

CBA

CommBank eCommerce Solutions: Introduction Video

Video script

Version 1.3

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# Version control

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| --- | --- | --- | --- |
| **Version** | **Date Created** | **Purpose** | **Created/Amended by** |
| 1.0 | 2017.04.21 | Draft | Savv-e (KW) |
| 1.1 | 2017.05.02 | CBA feedback | CBA |
| 1.2 | 2017.05.02 | Implementing feedback for sign off | Savv-e (KW) |
| 1.3 | 2020.10.22 | Clean | Savv-e (KW) |

# How to read this document

This document provides a precise specification to be used for the build of the **CommBank eCommerce Solutions Introduction Video.**

This document is the master document that will be used in the build of the video. Please return this document to Savv-e, marked up with your requested edits/changes.

It is important that your review and feedback is accurate and complete, and is consolidated from all stakeholders. Where different stakeholders have diverse opinions or questions, these need to be resolved before returning the document to Savv-e. Please do not give general comments or vague feedback, but provide the exact wording you would like to see in your module.

Savv-e will review and accept the edits and forward the final version to you with a sign-off sheet. Any changes to the final version of this document will most likely result in schedule and/or budget adjustments.

# Detailed script

|  |  |
| --- | --- |
| **Screen type: Click ‘Play’ to watch video** | |
| Video description: | *This will be a 30-60 second introductory video for the CommBank eCommerce Solutions module. It will be narrated in a sophisticated and engaging voice and will play as full screen.* |
| **Animation** | |
| **Visuals:** | **Audio transcript:** |
| Graphics illustrate how new technology are being used to take and make payments.. E.g. swiping phones, laptops, | Our clients and their customers are using new technologies to take and make payments every day. |
| Mosaic of:  A plumber receiving payment via mobile app. (2.3 from script)  Person typing on a keyboard and money flying out of the back of the screen. (2.4 slide 4 from script) | They’re looking for an eCommerce solution that can meet the needs of their business whilst making it easy for their customers. |
| Two more images bump up the other two. Add to Mosaic:  Harry in front of Feet First (2.8 from script)  Large events business (2.14 from script) | But not everyone needs the same solution. |
| Zoom to Harry (Feet First) pops up an online store that looks like amazon. | Some are building their online retail empire, |
| Above Helena pops up an image that represents multiple payment options (pc, mobile, card). | some are looking for more ways for their customers to pay. |
| Above Ahn pops up an icon representing a plug and play solution. | Others need a solution they can simply ‘plug in’ to their existing system. |
| Above the large events image pops up an icon representing a CBA merchant account. | For some it’s as simple as needing a merchant account to process payments for their online store. |
| Four items  Online Retail (CommWeb)  Billers – one off and recurring payments (BPOINT)  Plug and Play payments (Simplify)  Payment Service Providers (IMA) | CommBank’s suite of eCommerce solutions can meet your client’s needs. |
| Customers on left and suite of products on right with bankersmiling and nods after audio completes. | But are you having the right conversations, with the right customers about the right products? |
| (before audio) Animated dotted line runs from banker to PC.  (At end of audio) Zoom to PC monitor showing full screen of eCommerce eLearning title page. | You’ll find out what you need to know in the eCommerce solutions eLearning module. |
| Visual shows banker giving thumbs up. |  |