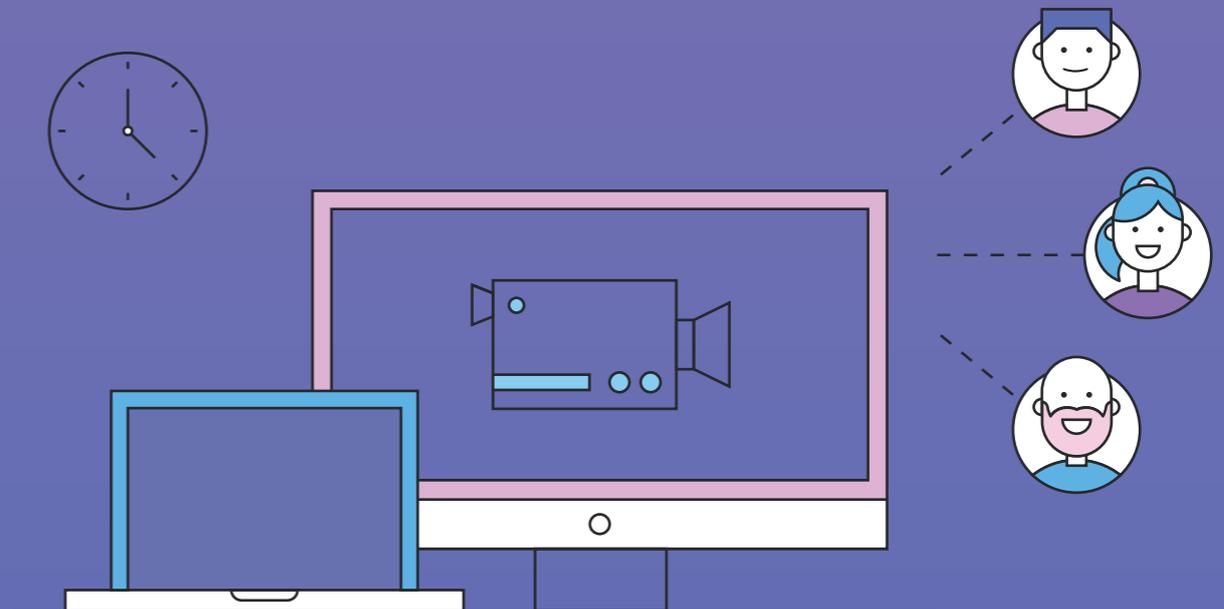


What the Heck is Wrong with Video Conferencing?

How You Can Avoid Tech Pitfalls to Quickly Improve Collaboration



There is a world of difference between passing information around and truly collaborating. Ideas quickly get buried in the thread of email and messaging apps, and natural cues of body language – which make up [93%](#) of our communication – are left unseen during conference calls. It's no wonder video conferencing is a key tool in the collaboration toolbox.

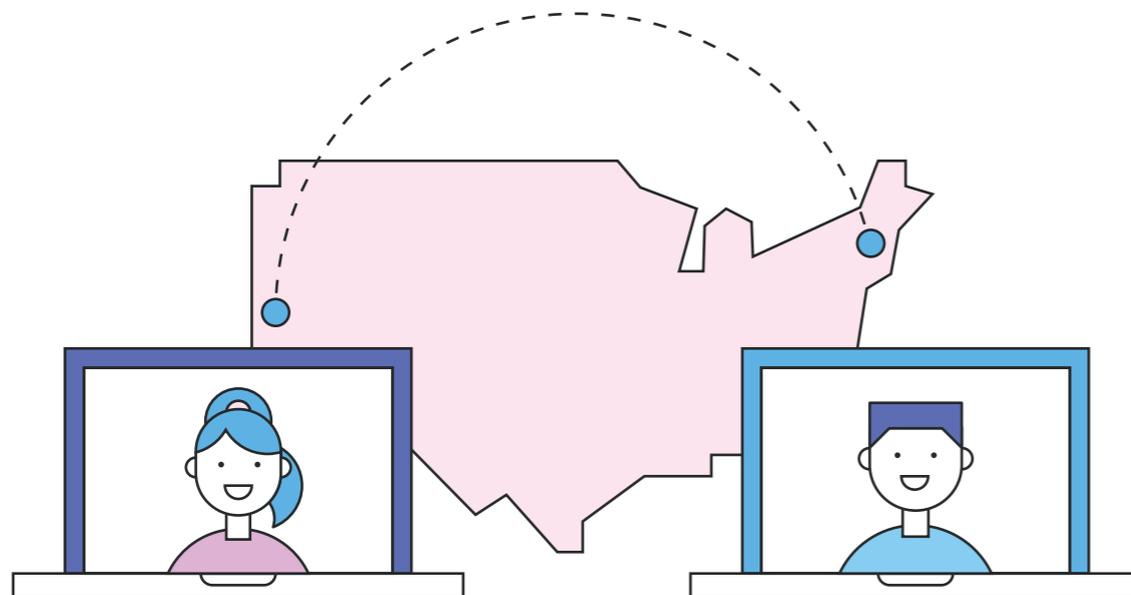
But existing solutions clearly aren't keeping up with users' needs. We surveyed 175 IT professionals across 40 industries about their solutions and learned that current technology is plagued by technical issues and needlessly complex platforms. These complications are hurting video conferencing adoption—and its ROI.

