End User Video

Drive adoption and license utilization with customized user videos

Citrix Customer Success Services is committed to providing a world-class customer experience by enabling, guiding, supporting, and monitoring our customers to ensure they realize the maximum value from their Citrix investments and achieve their business objectives.

A primary stakeholder in this journey is the ultimate consumer of Citrix technologies: the end user. Designed to enable this critical group for success, End User Videos facilitate and expedite adoption of Citrix solutions by educating users on the integration of new technologies and delivering training demonstrations directly applicable to their role and environment.

Each video is up to five minutes in duration and addresses the specific needs of a target audience, including use cases, devices and applications that are relevant to the daily experiences of the user. The message is clearly articulated for ease of understanding and delivered according to the technical aptitude of the end user.

Engagement Overview

A typical end user training engagement will consist of the following phases and related deliverables:

Analysis Phase	
Kickoff Meeting	The Kickoff Meeting will aim to identify and introduce all project stakeholders. Attendees will review the Statement of Work document during this meeting to ensure alignment of all parties involved.
Pre-Engagement Survey	The Pre-Engagement Survey will allow the Customer Success Services team to gather information to help answer questions around Pre-Engagement Survey Requirements gathering and Scope definition session the following: target audience; current state of the end user computing experience; desired state of the end user computing experience; organization's vision, initiatives and culture; timing and details of deployment of Citrix technologies.
Requirements gathering and Scope definition session	During this meeting the Customer Success Services team will review the findings of the Pre-Engagement Survey to determine all aspects of the Citrix rollout, the effect it will have on the end user and the end user knowledge gap between current state and desired state. As a result, the Project Definition Document will summarize the findings to ensure mutual understanding of the project.

Design Phase	
Video Design Session	Once Customer Success Services identifies who the target audience is and what the customer wants communicated, a Video Design Session will be held to collaborate on how we can communicate a video message to end users in a way that will drive adoption and acceptance of the Citrix technology. These sessions will be instrumental in the creation of the Storyboard deliverable.
Production planning and logistics	Working closely with project stakeholders, the Customer Success Services team will finalize the Production Plan deliverable and identify potential risks and success factors. The Production Plan will incorporate all elements of the Design Phase to provide a visual depiction of the video ahead of filming and production.

Build/Production/Rollout/Phase	
Filming	Customer Success Services will manage all necessary filming according to the Production Plan.
Video editing	Customer Success Services will manage all necessary video editing according to the approved Storyboard.
Video review	Customer Success Services will provide "draft" versions of the video for customer feedback prior to production.
End User training video	The resulting five (5) minute end user training video will be provided as a video file downloadable from Citrix ShareFile . The video file will be provided with the characteristics agreed upon in the Production Plan deliverable and will address one selected target audience.

Questions?

Visit training.citrix.com/enduser to view an End User Video from a recent project or contact us directly at americaseducation@citrix.com (Americas) or emeaeducation@citrix.com (EMEA).