

# 5 benefits of better video conferencing.

You don't just have to see it to believe it; video collaboration will benefit your business in many ways.



65% of communication is nonverbal in nature.

— "Video conferencing and collaborative engagement," Gigaom Research, 2014.



## 1. Increases productivity.

Face-to-face communication increases understanding and helps with faster decision making. Participants in video meetings are more likely to stay alert and focused on what is being discussed.

A global survey of 1300 managers indicated that **87%** believe video has a significant and positive organizational impact.

— "2013 Cisco Global Young Executives' Video Attitudes Survey," Cisco, Aug. 5, 2013.



*Video helps build trust.*

## 2. Saves money

Video collaboration allows you to maintain quality relationships with clients and stay in touch with remote experts at a moment's notice, without costly travel or delays. You can also save on office space, costly recruiting, and retraining by empowering valuable employees who need to relocate or need to work from home for a few days.

*"Travel is no longer a bottleneck in carrying out our projects. Our clients know that we can maintain frequent contact with them without time or distance being a barrier."*

— James R. Brogan  
AIA, Kohn Pederson Fox Associates

## 3. Allows flexible workspaces to stay connected.

Teams in different offices can stay connected, making decisions in real time via conference. Telecommuters and remote employees can stay on track, whether mobile, at their desk, or in a team room, and add insights into day-to-day operations and new policies.

# 68%

of HR professionals believe adopting a flexible, mobile work model delivers competitive advantage.



— "Connected World Technology Report," Cisco, 2014.

*You can be everywhere with video.*



## 4. Maintains personal connections.

Participants in conferences are able to see each other's facial expressions and body language. This can help meetings feel more personal and build relationships and trust with clients and partners.

## 5. Improves work-life balance.

Excessive business travel can burn employees out. Stay connected in a dynamic work environment without having to sacrifice work-life balance. Connect from wherever you are to whomever you need. You'll lower stress and increase business performance levels.

