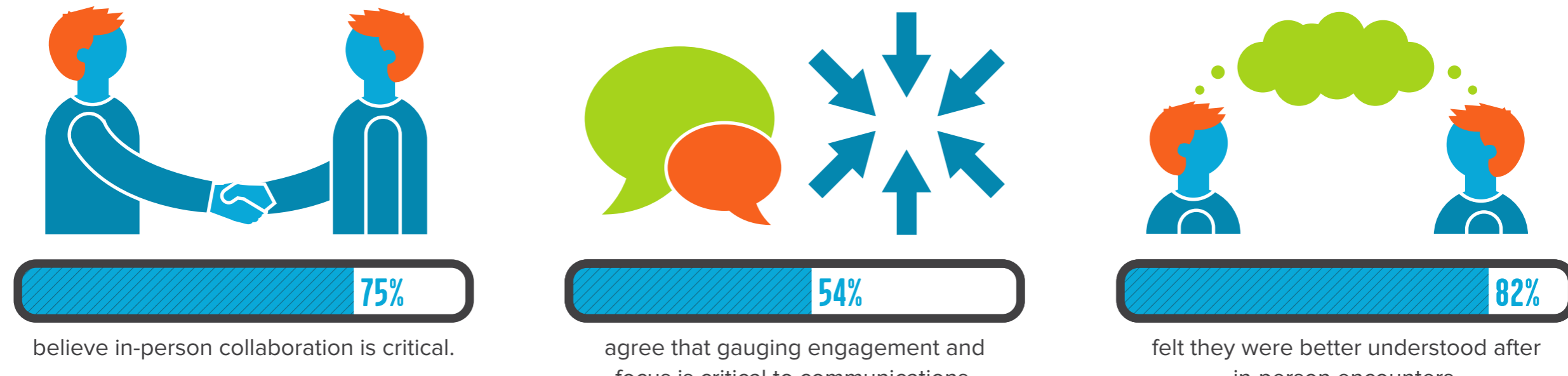


# THE POWER OF IN-PERSON

The demands of a distributed globalized marketplace have altered the way organizations communicate with colleagues, supplier/partners, and customers who may be separated by long distances. A global survey conducted by The Economist Intelligence Unit, sponsored by Cisco, assessed 862 business leaders' sentiments about the **value of in-person meetings and their impact on more than 30 business processes**. So, what's the verdict? Is in-person communication as powerful as we think it is?

## IN-PERSON MATTERS

Business leaders are virtually unanimous in agreeing that in-person communication is more effective, powerful, and conducive to success:

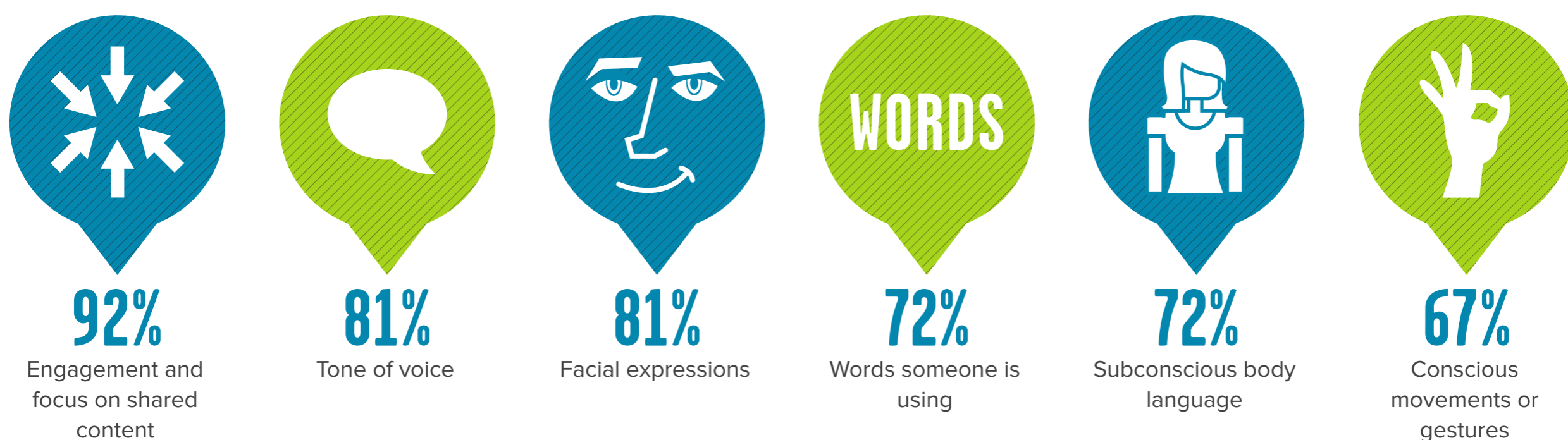


## TOP MOTIVATIONS FOR IN-PERSON INTERACTIONS

The **TOP THREE MOTIVATIONS** among customers, partners, and colleagues for in-person interactions included:

