



**INTELLIGENT**  
**VIDEO SOLUTIONS**



# **Beyond the Technology: Why Service Is the Foundation of a Successful A/V Capture Solution**

10 Service Offerings You Should Expect From Your A/V Capture Provider

When you think about world-class audio/video capture, you might think in terms of clarity, fidelity, server storage capacity and usability features.

Those are all critical building blocks of a valuable A/V recording solution, but the technology is only as powerful as the service behind it. When done right, the service component helps your A/V solution make the biggest impact for your program by ensuring that you can focus on what's most important to you.

Exceptional service begins before a contract is signed – and continues long after the final camera is installed. This checklist illustrates the level of support, consideration and collaboration you should expect from your A/V capture provider through every step of your engagement.

## BEFORE IMPLEMENTATION

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### A Tailored Sales Experience

**Why It's Important:** Your program and your workflows are unique; your video solution should be, too. Instead of offering a one-size-fits-all engagement, your sales rep should tap into configuration experts to personalize the solution to your specific needs.

**What It Looks Like:** A proposal designed to address your organization's unique requirements, including installation recommendations.

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## Clear Goal Setting

**Why It's Important:** Before implementation is the best time to ensure you and your provider are aligned on how you'll use the solution. This way, you can leverage their expertise to make any necessary up-front changes to your order.

**What It Looks Like:** A thorough conversation with your project management team to make sure your purchase aligns with your needs before implementation is scheduled.

3

## Pre-Installation Engagement

**Why It's Important:** The first time you speak with your installation team shouldn't be the day of installation. They should begin establishing a connection ahead of time to make sure your organization is fully prepared for what to expect.

**What It Looks Like:** An introductory conversation with your installation lead one to two weeks before your scheduled installation day.

# DURING IMPLEMENTATION

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## Scheduling Transparency

**Why It's Important:** Anyone who's ever had cable installed knows what it's like to be given a five- to seven-hour arrival window from the technician. An A/V capture provider that prioritizes service will also respect your time and other obligations.

**What It Looks Like:** Consistent communication from your installation team, including a precise schedule and timely information about any delays that arise.

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### Room-by-Room Configuration

**Why It's Important:** For your A/V system to make the most powerful impact on your program, it should be designed to fit the processes you already have in place.

**What It Looks Like:** Collaboration with your installation team to determine where cameras and mics will be placed in each room – before they drill a single hole.

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### Expert Installation and Training

**Why It's Important:** When manufacturer-certified experts handle your equipment, the risk of implementation failure or hardware malfunction decreases, giving you peace of mind to focus on your work. And a highly experienced training team will be well-equipped to address any questions or concerns that arise as they show you how to use your new system.

**What It Looks Like:** Installation experts that hold multiple OEM certifications, and a knowledgeable training team that ensures every user is comfortable working with the solution.

## AFTER IMPLEMENTATION

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### Adherence to Strict Craftsmanship Standards

**Why It's Important:** Floors, ceilings and wiring left in disarray are distracting at best and dangerous at worst. Your installation team should keep floors, walls and ceilings clean, and ensure all of their wiring is up to code.

**What It Looks Like:** No physical evidence of the installation in your environment aside from your new cameras, mics and servers.

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## Prompt Follow-up Communication

**Why It's Important:** An immediate recap of the installation helps eliminate any confusion or discrepancies that might arise between you and your provider, and provides an opportunity for you to raise any questions.

**What It Looks Like:** Communication from your installation team that includes a recap of the implementation, as well as any outstanding action items that your organization needs to complete before your system is fully operational.

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## Additional Training Options

**Why It's Important:** Even with an intuitive system and comprehensive on-site training during implementation, you may still need a refresher on certain features or assistance getting new users up to speed. You should be able to do so quickly and easily at no additional charge.

**What It Looks Like:** Highly detailed, self-guided recordings available for you and your users to access at any time, as well as the ability to schedule refresher training sessions with your provider as necessary.

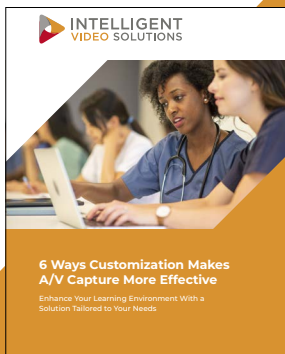
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## Ongoing Support Resources

**Why It's Important:** Support that breeds trust and confidence goes beyond a ticketing system or an operator following a phone script. Your provider should build out a robust service team of qualified, accessible professionals and make it easy for you to get in touch with them.

**What It Looks Like:** A responsive, dedicated team of experts available to address your concerns quickly and thoroughly as they come in, along with a convenient method for scheduling troubleshooting if your problem isn't urgent.

**Great service** comes down to doing the right thing. It's a philosophy brought to life by actions that prove your A/V capture provider values your purpose and has a **vested interest in your success.**



## 6 WAYS CUSTOMIZATION MAKES A/V CAPTURE MORE EFFECTIVE

See how a solution tailored to your specific needs empowers better outcomes for your program.

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