

Whiteboard Animation Script (V1)

FAQ's

FADE IN:

On-screen draw the words "Answering Your Questions" - woman standing at the far left (from the waist up) wearing HC logo t-shirt. Instrumental music plays softly in the background.

CROSSFADE:

Draw stressed out/angry man/woman sitting at a table or desk with their cell phone and computer.

V.O.

Engaging with companies you're unfamiliar with can be stressful, unpredictable and even frustrating.

CROSSFADE:

Draw infographic with ten "people figures" on one side and ten on the other (different colors per side) with "50%" in the middle.

V.O.

In fact, in a recent study, 50% of customers left brands for a competitor who was better able to satisfy their needs. That's a lot of customers!

*(Add in small letters at the bottom of the screen:
<https://inmoment.wpengine.com/blog/earning-and-destroying-customer-loyalty-retail-cx-trends-you-need-to-know/>)*

CROSSFADE:

Woman with headset and computer smiling (customer service center/representative); HC logo in the background - "Customer Service Center" written below.

V.O.

That's why at HC, we provide outstanding customer service by staying transparent, staying in touch and providing answers to your questions - every time.

CROSSFADE:

Create "Top 5" logo.

V.O.

Let's take a closer look at some popular questions we get asked here at HC.

CROSSFADE:

"#1" large on screen.

CROSSFADE:

Draw "Where are HC containers made?"

V.O.

Number one. "Where are HC containers made?"

CROSSFADE:

Map of North America. Locations appear when mentioned in script.

V.O.

Our horticultural containers are manufactured all over North America. Florida, Nevada and Ohio produce our resin containers, while our Canadian facility handles our fiber sustainable products. (delivery truck with HC logo)

HC can easily and quickly deliver containers where your business does business.

CROSSFADE:

"#2" large on screen.

CROSSFADE:

Draw "Do you use recycled materials when manufacturing containers?"

V.O.

Number two. "Do you use recycled materials when manufacturing containers?"

CROSSFADE:

Use dump truck visual from fiber whiteboard then use "100%" visual with pots on conveyer belt and change verbiage to "Little to NO Waste!".

V.O.

Our resin is comprised of post-consumer, post-industrial recycled materials. (conveyer) Plus, we regrind any excess materials for reuse in our manufacturing.

There's little to no waste in the process.

CROSSFADE:

"#3" large on screen.

CROSSFADE:

Draw "What if my shipment of containers arrives damaged?"

V.O.

Number three. "What if my shipment of
containers arrives damaged?"

CROSSFADE:

Unhappy customer holding something broken.

V.O.

While we do everything we can to guarantee products
arrive undamaged, sometimes accidents happen.

CROSSFADE:

Filling out paperwork.

V.O.

We ask that you accept the shipment on-site in order to
properly document the shipping claim. *(filling out paperwork)*

CROSSFADE:

*(from above) Woman with headset and computer smiling (customer
service center/representative); HC logo in the background -
"Customer Service Center" written below.*

V.O.

And that outstanding customer service we
mentioned above will make sure that new product is
shipped out quickly and you're well taken care of.

CROSSFADE:

*Draw "Customer Service; 800-225-7712 (phone icon); 8:00 AM -
5:00 PM, Monday-Friday (clock icon)"*

V.O.

They can be reached by calling 800-225-7712 from 8:00 AM to 5:00
PM, Monday through Friday, eastern standard time.

CROSSFADE:

"#4" large on screen.

CROSSFADE:

Draw "How can I connect with an HC distributor in my area?"

V.O.

Number four. "How can I connect with an
HC distributor in my area?"

CROSSFADE:

Map with "sales reps" popping up randomly.

V.O.

HC has distributors spread across North America.
To find one that services your specific location, visit our
website, hover over the "Support" drop-down and click on
"Distributor List". There, you can easily filter by state.
(draw a mock-up of the website process)

CROSSFADE:

"#5" large on screen.

CROSSFADE:

Draw "How can I request samples of your products?"

V.O.

Finally, number five. "How can I request
product samples?"

CROSSFADE:

Draw "3 Simple Ways..."

V.O.

There's three simple ways to
request samples of HC products.

CROSSFADE:

Draw "#1"

V.O.

Number one. You can reach out to a distributor
in your area. *(Use imagery from #4)*

CROSSFADE:

Draw "#2"

V.O.

Number two. You can contact our Customer Service Team.
(Use imagery from #3)

CROSSFADE:

Draw "#3"

V.O.

Or number three. You simply find the product you're looking for on our website, click "Request Sample" and fill in your shipping information - it's that easy! You can browse our full product line at hc-companies.com/products.
(draw a mock-up of the website process)

CROSSFADE:

Draw "Still have more questions?"

V.O.

Still have more questions? Visit our website, hover over the "Support" drop-down and click on "FAQs".
(draw a mock-up of the website process)

CROSS-FADE:

Large globe with what appears to be hundreds of people all around it (from fiber video).

V.O.

Here at HC, from grower to gardener to consumer and more, we're improving our world together.

CROSS-FADE:

HC stacked logo with phone number and website; © 2020, The HC Companies. All rights reserved.