



Infinity^{QS}[®]
Quality Re-imagined

InfinityQS's "Tales from the Trenches" Video Series

Masterful Storytelling Brings Quality Management Solutions to Life

A background image of a male worker in a factory setting, wearing a dark polo shirt and a high-visibility orange safety vest. He is focused on his work, looking down at a machine or component. The image is overlaid with a semi-transparent blue filter.

VIDEO CAMPAIGN SOLUTIONS:

Masterful Storytelling Brings Quality Management Solutions to Life

InfinityQS provides powerful quality management solutions to manufacturers around the globe. These solutions enable users to gather strategic insight and thereby improve product quality, lower costs, and meet compliance requirements. Powered by an industry-leading Statistical Process Control (SPC) engine, the company's clients range from small, single-production-line operations to some of the largest global manufacturers, across nine key industries. With InfinityQS, users gain the visibility and intelligence to make smart, data-driven decisions that improve their entire manufacturing operation.

InfinityQS wanted to strengthen its connections with existing customers and provide the insight and knowledge to ensure those customers were using their software to its full potential. To achieve this goal, the company worked with Refactored to develop a series of concise, engaging videos featuring real-life quality experts addressing complex yet familiar problems. This Tales from the Trenches web video series showcases a variety of distinct quality and process challenges and provides actionable insights on how to overcome these issues using InfinityQS software.

PROJECT SNAPSHOT:

InfinityQS—Tales from the Trenches Video Series

Client

InfinityQS, a leading quality management software provider, equips manufacturers around the globe with the solutions to turn data into actionable intelligence.

Challenge

- / Provide greater insight and understanding into the capabilities of InfinityQS software for new and existing customers.
- / Illustrate the applicability of InfinityQS software for addressing common manufacturing problems.
- / Deliver actionable insights on overcoming quality and process challenges in the manufacturing process.
- / Strengthen connections with customers.

Solution

Create a series of interesting and authoritative videos, Tales from the Trenches, illustrating how customers can leverage InfinityQS software to improve their manufacturing processes.

Benefits

- / Illustrate the unique capabilities of InfinityQS software.
- / Improve customer use of SPC and software features to achieve a deeper level of integration.
- / Open the door for deepened connections and continued conversations with new and existing InfinityQS customers.
- / Develop content that both entertains and informs.
- / Make it easier for visitors to locate, access, and interact with the information they need.

“InfinityQS is committed to helping our customers improve the delivery of their quality programs. Developing the “Tales from the Trenches” series helps quality teams understand how to get the most out of their software investments, while the ideas shared often lead to training requests and expansion of InfinityQS deployments at their plants - it’s a win-win.”

— Greg Matranga, Director of Marketing, InfinityQS

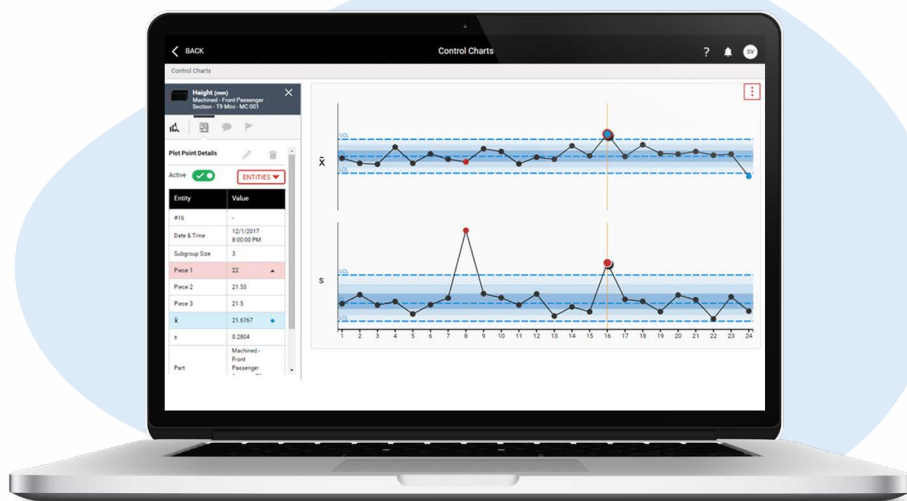


WANTED:

