
RAPID RTC - LEAD MANAGER

VIDEO ON THE FLY TOOLKIT

RAPID RTC | Lead
Manager



RAPID RTC: VIDEO ON THE FLY

INTRODUCTION

Rapid RTC has launched a new feature called 'Video on the Fly'. This new enhancement allows you to improve customer engagement as well as incorporating personalised video responses back to your digital leads.

Click through the rest of the toolkit to understand how to use and benefit with personalised video on demand. We have also included top tips on how to generate successful video content.

If you have any questions regarding the Video on the Fly, please contact RAPID RTC Dealer Care by phone or email:

 0800 0148 011

 dealercare@rapidrtc.co.uk

Or visit www.rapidrtc.co.uk for further details.

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RAPID RTC: VIDEO ON THE FLY - HOW TO

To ensure that you set up your video correctly, follow these simple steps below:



[Click to watch the full video demonstration](#)



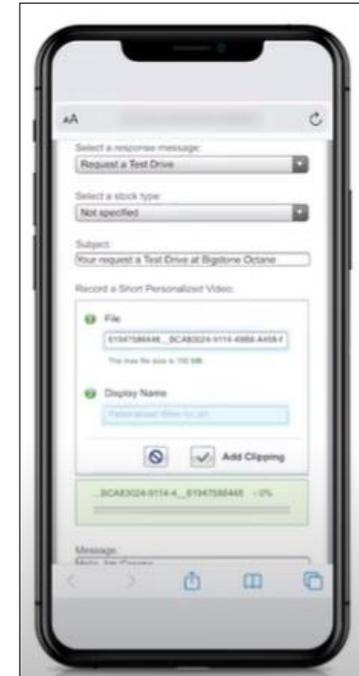
To start your personalised response, click on the video icon.



Introduce yourself and acknowledge the customer and their query.



If the query is about a model or feature, don't forget to highlight this.



Once completed, you can then attach your video as a clipping.



Check through your response and video, then share with your customer.

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IT'S ALL ABOUT THE CUSTOMER:

As Lexus, we want to ensure that all customer experiences are representative of Omotenashi. When responding to a digital lead, ensure that all videos are personalised to the individual. Introduce yourself and remember to answer any key questions that the customers has asked.

TOP TIPS FOR CREATING VIDEO CONTENT:

- Choose a quiet, well lit location.
- Ensure that the camera is still at all times.
- Check your picture – avoid shadows on your face.
- Keep the background clear.
- Choose professional clothes to create the right impression to the customer, even if working from home.
- Ensure that you speak clearly and loudly so the customer can hear.
- We recommend a maximum length of 2 minutes 30 seconds for your video.

