TMS Solutions Client Testimonial Videos

NOTE ON THIS DOCUMENT

This document expands the testimonial outline from the master Video Production Brief into a full production script, following the same format as the other TMS video briefs. The visual direction, on-screen text and interview guidance below are newly drafted for production planning — they are not transcribed from an existing client interview.

Three testimonial videos are recommended, each serving a different purpose so the series does not repeat the same story three times.

Recommended length: 60–90 seconds each

From each testimonial, create shorter cutdowns for:

- WhatsApp
- LinkedIn
- Facebook
- Instagram
- Website
- Sales presentations
- Email campaigns

Where possible, film the client at the completed project rather than only inside the TMS factory. The finished building or installation should become part of the testimonial itself.

EACH TESTIMONIAL SHOULD FOLLOW THE SAME NARRATIVE ARC

THE PROJECT → THE REQUIREMENT → WORKING WITH TMS → THE RESULT → WOULD YOU RECOMMEND TMS?

Testimonial 01 — Commercial / Corporate Project

Focus: what project TMS completed, the client's requirement, why TMS was selected, project experience, communication and coordination, finished result, whether the project met expectations, recommendation.

PART 1 — VISUAL DIRECTION & ON-SCREEN TEXT

Opening

VISUAL DIRECTION

- Open on the completed commercial project — wide establishing shot
- Client on site at the finished building, not in a generic office setting where possible
- Cut briefly to a TMS exterior or factory shot to anchor the TMS brand

ON-SCREEN TEXT

CLIENT TESTIMONIAL
[CLIENT / COMPANY NAME]

The Requirement

VISUAL DIRECTION

- Client speaking to camera
- Cutaways to the building or space being discussed
- Where available, show early project drawings or planning material

ON-SCREEN TEXT

THE REQUIREMENT

FRAMING LINE (NARRATOR / TITLES)

> *"Introduce the project — what the client needed and why."*

Working With TMS

VISUAL DIRECTION

- Client speaking about the working relationship
- Cutaways to TMS team on site or in the factory, communication moments (site meetings, calls, drawings being reviewed)
- Keep this segment focused on process — coordination, communication, reliability

ON-SCREEN TEXT

WORKING WITH TMS SOLUTIONS

FRAMING LINE (NARRATOR / TITLES)

> *"This is the segment most likely to reassure a prospective client evaluating TMS."*

The Result

VISUAL DIRECTION

- Reveal shots of the completed installation
- Wide and detail shots of the finished project
- Client shown looking at or standing near the finished work

ON-SCREEN TEXT

THE RESULT

Closing

ON-SCREEN TEXT

TMS SOLUTIONS **DESIGN | MANUFACTURE | INSTALLATION**

PART 2 — INTERVIEW QUESTIONS & SUGGESTED RESPONSE DIRECTION

These questions are designed to draw out a natural, specific answer rather than a generic endorsement. "Suggested response direction" indicates what a strong, credible answer would cover — it is guidance for the interview, not a scripted quote.

Can you tell us a bit about the project and what you needed?

Suggested response direction: A brief, specific description of the building/space and the practical problem or opportunity that started the project.

Why did you choose TMS Solutions for this project?

Suggested response direction: A concrete reason — capability, recommendation, prior work, or how TMS responded to the initial enquiry — rather than a generic compliment.

What was it like working with the TMS team during the project?

Suggested response direction: Specifics on communication, responsiveness, and how issues or changes were handled.

Did anything about the process stand out to you?

Suggested response direction: A specific moment or aspect of coordination, problem-solving, or delivery that the client remembers.

How do you feel about the finished result?

Suggested response direction: A direct, honest reaction to the completed work, tied to what was originally needed.

Would you recommend TMS Solutions to others, and why?

Suggested response direction: A natural, unforced recommendation grounded in the specific experience just described — this is the strongest closing soundbite.

Testimonial 02 — Architectural / Design-Led Project

Focus: a project where design, aesthetics, customisation or architectural detail was particularly important — original vision, design requirements, how TMS interpreted the requirement, custom fabrication, finished appearance, installation, overall experience.

PART 1 — VISUAL DIRECTION & ON-SCREEN TEXT

Opening

VISUAL DIRECTION

- Open on the most visually striking element of the finished project — a feature wall, façade detail, louvre system or custom architectural element
- Slow, considered camera movement to emphasise design quality

ON-SCREEN TEXT

CLIENT TESTIMONIAL
[CLIENT / COMPANY NAME]

The Vision

VISUAL DIRECTION

- Client speaking about the original design intent
- Cutaways to renders, drawings or early design references if available
- Architectural or design detail close-ups

ON-SCREEN TEXT

THE VISION

FRAMING LINE (NARRATOR / TITLES)

> *"This segment should establish what the client was trying to achieve architecturally, before showing how it was built."*

From Design to Reality

VISUAL DIRECTION

- Show the transition from design/drawing to manufactured component to installed feature
- CNC, fabrication or assembly footage where relevant to this specific project
- Emphasise custom or non-standard elements of the fabrication

