

Overcoming the Video Conferencing Adoption Void



66%
Stated goal setting for adoption is critical

80%
Stated they are not held accountable to adoption goals

Our recent survey results uncovered several disconnects in their enterprise video conferencing strategies that could send investments into a bottomless void.

Scroll down to shed light on the risks and learn how to get the most out of your video conferencing investments.

Hope you're not scared of the dark!

180
Enterprise Businesses

Who We Surveyed

72%
7,000+ Employees

20+
Industries

Rise of Multi-Vendor

49%

Of enterprises use multi-vendor video conferencing systems to meet their business goals. Video conferencing environments are likely to get more complex as video conferencing spending reaches \$17.4 billion by 2019.



User Experience is Key to Usage

Biggest Employee Adoption Barriers

- Scheduling/initiating meetings
- Not seeing value of video over audio only
- Poor call quality (e.g. dropped calls, jitter, etc.)

68% Ranked "user experience" as the #1 reason for negative employee adoption rates.

You Cannot Improve What You Cannot Measure

52% Indicated they don't have what they need to set goals or fully measure employee adoption in their multi-vendor environments.

Enterprises are hindered by complexity. They are either not tracking the usage of their investments, or struggle to get what they need from multiple tools or manually extracting data.

How to Shed Light on Your Entire Video Conferencing Environment

- 1** Improving user experience is the only way to increase video conferencing adoption.
- 2** Setting adoption goals and tracking your progress is essential.
- 3** Use tools to track quality and adoption metrics for your entire video environment.

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