But there's also hope: The right technology can actually increase video adoption and improve meeting productivity. Read on to learn how companies are realizing value from video, the impact of technical issues, and what to look for in a good solution.



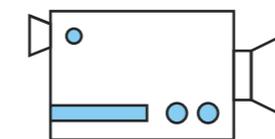
Video—It's Not Just for the Boardroom

Nothing can replace the quality of face-to-face communication. But with workplaces becoming more distributed, video usage is becoming a requirement—not a luxury—and usage is quickly growing. In fact, 80% of IT professionals think video conferencing will be extremely important for their companies in the next 2 years. It's currently on pace to be used in every meeting, by every employee.



78%

of surveyed companies have more than 1 office location; 25% have 5+.



More than half (50%+) of all meetings will use video in the future.

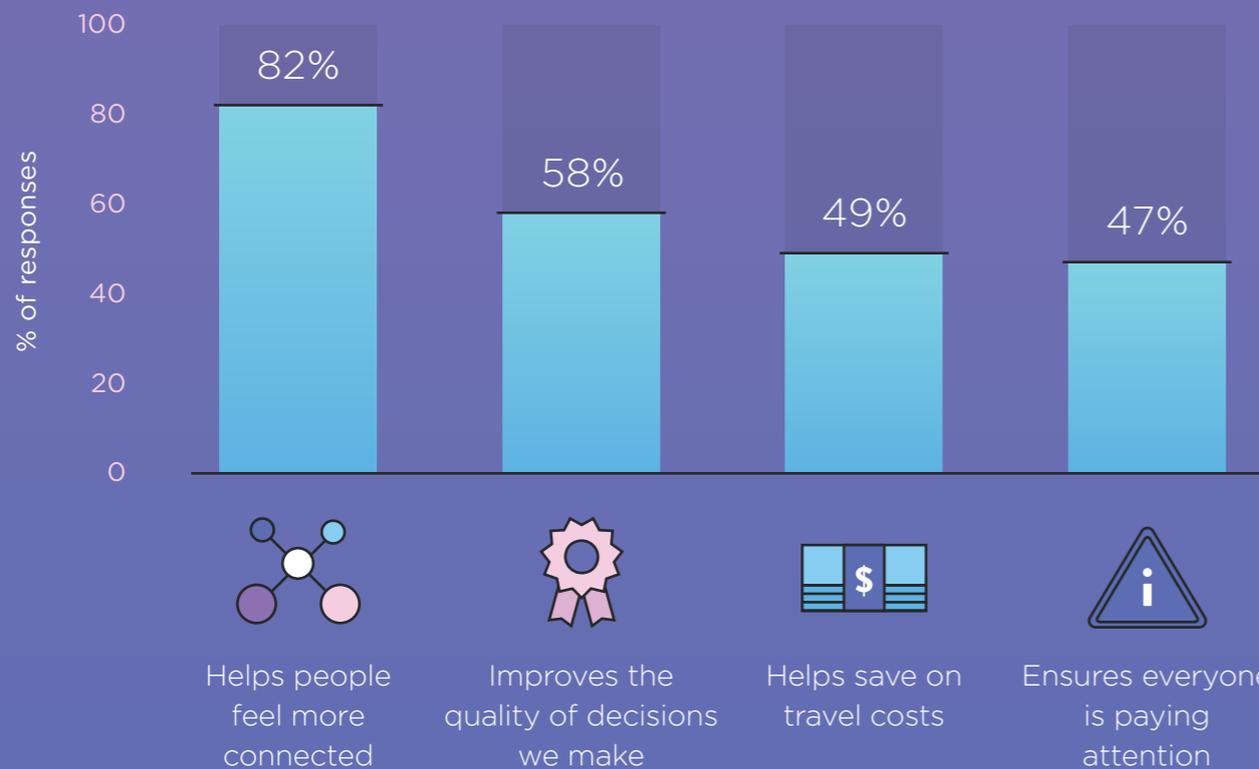
The number of surveyed companies for which video conferencing is extremely important will increase by 240% in the next 2 years.

