

eBook:

The Video Conferencing Guide for Growing Businesses

Cisco Webex



Table of Contents

- 01 Forge connections and fuel growth
- 02 Collaborating more cost-effectively
- 04 Elevating your business brand and reputation
- 06 Building stronger relationships with video-first experiences
- 08 Taking the next steps with a video solution



Overview

Forge connections and fuel growth

Video conferencing brings meetings to life. Connecting with someone over video provides sharper detail, greater context, and tighter focus than a traditional voice call ever could.

You get to see reactions in real time and keep everyone in sync through features such as screen sharing and whiteboarding. The visual interactions of video calling leave a lasting impression: While the brain normally retains only 10% of what you hear three days later, [it holds on to 65% of visual information](#).

For businesses, the advanced capabilities of video conferencing pave the way toward superior collaboration.

Through Webex Meetings, your business can tap into:

- ▶ A straightforward interface that makes it simple to schedule, participate in, and control each meeting.
- ▶ Improved support for remote workers, whose ranks grew ten times faster than the U.S. workforce as a whole from 2005 to 2018.
- ▶ Secure infrastructure that prevents critical exploits, like hidden web servers and eavesdropping.
- ▶ A more professional image to present to your key audiences.

Let's look closer at how these benefits of Webex can reshape your organization for the better, across three big categories – team collaboration, brand management, and human experiences.

Collaborating more cost-effectively

The average small and medium business spends [more than a large enterprise on business travel](#). But video conferencing provides the perfect alternative to an expensive flight or road trip.

A video meeting in Webex lets you reach anyone, from anywhere. As a result, you can interact with clients, pitch to sales prospects, and engage with co-workers, regardless of everyone's physical location. Plus, you can free your business from geographic constraints and find the [best talent](#) and most economical business partners and agencies worldwide. Such flexibility translates into less costly and more effective collaboration, along with fewer expenses tied up in physical office space, as less of it is needed with a more remote workforce.

Instead of needing to travel to a specific place to walk your team through a presentation or discuss a renewal deal with a client, everything can be done directly within Webex, without having to pay for and jump between multiple applications. Broadcasts, recordings, and [screen shares](#) make it a convenient and comprehensive solution for collaboration.



The expansive yet streamlined functionality of video conferencing delivers a big productivity boost, too, especially for remote workers. They can securely join with a single tap or click from any device—whether their phone, tablet, PC, a web browser, or a standards-based video conferencing system—and customize their layouts to get just the right view into the meeting.

That spares them from needing to enter a long PIN or navigate a complex setup process just to get started. Once the conference begins, the crystal-clear video feed also keeps proceedings on track by eliminating the productivity-draining multitasking and delays typical of traditional conference calls.

Over 40% of respondents to a 2019 survey cited poor meeting organization as a reason they didn't have time to complete their other work. It doesn't have to be that difficult or costly to get things done, as video conferencing ensures faster, more focused meetings with fewer hurdles for teams to overcome.



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Elevating your business brand and reputation

How do clients, prospects, and potential hires perceive your company's image? A reputation for poor service or low reliability—for example, in getting a meeting set up or managing a related technical support issue—is costly to any business. Consider that **customers are three times more likely to tell their peers about a negative experience than a positive one**, and that over \$500 billion in revenue is lost each year in the U.S. to these bad interactions.

With reliable and intuitive video conferencing software, your business can establish a good reputation with all of its audiences, allowing for improved engagement and higher morale. For starters, Webex Meetings is easy to use for both hosts and attendees. It works consistently and securely and doesn't leave anyone hanging, routinely struggling with audio or video problems, or just generally disappointed and frustrated.

No download is needed, since the entire video conference can be hosted in a standard browser. Accordingly, initiating a meeting with anyone from a colleague to an agency takes just seconds and lets you focus more on discussing business matters than navigating procedural complications.



At the same time, none of the power of hosting a video conferencing meeting is lost because of this simplicity:



A meeting host can share their entire screen or a specific piece of content, for a detailed discussion that keeps all participants on the same page.



Webex polling enables quick feedback, voting on propositions, and tests of knowledge, while messaging allows for real-time discussions during and after the video conference.



Meeting recordings are easy to create and share via email so that anyone who couldn't attend can catch up later.



Facebook Live broadcasts along with integrations with numerous everyday business tools including calendars, CRMs, and instant messengers let your business reliably reach a broad audience.



Building stronger relationships with video-first experiences

As teams become more geographically dispersed, it's important to make them feel like they still have valuable connections with each other. Loneliness and inadequate collaboration are among [the most commonly cited challenges when working remotely](#), after all.

Video conferencing helps participants feel more engaged, like they're right in the room together even if in reality they're actually far apart. High-definition video feeds capture the informative, nonverbal communications like facial expressions and body language that wouldn't be picked up on a plain conference call.

In this way, video calling contributes to a fuller understanding of the messages participants are trying to get across during a meeting. It also opens up new possibilities, such as live demonstrations and the use of visual aids, to provide even more context for the discussion.



The visual richness of video conferencing is particularly well-suited to today's diverse and multicultural teams. Relying strictly on voice or email communications can result in significant disconnects that are amplified by distance.

Unlocking the full potential of a team requires forming real connections between its members. Video conferences do exactly that, by putting remote workers in closer contact. They can in turn build more personal working relationships with their coworkers across the organization.

Ultimately, video conferencing brings people together and builds trust. It delivers a highly personalized experience for meetings that otherwise might have been anonymous and unengaging events.



Conclusion

Taking the next steps with a video solution

Communication tools are like highways connecting the different teams of a growing business to each other, as well as to the outside world. Video conferencing platforms offer the most nuanced and sophisticated connections between these audiences, thanks to unique features that help bridge distance, create context, and raise employee productivity.

In closing, video calling leads to better meetings and greater collaboration. Webex has the straightforward design and powerful functionality to ensure your growing business can stay competitive even as remote work becomes more common and other challenges arise.



Get started for free with the market's leading video conferencing solution!



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Sign up for free today

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