- 1** Resolving major problems more efficiently.
- 2** Generating long-term relationships.
- 3** Resolving a problem or creating an opportunity quickly.

The following are seen as key to successful communications:



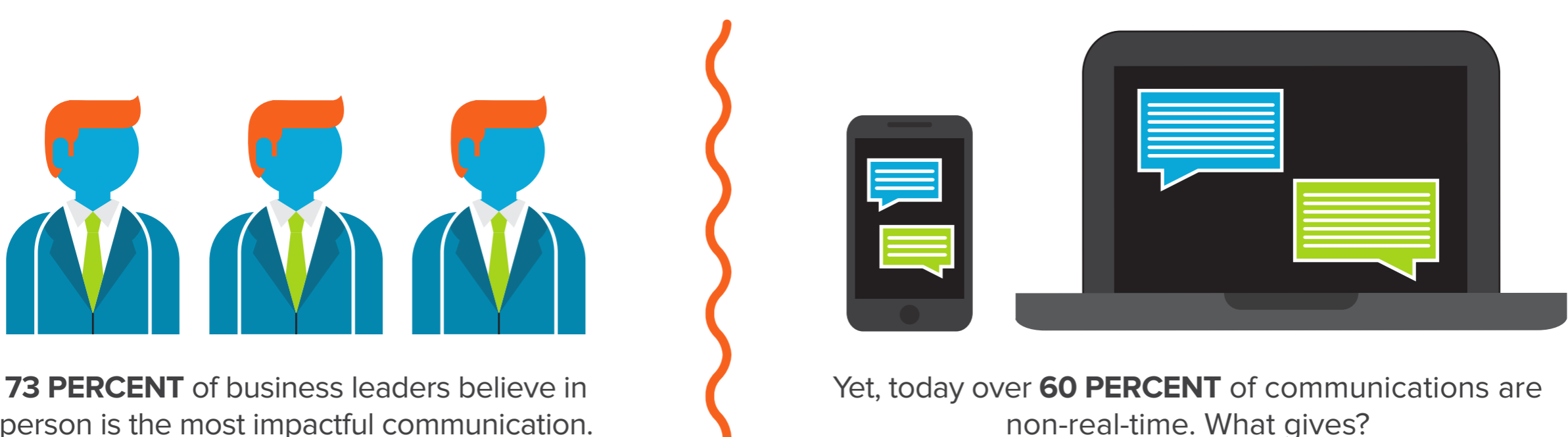
**4 OUT OF 6** of the most important attributes of building a relationship cannot be achieved without the power of in-person, which requires a rich communication environment.