It's About Connection & Culture

Video's business value isn't just about saving on travel costs and ensuring everyone's paying attention. When you can see one another, everyone feels more connected and *engaged*. Video can also help combat groupthink and other evils of today's business world. On video, you can see things you'd never hear on a conference call—like a team member who's not speaking up despite looking like they have something to say, or someone saying “yes” while clearly uncomfortable with the group's decision.



WHY VIDEO IS IMPORTANT



82%

of respondents say they consider video conferencing very important because it helps team members feel connected.

Another **59%** say it helps them make better decisions.

So, Where's the Love?

The value of video conferencing is clear, but there isn't much love out there for existing solutions. Unfortunately, there's a gap between video's bright future and the way it currently works—or should we say, *doesn't work*. Customer satisfaction is shockingly low, and the leading solutions (you know, the big vendors you've heard of before) are big laggards in customer satisfaction.



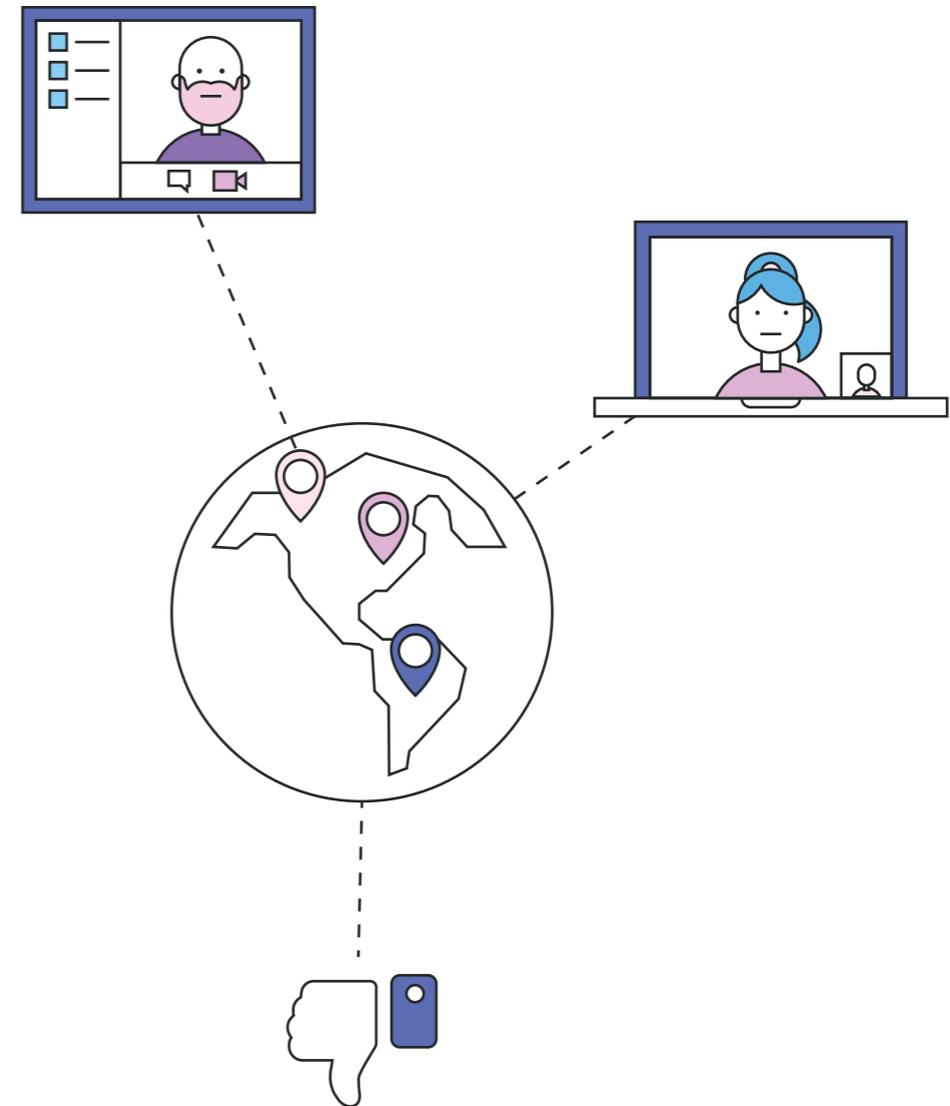
Only 17%

of surveyed people are satisfied with their video conferencing solutions.



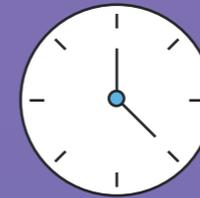
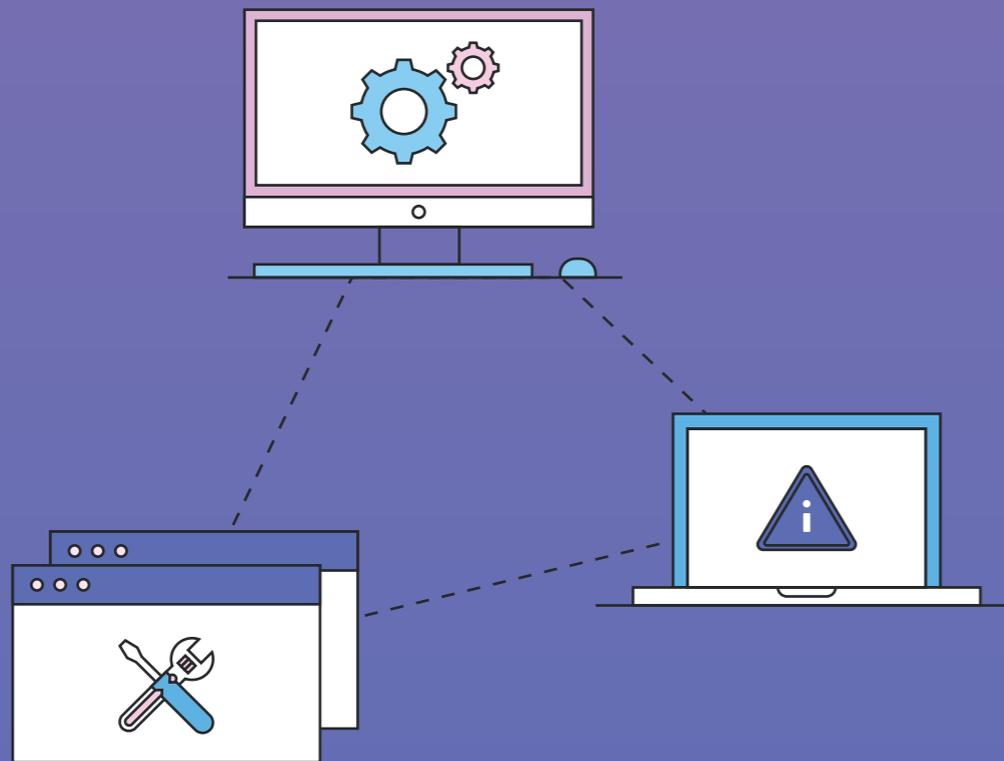
Nearly 60%

of our surveyed IT professionals who use a leading vendor report indifference to strongly negative sentiments.



It Takes Too Long to Make it Work

No wonder people are frustrated. Technology should be making your meetings easier, not sucking up valuable time on troubleshooting. Complex interfaces and integration issues between different vendors are costing valuable time. On average, nearly 1/3 of a 30-minute meeting is eaten up just getting the technology to work.



