



Video Conferencing

The top five benefits

Research and customer feedback show that these are the top five benefits that video conferencing delivers to most organisations.

1). Reducing Travel Expenses

Securing new market opportunities in today's globalized economy often demands that the business person travels far and wide for a face-to-face meeting. Such personal contact brings an immediacy and impact to transactions, but there are significant financial, time and other logistical expenses involved. These can all be eliminated with the use of video communication. Video conferencing has vastly improved in its high definition quality, availability and accessibility of equipment. These technological advances have made video conferencing almost like "being there without the taxi to the airport, standing at check-in and having to decide on the chicken or the beef. The majority of organisations will see a single outlay of annual travel expenses far outweighing the entire video conferencing investment, easily justifying the implementation.

2). Increasing the productivity of your workforce

Increasing communication between a company's various offices is vital to maximize productivity. Conference calls on the telephone are limiting and often awkward. A video conference meeting on the other hand helps employees to understand and collaborate on a new level. Not surprising when you consider 80% of communication consists of non-verbal visual cues.

3). Giving a business the competitive edge

Video conferencing can be used as a business tool to increase or maintain a company's competitiveness. Employees share information quicker, in more detail and to more people. Stronger customer relations are fostered through one-on-one video interaction, and some companies use the environmental credentials of video conferencing over air travel to strengthen their green credentials.

4). Reducing a company's carbon footprint

By communicating via video conferencing a company can significantly reduce its air travel and subsequent carbon footprint. This can be an important draw card for potential employees and future business partnerships.

5) Improved Hiring and Retention of Top Talent

Companies with video conferencing facilities can reduce time and travel costs of interviews by inviting potential candidates into their nearest video conferencing facility and conducting the interview face-to-face. These video interviews can be recorded and viewed by other stakeholders at a later date. Video communication also allows existing employees to work remotely, bringing flexibility and better work/life balance into their working week. This can aid retention significantly.

Contact us for more information about how your organisation can benefit from video conferencing