A Dynamic Showcase

InfinityQS provides powerful quality management solutions for manufacturing challenges. But the company realized that customers could refine their use of SPC to achieve even more powerful results. InfinityQS needed a way to showcase its software's abilities in a compelling way, both to provide practical knowledge and instruction and to open the door for continued conversations with customers. The company asked Refactored to help develop a vehicle that would provide this instruction through:

- ✓ **Relatable storytelling.** InfinityQS wanted to address the unique quality and process challenges that InfinityQS users run into every day—and do so in an authentic, relatable way.
- ✓ **Actionable insights.** The company needed to provide clear, straightforward information about how to use its software to tackle a variety of distinct and complex challenges.
- ✓ **Authentic-yet-knowledgeable tone.** InfinityQS's quality experts set the company apart from its competition, so the company wanted to find a way to convey their wealth of knowledge in a scalable way.



“Relevant, accurate data is the basis for a solid quality assurance system. That data provides the knowledge needed to recognize areas for improvement and quantify the success of your organization’s continuous improvement activities. In other words, Garbage In, Garbage Out.”

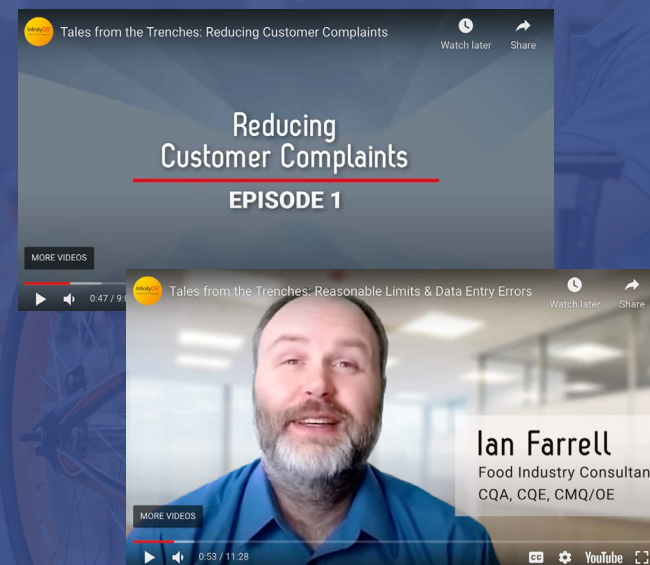
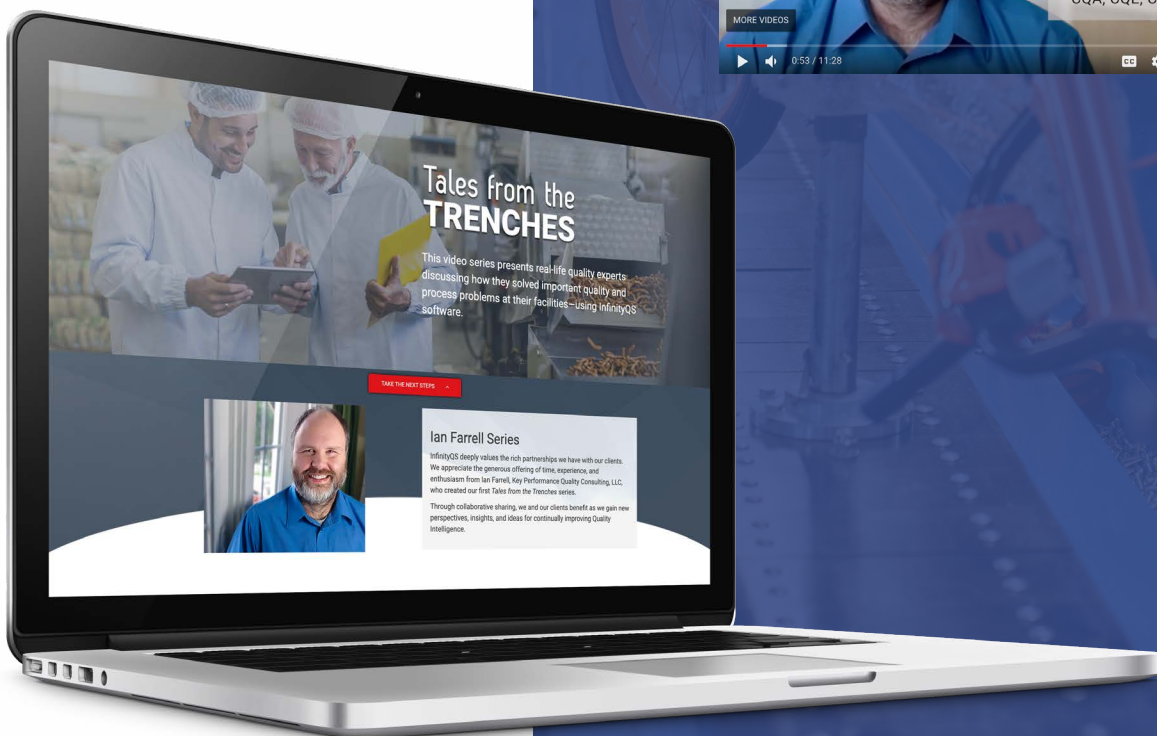
— Ian Farrell, Food Industry Consultant, QA, CQE, CMQ/OE