8 minutes:

Average time to get a video call started.

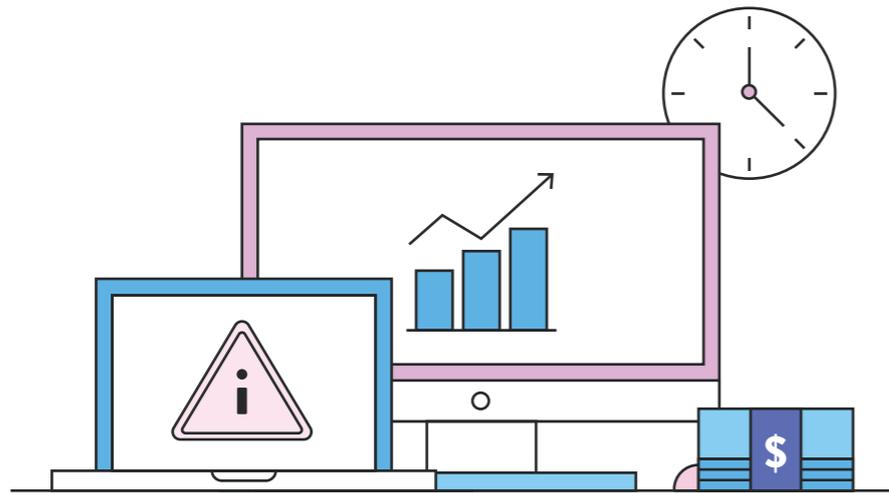


7 minutes:

Average time to set up screen sharing.

Technical Issues Are Far Too Common

But things aren't always smooth once you *do* get the meeting started. *Technical issues are way too common and way too expensive.*



Time is money, and those are dollars you're never getting back.



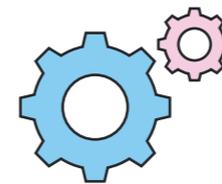
40%

Nearly 40% of meetings have hardware or software technical issues.



12.3 mins:

Average meeting time used to resolve these issues.