ON-SCREEN TEXT

FROM DESIGN TO REALITY

FRAMING LINE (NARRATOR / TITLES)

> *"This segment should make clear that TMS interpreted and delivered a specific design intent, not a standard product."*

The Finished Design

VISUAL DIRECTION

- Wide and detail shots of the completed architectural feature
- Natural light where possible to show the finish and material quality
- Client viewing or standing near the finished feature

ON-SCREEN TEXT

THE FINISHED DESIGN

Closing

ON-SCREEN TEXT

TMS SOLUTIONS **DESIGN | MANUFACTURE | INSTALLATION**

PART 2 — INTERVIEW QUESTIONS & SUGGESTED RESPONSE DIRECTION

What was the original design idea behind this project?

Suggested response direction: A description of the architectural intent — what the space or building was meant to express or achieve.

How closely did the finished result match what you had in mind?

Suggested response direction: An honest comparison between the original vision and the completed work, including any refinements along the way.

How did TMS approach the more custom or unusual parts of the design?

Suggested response direction: Specifics on how TMS handled non-standard requirements — communication, technical input, or problem-solving during fabrication.

What role did TMS play beyond just manufacturing the components?

Suggested response direction: Any design input, technical advice, or coordination TMS contributed beyond fabrication and installation.

What do you think when you look at the finished project now?

Suggested response direction: A genuine reaction to the completed architectural feature, tied to the original design goal.

Would you work with TMS again on a design-led project?

Suggested response direction: A natural, specific recommendation grounded in this project's design outcome.

Testimonial 03 — Project Delivery / Installation Experience

Focus: the execution of a project — scope, project coordination, manufacturing, site installation, timeframes, professionalism, finished project, recommendation.

PART 1 — VISUAL DIRECTION & ON-SCREEN TEXT

Opening

VISUAL DIRECTION

- Open on-site, with the completed project visible behind or around the client
- If available, brief cut to installation-in-progress footage to signal this testimonial is about delivery

ON-SCREEN TEXT

CLIENT TESTIMONIAL
[CLIENT / COMPANY NAME]

The Scope

VISUAL DIRECTION

- Client describing the scale and scope of the project
- Wide shots establishing the size/complexity of the installation

ON-SCREEN TEXT

THE SCOPE

Coordination & Delivery

VISUAL DIRECTION

- Client speaking about project management, scheduling and communication
- Installation footage — team on site, components being installed, coordination between factory and site
- Keep pace practical and grounded rather than cinematic — this segment is about reliability

ON-SCREEN TEXT

COORDINATION & DELIVERY

FRAMING LINE (NARRATOR / TITLES)

> *"This segment should reassure a prospective client that TMS manages complexity and keeps to schedule."*

On Time, On Site

VISUAL DIRECTION

- Show the installation team at work
- Detail shots of finished sections being completed
- Where relevant, show the handover of the completed project

ON-SCREEN TEXT

ON TIME | ON SITE | ON BRIEF

Closing

ON-SCREEN TEXT

TMS SOLUTIONS
DESIGN | MANUFACTURE | INSTALLATION

PART 2 — INTERVIEW QUESTIONS & SUGGESTED RESPONSE DIRECTION

Can you describe the scope of this project?

Suggested response direction: A clear, specific description of the scale of works — size, number of components, or complexity.

How did TMS manage the coordination between manufacturing and installation?

Suggested response direction: Specifics on scheduling, communication between factory and site teams, and how logistics were handled.

Did the project run to the agreed timeframe?

Suggested response direction: An honest account of the schedule, including how any changes or challenges were managed.

How would you describe the professionalism of the team on site?

Suggested response direction: Concrete observations about the installation team's conduct, safety, and site management.

Were there any challenges during installation, and how were they handled?

Suggested response direction: A specific example of a problem and how TMS resolved it — this builds more credibility than a claim of a perfect project.

Would you recommend TMS Solutions for project delivery, and why?

Suggested response direction: A direct recommendation grounded in the reliability and professionalism just described.

Common Closing for All Three Testimonial Videos

Where appropriate, maintain a consistent branded ending across the series:

TMS SOLUTIONS
DESIGN | MANUFACTURE | INSTALLATION
LET'S TALK ABOUT YOUR NEXT PROJECT
Phone | WhatsApp | Email | Website

The three testimonials should feel like part of one professional TMS Solutions series — each focused on a different aspect of the client experience (the commercial relationship, the design outcome, and the delivery process) — while each remains strong enough to be used independently.

Filming Notes

- Film on location at the completed project wherever possible, rather than only in a studio or office setting.
- Use a genuine, unscripted interview style — ask the questions conversationally and let the client answer in their own words.
- Record more material than needed; the strongest 60–90 seconds can be selected in the edit.
- Capture supporting cutaway footage (the project, the team, installation detail) during or around the interview so the edit is not just a talking head.
- Keep a consistent visual and audio setup across all three testimonials so they read as one series.