

# Qumu and hihaho

## Interactivity On Demand: Creating Videos that Get Clicked

### Overview

Now that enterprises are creating videos at a record pace with no signs of slowdown, the next focus for many organizations is interactivity—creating an engaging experience that not only adds value to video content but integrates seamlessly with the video itself.

### Create interactive videos with no code for ultimate engagement

Hihaho is an interactive video layer technology that enables companies to create interactive videos with no code. A cloud-based tool that extends the reach and engagement of videos by adding impact, engagement and ultimately clicks to on demand video content.

### Add impact where it counts

The hihaho solution allows users to make any video interactive in seconds. The tool enhances videos with buttons, menus, surveys, hotspots, ratings, and more to drive action, impact and deeper engagement.

Interactive video is used at every stage of the employee and customer journeys. Below are a couple of examples of potential applications.

**Onboarding**—Show program benefits, help them set up online accounts, etc.

**Training and development**—Provide skills, safety and compliance training

**Customer support**—Answer common questions or let customers and employees self-serve from the video.



### EASY

Self-serve tool with intuitive interface

### EVERYWHERE

Create interactive videos directly from your browser

### ENTERPRISE

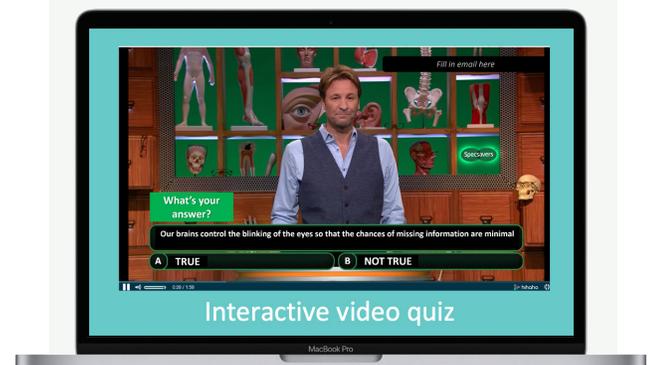
Meets the demands of executives and IT

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Drive **deeper engagement** and reach your customers and captivate them through interactive, data-driven, real-time video experiences.

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- Interactive menus
- Video ratings
- Overlay text
- Jump-to links
- Surveys
- Buy-now e-commerce monetization





### EXPERIENCE

Enrich viewer experience with interactive video and let them control the narrative.

Add branding and choices to video and allow your audience to choose their own journey in real-time.



### ENGAGEMENT

Drive deeper engagement with interactive tools.

- Surveys, polls and forms
- Images, text and buttons
- Links to resources
- Branching



### INSIGHTS

Gather useful analytics to understand how the video is consumed.

Gain insights by analyzing different paths taken with branching, collect data with video form fields, and much more.

## Educate, inform and inspire

Interactive video has been proven to significantly increase audience engagement, brand recall, purchase intent and return on investment.

Leverage interactivity to **educate, inform and inspire:**

- Drive sales volume and velocity
- Increase customer satisfaction and service
- Anticipate customer needs
- Acquire, grow and retain customers
- Improve your bottom line

Building interactive video experiences has never been easier— from healthcare to retail, companies across all industries are using interactive video.

- Healthcare
- Finance
- Government
- Telco & Utilities
- Marketing
- Manufacturing
- Retail & Ecommerce

Ready to get started? Our team is ready to help. Contact us at [live@qumu.com](mailto:live@qumu.com)



Qumu empowers hyper-distributed organizations to leverage the full power of video to move forward faster. Only Qumu's Video Engagement platform helps businesses build connectedness and shape a culture that is more engaged, motivated, aligned – and human – to drive impact in a work from wherever, whenever world.