

# Capturing great customer service moments on video!

We'd like you to shoot some video of your staff in action showing Guaranty Bank/BestBank employees engaged in moments of excellent customer service. You might find a video posted on the intranet, shown during a State of the Business meeting, or maybe even used in a training course! *(Video will be used for internal purposes only.)* Tell your team you're capturing them at their best – and to not be surprised if they see themselves in a video focused on **Momentum!**

**Here's what we're looking for – use your smart phone to capture video of:**

- **Your team in action.**
- **Your employees interacting positively with customers or with each other.**
- **A display of your Meeting in a Box posters or clings with your team gathered near so we know what branch it is.**
- **A shot of your entire team during one of your Momentum meetings** *(holding up a poster or holding up their arms to reveal their wristbands and showing how professional they look).*
- **A close up shot of a completed "Way to Go" note that a team member completed for another co-worker.**
- **... and any other service-focused shots!**

**Be creative!** Our goal is to capture the good customer service moments we know are occurring all throughout our footprint – and share it with others!

*See the back of this card for specifics on getting a good recording.*

**Attention Managers!**  
Your help is needed with the Momentum Meeting in a Box #4, coming soon to a branch near you!



# Tips for recording **Momentum** video – *Capturing great customer service moments*

## Lights

- Make sure there is enough light to work with.
- Select a background that's not too busy, bright, or dark.

## Camera

- Use your smart phone video camera setting to capture shots.
- When uploading your video, please select a small image size setting on your device.
- Make sure you record a standard like QuickTime (iPhone & iPad) or AVI.
- Make sure you use the automatic settings for exposure, focus, shutter speed, color balance, and audio level.
- Make the recording as steady as possible by keeping the camera on wide zoom.
- When possible, try to keep the camera lens on the same plane as your subject's eye level.

## Action

- When you're done recording, pause for a second or two and then hit stop. That will make it easier to edit the video.
- Keep it short – get to your point quickly and stay on message.

**Use your smart phone to email your videos to GB Communications!**

▶ **Find the address in the Lotus Notes Directory.**

## Audio

- Good audio makes for good communication. Audio should not be too loud or too soft. If your branch is in a grocery store, be aware of the background noises from the loudspeaker and wait until it's stopped to film.
- Most video devices use built in microphones that automatically set the recording level. The rule of thumb is if the camera operator can hear the speaker loud and clear, the microphone will capture the audio. Try to be no more than 3 to 5 feet from your subject.

