



**Byte's** oral care platform makes it easier and more affordable for all people to get the smile and confidence they've been dreaming about.

Headquartered in Los Angeles, Byte works with a nationwide network of licensed orthodontists and dentists who prescribe every treatment plan of their at-home, invisible aligners to deliver fast, professional results for a fraction of the cost of traditional options. Byte sets out to improve peoples' lives by helping them achieve a healthy and confident smile they are proud of.

**VideoPeel** is the world's most powerful video-based customer advocacy platform for the entire enterprise.

VideoPeel allows businesses of all sizes to easily capture authentic video testimonials and video-based feedback at the perfect moment to grow conversions, engagement, customer satisfaction, quality, accuracy, insights, and ROI. VideoPeel is trusted by over 4,000 companies as a more authentic solution for customer testimonials, customer feedback, virtual estimates, content creation, employer branding, customer support, recruiting interviews, and video assessments.

## Opportunity

Prior to VideoPeel, Byte customers had a very difficult time getting a quick response to their issues with their teeth, because they didn't have an effective way to articulate their concern.

In the past, customers had to try and describe their concerns by writing it down which required a lot of back and forth through email and text. The licensed dental professionals trying to troubleshoot each patient had to figure out a lot of information: how long they were using the unit, etc, and get pictures, which files were often too big to send through email. The response time got up to 7-10 business days, which led to a lot of customers getting upset.

By introducing VideoPeel, Byte gave their customers the ability to easily utilize video to show their issues, concerns, and success with their products, how Byte has changed their life.

## Goals:



Response  
Time



Customer  
Satisfaction



Improve  
Loyalty



Improve  
Conversions

## Approach

Byte began by creating VideoPeel video submission campaigns for their customer experience teams and their professional care teams. This way, each team could easily send requests for videos via their preferred communication channels.

VideoPeel's remote video capturing technology made it easy for customers to show their concerns or successes instead of writing them down. VideoPeel handled the large video and image transfers with ease, making it super convenient for customers.

Plus, the asynchronous nature of the VideoPeel platform didn't require Byte's team to attend a video call. Customers submitted their videos when most convenient to them and the appropriate Byte teams received notifications in real-time when a video was submitted.

Then, the Byte professional care team watched the videos, troubleshot, made refinements and sent impression kits. And the Byte customer experience teams now had a library of customer testimonial videos to utilize in their marketing and support.

## Solution

VideoPeel is a huge help for Byte's customers. It gave their customers more confidence and peace of mind in Byte's ability to solve their needs, because customers were able to better demonstrate their concerns through video. With VideoPeel, Byte has been able to reduce their response time from 7-10 days to 72 hours.

Additionally, VideoPeel has enabled Byte's customer experience team, and the rest of their company, to see real success stories of Byte's customers, showing how Byte can change their life. Every Friday, Byte celebrates "Feel Good Friday" where they share these videos to showcase the customer's journey.

Before VideoPeel, Byte wasn't using customer video testimonials very much in their marketing. Now with VideoPeel, authentic customer video testimonials are in the forefront of their marketing, including emails, social media, segmented campaigns, etc. Getting videos from actual customers has been so much more effective for them. People want to see real results.

## Next Steps

As a fast growing company, Byte values authenticity and trust, and prioritizes its customer advocacy efforts.

As a result, Byte is working with VideoPeel to more deeply integrate VideoPeel's video capturing, management, and publishing capabilities into Byte's legacy applications and systems, making it possible for Byte to more easily share and manage its customer videos throughout the enterprise and with their own customers.

Together with VideoPeel, Byte is enabling their customers to maintain their own video library so they can see their own progression throughout their experience with their Byte products.

## Results

# 57%

Decrease in Response Time: From 7 days to 72 hours

# 10x

Number of Authentic Customer Testimonial Videos



*"VideoPeel is great, it gives our customers peace of mind, they can upload a video of their concerns, and we can show them how to fix their teeth and grow their confidence." - Yahaira Avalos, Byte, Reputation Manager*