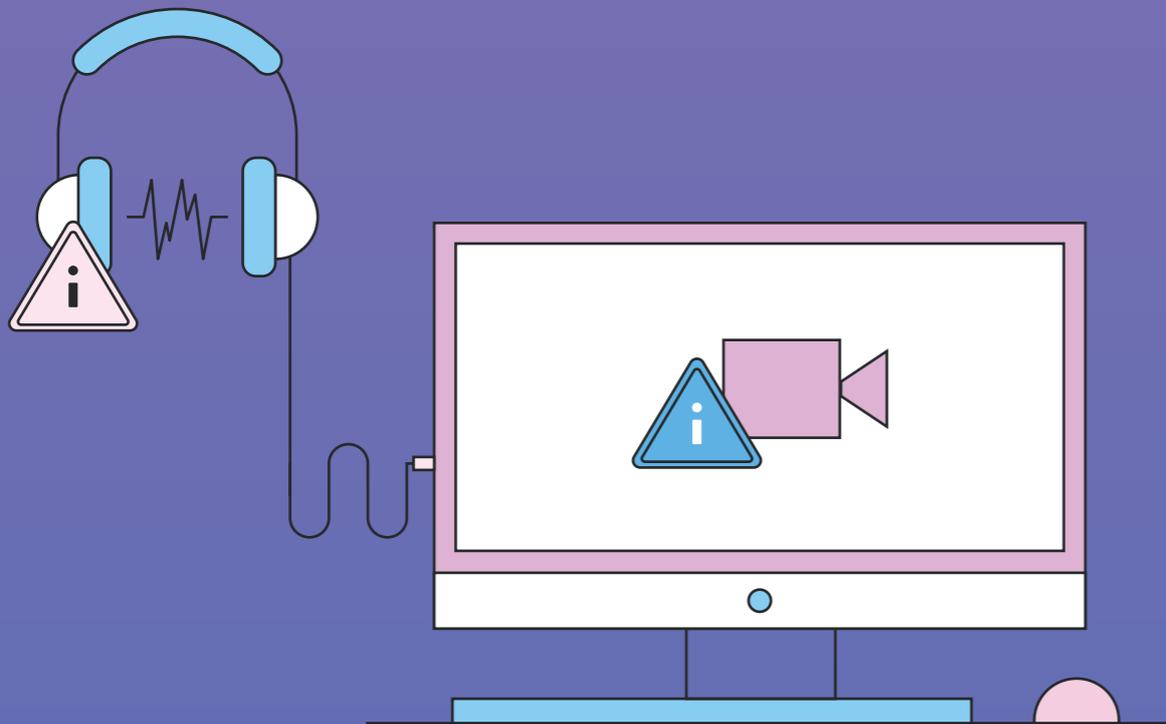


26%

of surveyed respondents have to call IT help for at least half of their meetings.

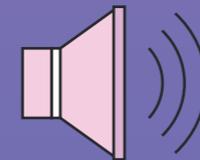
Surprisingly Poor Audio/Video Quality

What's video conferencing without high-quality audio and video? Collaboration's all about connections between people; when the connection breaks down, collaboration breaks down with it. Unfortunately, existing audio and video quality is a garbled, pixelated mess.

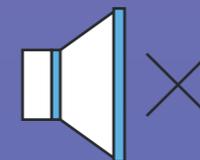


37%

of respondents say video quality issues plague them frequently



Even when the audio doesn't fail outright, **67%** of respondents say background noise still affects their hearing at least some of the time

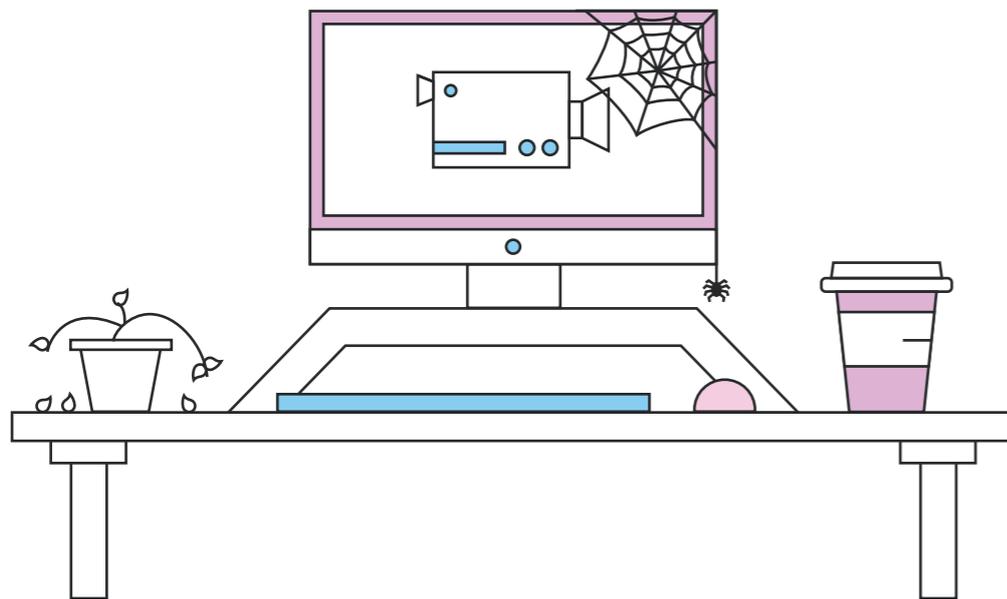


Audio-quality issues are even more prevalent, with **40%** reporting they occur frequently

