

How can screen recordings help you provide better customer support?

Screen recordings are a quick, easy, and inexpensive way to create and reproduce support materials.

With Camtasia screen recording and video editing software, you can create interactive training and support videos that viewers can watch on nearly any device.

 TechSmith Camtasia™  



Personalizing customer support with Camtasia

PipelineDeals is a customer relationship management tool designed to help businesses track interactions, sales, and more. As a company that emphasizes customer care, PipelineDeals wanted to be sure they provided their customers with a fantastic level of support.



About Camtasia

Camtasia is a powerful video creation tool that allows you to capture anything on your screen.

Use Camtasia to easily record your screen movements and actions, or import HD video from a camera or other source. Customize and edit content on both Mac or Windows platforms, and share your videos with viewers on nearly any device.

“We find personalized videos are particularly helpful for large companies using our tools. We create videos with Camtasia to support customers as they bring on new team members or scale their use of our tools. Our screencasts can serve as a library of support materials that address specific customer concerns.”

David Baars, customer ambassador at PipelineDeals

If you'd like a trial, please visit [zones.com](https://www.zones.com) or call 1.800.408.ZONES