## BUSINESS PROCESSES MOST CRITICAL FOR IN-PERSON

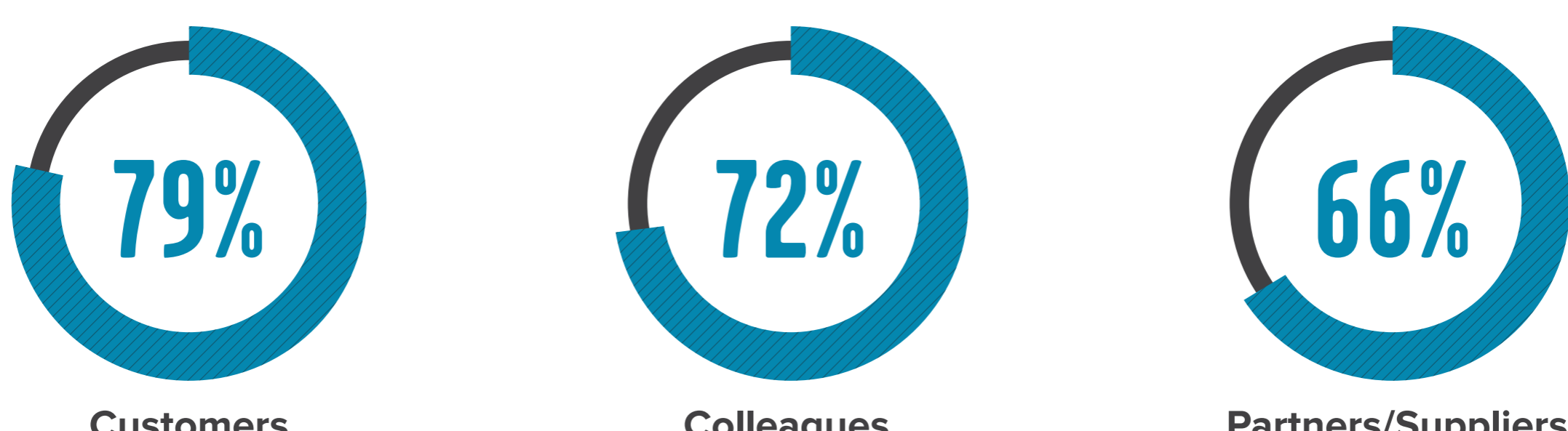
Executives also believe in-person collaboration is critical for more than **50 PERCENT** of key business strategic and tactical business processes when engaging with colleagues, customers, or partners.



## THE GREAT DEBATE

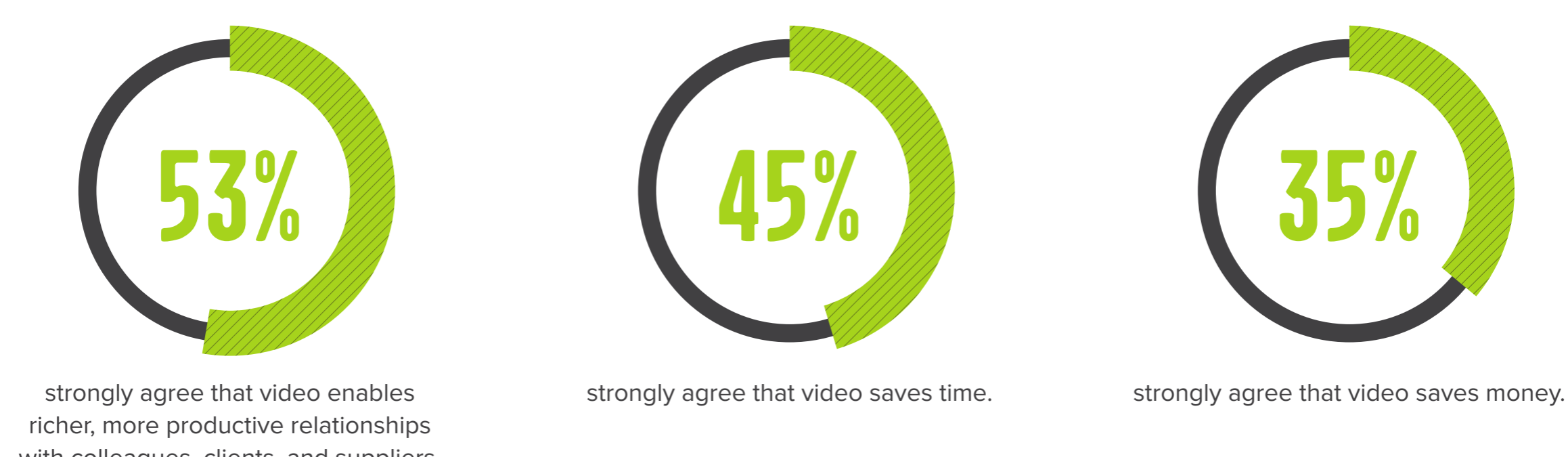


**PERCENTAGE OF BUSINESS LEADERS WHO BELIEVE IN-PERSON HAS A HIGHER IMPACT THAN EMAIL, PHONE, OR WEB CONFERENCE WITH THE FOLLOWING GROUPS:**



## THE POWER OF IN-PERSON TO AMPLIFY YOUR BUSINESS

Decision makers who have used telepresence to replicate in-person experiences have reaped the rewards:



Additionally, decision makers agree that telepresence:



Creating in-person communication experiences at scale can produce superior outcomes. So, what does the future look like for companies who are making the in-person imperative jump?

**EXPLORE MORE AT – [www.cisco.com/web/telepresence/economist.html](http://www.cisco.com/web/telepresence/economist.html)**