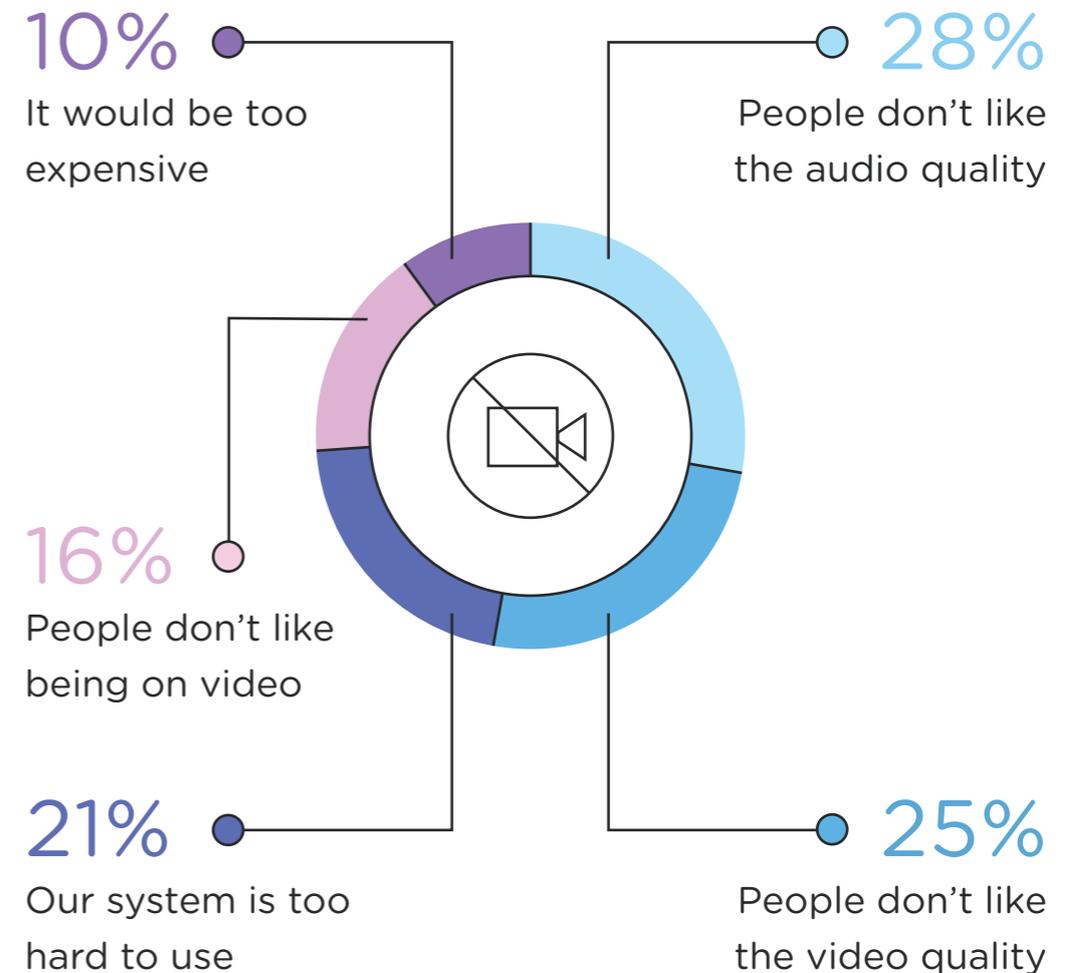
Technical Issues Hurt Adoption

Unsurprisingly, these technical problems have a devastating impact, with many people avoiding using their video conferencing systems altogether. When per-room costs exceed \$10,000 for a full solution, that's a significant amount of money wasted. Poor audio and video quality are the biggest culprits, but ease of use also ranks highly.

Of course, cultural issues may also be to blame (people still don't like being on camera), but not to worry—we've got ideas for how you can [look great on video calls](#).



NO. 1 REASON FOR AVOIDING VIDEO

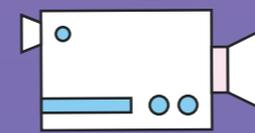


Building the Right Solution

These technical issues and inefficiencies stand in stark contrast to video collaboration's growing value across distributed workforces. But here's the great thing about technological limitations: Once the right solutions are in place, the barriers to adoption come crumbling down. At Highfive, we've built an easy-to-use, high-quality video-conferencing solution, and results show it scales and saves time.

