

CASE STUDY

Longboat Mobility Launches Personalized Video 3 Months Early With Lucas AI Video Creator



The interactive, data-driven video took only 4 days, thanks to AI

Longboat Mobility is known for simplifying the complex. A leader in wireless management software and services, they take pride in creating a smooth, stress-free experience for every client — no matter their size or needs.

To support that mission, they recently launched a dynamic onboarding campaign powered by Idomoo's AI video creator, Lucas.

The result? A polished Personalized Video campaign that launched 3 months ahead of schedule, thanks to the speed and scalability of AI.

In this case study, we'll show you how it all worked, from creative concept to high-quality, customer-facing video, delivered with a lightning-fast turnaround.

Campaign Needs

[Onboarding](#) is one of the most critical points in the customer journey. It sets the tone for the entire relationship. And when done well, it builds trust, drives adoption and boosts customer satisfaction from day one.

Longboat Mobility wanted a way to quickly introduce customers to the breadth of services they offer. They knew video was the solution — easy to understand, human and welcoming — but they needed to do it in a way that was:

- ✓ Fast to produce
- ✓ Customizable for each customer and industry
- ✓ High quality and on brand

Traditional video production posed a challenge. Hiring a full creative team with scriptwriters and animators would be time-intensive and expensive. Longboat had a clear goal: to deliver an engaging, informative video that could meet each customer where they were. But they didn't have months to wait or sky-high budgets.

The Solution? AI Personalized Video

To bring their vision to life, Longboat Mobility partnered with Idomoo. We used Lucas, our AI video creator, to make the first draft of the video, coming to the kickoff meeting with a ready-to-go [Personalized Video](#).

The branded explainer video walked new customers through Longboat's services and showed them how to get the most value out of the partnership.

We had a few edits – the human element is always important (and welcome!) – and

within just 4 days, the video was complete. It features personalization for each individual B2B customer as well as dynamic scenes based on their industry and a curated list of limited-time offers.

The videos are also interactive with a clickable call to action dynamically rendered based on customer data, making each experience even more customized.

Here's an example video so you can see it in action.

Watch the Personalized Video!



Results

By leveraging Lucas, Longboat was able to move fast without sacrificing quality. They ended up with a fully produced video in just 4 days, allowing them to launch the campaign 3 months ahead of schedule.

"We were impressed by how simple it was to go from idea to final video," said BJ Higgins, Longboat Mobility's founder and CEO. "We loved how quick and easy Lucas made it, and we ended up with a polished, professional video that reflects our brand and clearly communicates our value to customers. We're excited to see how this helps us deepen relationships with new customers."

Campaign Wins



Launched 3 months ahead of schedule



4 days to create the video, including edits



Personalized for a great CX



Contextual cross-selling



Interactive for easy next steps

“ We were impressed by how simple it was to go from idea to final video.

— BJ Higgins

Founder and CEO
Longboat Mobility

Always embracing innovation to better serve customers, Longboat Mobility is the first in its industry to leverage AI Personalized Video technology.

The videos do more than just boost customer satisfaction by smoothing the onboarding process, though that's key. They also drive immediate revenue with contextual cross-selling. And they deliver long-term value through improved retention. (Personalized Video has been shown to cut churn by [37%](#).)

Plus, since the videos are dynamic, they can be used again and again rather than being limited to a one-off campaign.

While early in its rollout, the campaign is already generating strong initial performance. But the biggest win? Longboat now has a scalable, repeatable solution for high-quality customer communications during onboarding.

That's a Wrap

With this campaign, Longboat Mobility created a memorable customer onboarding experience. And by leveraging Idomoo's Next Generation Video technology, they were able to do it for a fraction of the time and cost.

According to the latest research, consumers are interested in receiving AI videos from brands. This is especially true when it makes things easier to understand. In fact, they're [2x as likely](#) to want an AI video compared to a document covering the same content.

And with Lucas, Idomoo is at the forefront of redefining what's possible in the world of video. Want to unlock massive time and cost savings like these for your next video campaign? From onboarding to [ads](#), Lucas can help you create high-performing videos at scale.

Let's talk.

REQUEST A DEMO