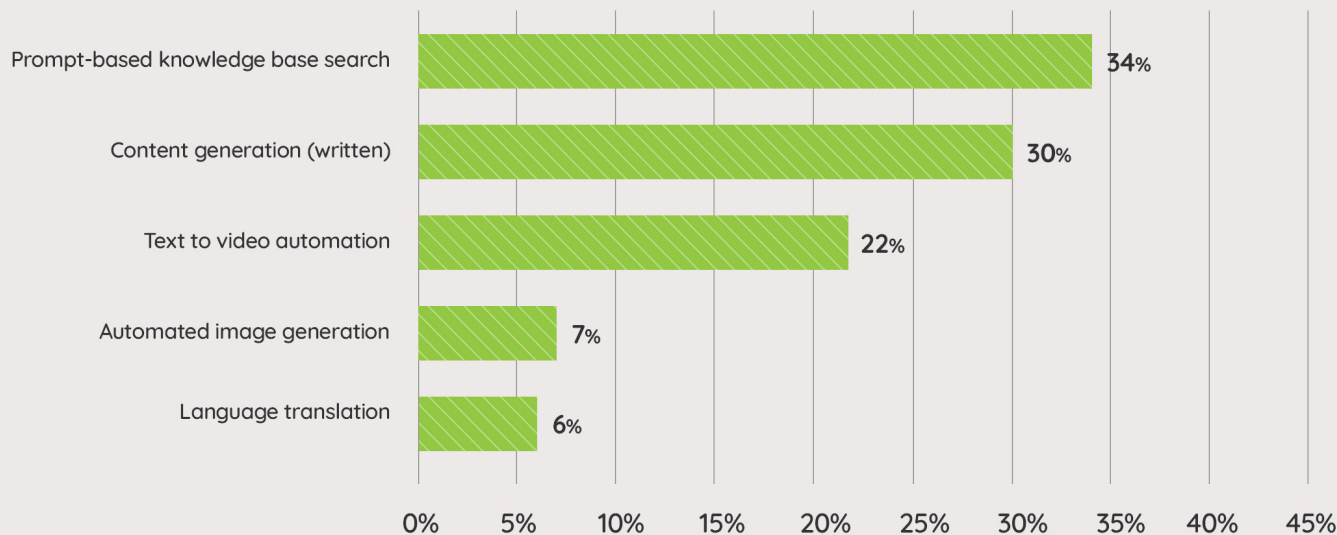
It's worth noting that only 6% recognize the potential of generative AI for language translation, prompting us to question whether organizations may be content with their current machine translation capabilities and thus overlook the need for further exploration.

41% actively delving into its potential

How far along is your organization in terms of using generative AI?

Category	Value
Exploring/Researching	41%
Currently implementing	25%
Implemented and experimenting with it	21%
Fully Deployed	9%
N/A - Not using generative AI and no plans to start	3%
Unsure	0%

What use cases do you see in your company for generative AI?

Category	Value
Prompt-based knowledge base search	34%
Content generation (written)	30%
Text to video automation	22%
Automated image generation	7%
Language translation	6%

Survey Demographics

201 survey respondents within the B2B SaaS industry.

videate

What industry are you in?

Industry	Percentage
Cloud / Infrastructure	44%
Education / Learning platforms	16%
Business Applications (ERP, CRM, HR, etc)	15%
AI / Machine Learning	10%
Security / Networking	9%
Data / Integration platforms	4%

Which department are you in?

Department	Percentage
Customer Success / Experience	52.2%
Customer Education	17.9%
Documentation / Content Operations	9.5%
Product Development	8.5%
Technical Support	4.5%
Product Marketing	3.5%
Internal Enablement (or other enablement function)	3.5%
Management	0.5%
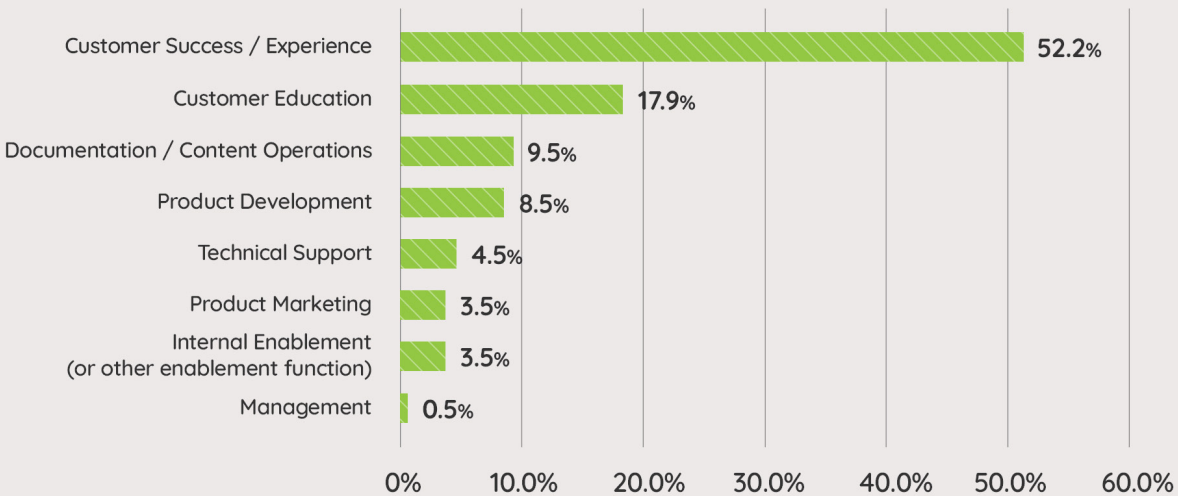
How many employees does your company have?

Company Size	Percentage
Fewer than 50	1%
51-200	12%
201-500	21%
501-1000	39%
More than 1000	26%

What's your job level?

Job Level	Percentage
Individual Contributor	14%
Manager	66%
Director	9%
VP	2%
C-Level	8%

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