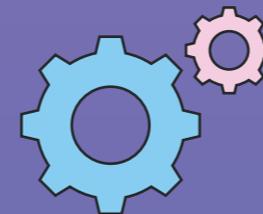


After implementing Highfive, our customers have seen impressive outcomes:



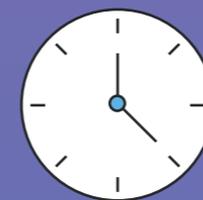
2x

the number of video-based meetings



30%

reduction in technical issues occurring in meetings



50%

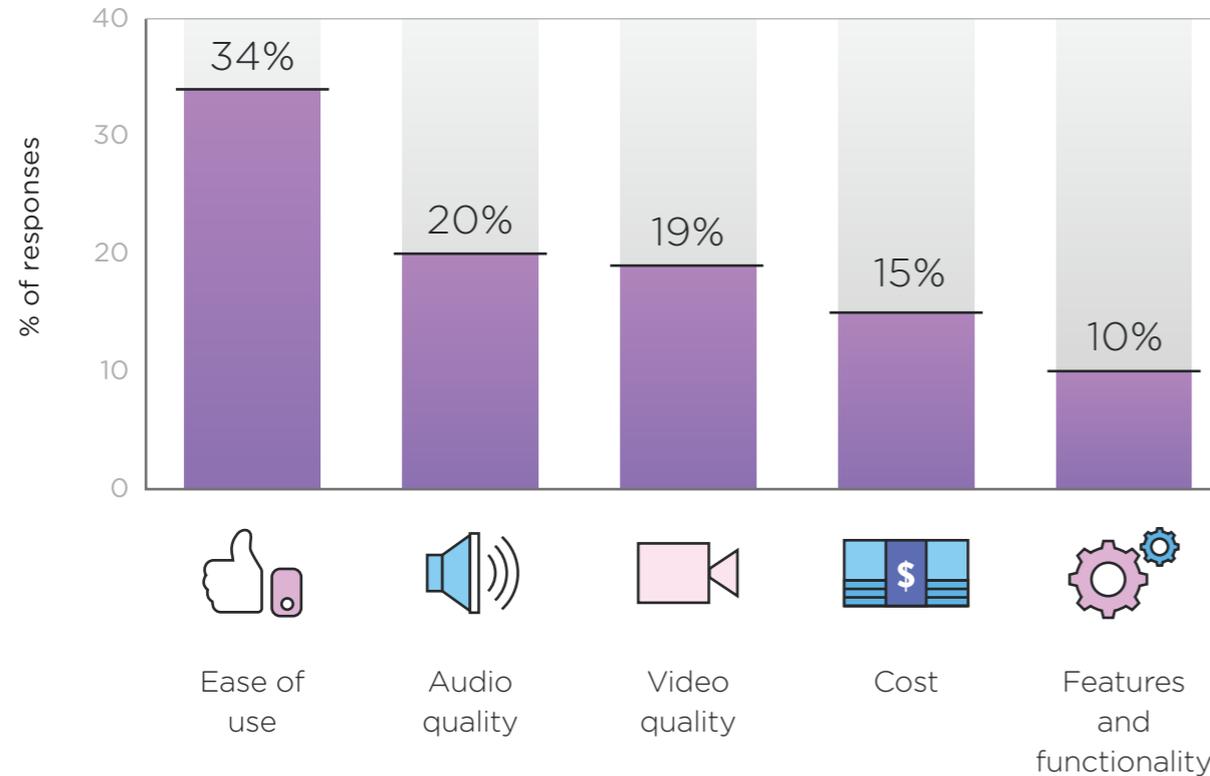
reduction in time starting a video meeting and setting up screen sharing

Instead of taking 8 minutes to get started, meetings are now up and running in 4. Instead of taking 7 minutes to share a screen, the whole team is now on the same page in 3.

Finding the Right Solution for You

To get a video conferencing solution that people will *actually* use and that you can scale across your company, you need the right mix of quality, affordability, and ease of use. It's not about jam-packing the product with features.

NO. 1 EVALUATION CRITERIA



Make sure whatever solution you choose:



- Naturally mimics face-to-face interactions
- Enables seamless group-to-group and one-to-one connection, or in almost any other configuration imaginable
- Most importantly, helps people make vibrant, productive face-to-face collaboration a part of every workday— regardless of separation by time or distance



Get a Demo of Highfive

No matter what new, distributed forms our work takes in the future, genuine human interaction will be at the heart of effective collaboration, and effective collaboration will continue to be the engine that drives productivity and growth. See how Highfive can transform your meeting rooms and improve face-to-face collaboration in every meeting.

GET A DEMO



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