DELIVERED:

Quality Content that Entertains and Educates

To meet this need, Refactored worked with InfinityQS to develop a series of engaging videos. Each episode features real-life quality expert Ian Farrell, Lead Consultant at Key Performance Quality Consulting, LLC, presenting an instructional session for manufacturing quality professionals. The Tales from the Trenches video series showcases a variety of distinct quality and process challenges and provides actionable insights on how to overcome issues using InfinityQS software. Compelling video begins with understanding the needs of the viewer and presenting solutions in a concise, compelling way. In collaboration with InfinityQS, Refactored conceptualized the video series, coordinated production, and bolstered the series' reach and impact. To bring the video series to life, Refactored provided:

- / Consultation to conceive and develop the video series
- / Remote recording and lighting services (via Zoom)
- / B-roll selection and post-editing
- / A promotional email campaign to provide direct outreach to existing customers
- / Paid, Social Media, and email promotions



A woman with long brown hair in a ponytail, wearing a light blue long-sleeved shirt and dark blue overalls, is standing in a construction site. She is holding a professional video camera with both hands, looking through the viewfinder. The background is a blurred construction site with scaffolding and building structures.

RESULTS:

Deepened Connections and Increased Engagement

The five-part series provides unique insight from a respected quality expert, capturing the attention of InfinityQS customers and producing exciting results:

- / An increase in the average time spent on the InfinityQS website
- / An uplift in engagements for extended training
- / Greater visibility into the powerful capabilities of InfinityQS software

In addition, Tales from the Trenches has sparked a significant uptick in new conversations with InfinityQS customers. This, in turn, has helped foster new perspectives, insights, and ideas for deepening the customer relationship.

Services

- / Video recording and production
- / Video editing
- / Content consultation, strategy, planning, and execution
- / Asset promotion and program evaluation



About Us

Refactored is a full-service digital agency that specializes in marketing for complex, B2B companies that need to speed up, get unstuck, or start from the ground up. We develop and execute strategies based on deep industry understandings, audience insights, and recognition of the right channels and technologies to accomplish your goals. Our clients don't just achieve incremental gains. They leap forward. ***Momentum Begins Here.***

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