Top 4 Challenges Solved by Video Collaboration

Vidyo®

An Enghouse Company

Break the Barrier

Better Communication Is at Your Fingertips

As today's business leaders seek to grow their companies, drive value, and optimize operations, they understand that employees need efficient and effective interpersonal collaboration to meet strategic goals. As customers have demanding expectations of customer service, easy access to support and fail-safe technology is a must.

But with the right technology, businesses can strike the right balance and deliver against both sets of expectations.

Drawing on our experience of video-enabling organisations across industries like healthcare, banking and insurance, transforming their interactions with their service users, we've created this report that examines the challenges placed on businesses. It explores the opportunities to make service improvement and efficiency savings through video conferencing technology.

1 Minimise Multitasking & Increase Conversion

Organizations are investing in tools so their employees can communicate and collaborate more effectively. Desktop video collaboration drastically improves concentration, making every meeting more productive and efficient.

People are more engaged over video than any other remote collaboration technology. The evolution of cloud-based video conferencing is a game changer for organizations that need to enable a remote workforce. It's easier than ever to deploy, scale and support desktop video conferencing.

✓ **CUT DOWN ON MULTITASKING**

Video communication cuts down on customer's (and employee's) proclivity to multitask, increasing their attention span & therefore giving you better chance to send your message across.

✓ **IMPROVE CLIENT CONVERSION**

The personal touch of face-to-face interaction can considerably improve client conversion, and is shown to improve customer engagement.

RankTech

20% increase in conversion rate with video-enabled customer acquisition
- **RankTech Customer Case Study**

2 When Face-to-Face Interaction is Needed, Distance is a Hurdle

Whether it is a doctor-to-patient consultation, or an insurance claims assessment, or even a meeting between colleagues, your customers expect to have your services to hand when the need arises.

✓ **LOWER TRAVEL EXPENDITURE**

Travelling costs for vendors and customers are no longer a problem. Using video communication, you can cut down on travel costs and time for your business and your customers by making meetings accessible to all, located anywhere on the globe.

✓ **MEETING MOBILITY NEEDS**

For customers and employees with disabilities, video conferencing offers a solution to their mobility needs. As well as being of great help to staff and customers, video conferencing can decrease the demand for more physical facilities fitted with accessibility measures.

3 Customers are Used to Communication over Video

Family members and friends use video communication all the time - and they expect the same flexibility when talking to businesses.

It's a hurdle for businesses to accommodate telephony and video, working together to provide a seamless customer experience.

✓ **VIDEO: ANOTHER CHANNEL, NOT A REPLACEMENT**
Although video can provide a more natural communication with customers, it also needs to work as a channel that is seamlessly connected to telephony, chat and email.

✓ **ESCALATION TO VIDEO**
If you're looking to accommodate video as another channel, you would need to be able to quickly escalate calls to video. Chat to video escalation is available with Enghouse Vidyo, enabling your contact centre agents to provide the best customer experience.

> "We always strive for that amazing member experience, and Vidyo's solution has helped create an environment of excitement — and excitement is contagious. So with our staff able to share that with members, I feel it brings the member experience to a whole new level"
>
> **- Jim Daly, Vice President and Chief Information Officer**

4 Easing Collaboration Within Mission Critical Processes

Increasingly organisations are moving from general communication applications towards using communication within the context of an existing workflow.

✓ **DON'T NEED TO MOVE OUT OF MISSION CRITICAL TOOLS**

This means you can collaborate over video within your applications, your custom portals your workflows by embedding the Enghouse Vidyo platform via APIs and SDKs inside your internal and customer-facing applications which your staff and your customers would have already installed on their devices.

✓ **FLEXIBLE INTEGRATION AND CUSTOMIZATION**

Thinking of using video collaboration and screen sharing? Then you've come to the right place: you can use video conferencing embedded in your mobile apps, your websites, kiosks in a physical facility - Enghouse Vidyo is easily integrated to fit your workflows, and to be customized and branded to fit your business needs.

> ❝ **DEKRA**
> On the safe side.
>
> "The system allows us to work more efficiently which is very important to us and the client"
> **Ronald Pols, Director** ❞

Security Matters: What to Consider When Implementing Video Conferencing

Some companies mandate adherence to rigorous security protocols – organisations in Frontline Healthcare, Education, Financial Services and Government. Vidyo can provide an agile, secure and viable conferencing solution for you and for your customers.

✓ **NO-HASSLE VIDEO CONFERENCING**

Your clients have a no-download 3rd party apps policy? No problem. Vidyo works in the browser using the WebRTC technology, removing the need to download anything on your machine, offering you a secure in-browser experience.

✓ **OUR SECURITY POLICY**

Vidyo's information security governance policy controls the way confidentiality, integrity and availability of information is handled, preventing misuse and malicious damage to Vidyo and ultimately our clients and partners.

✓ **SECURITY BY DESIGN**

Protecting the information passed in this machine-to-machine communication from would-be hackers is important for securing the network. Vidyo uses signalling and media encryption to ensure secure connection between devices:

- SRTP media encryption
- FIPS 140-2 certified libraries
- Secure HTTPS signalling encryption using industry standard PKI
- TLS using strong encryption ciphers for signalling
- Encrypted token technology for session security

Support Your Customers In all Conditions
Choosing a reliable solution for video conferencing

MASSACHUSETTS GENERAL HOSPITAL

As organisations seek to optimize field operations, the adoption of mobile collaboration is expanding.

According to a recent report published by Nemertes Research*, 32.5% of enterprise employees now use WLAN, cellular, or other forms of wireless as their primary network technology. This ups the ante when it comes to video-enabling mobile users for business collaboration, because mobile and wireless networks are often unpredictable in terms of performance.

✓ **WHY ARE THERE INTERNET CONNECTIVITY ISSUES?**
When it comes to delivering video that has the error resiliency to stand up to the challenges of wireless networks (both Wi-Fi and 3G / 4G), users can regularly experience 20% packet loss, and many video cloud video conferencing solutions provide an unacceptable experience with only 10% packet loss.
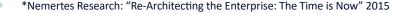
✓ **HOW TO DELIVER A RELIABLE VIDEO EXPERIENCE**
So how do IT managers deliver a reliable video experience to mobile if they are looking to the cloud to solve this issue? They need to select a video solution that can continuously optimize the video being transmitted by adapting the video streams for the specific mobile device's capabilities and current network conditions. This dynamic network adaptation realised in the Enghouse Vidyo solution is crucial to the reliability of the mobile experience, and reliability, quality and predictability drives the success of mobile video initiatives in the field.

> "The system had to work well, even with suboptimal network quality and also needed to be portable and flexible to allow us to work at a variety of different facilities, to expand our outpatient follow-up, non-acute care and provider-to-provider communications."
>
> **Dr. Lee Schwamm, M.D., Director of the Partners Telestroke Center in Boston, and Vice Chairman, Dept. of Neurology/Director of Acute Stroke Services at Massachusetts General Hospital**

*Nemertes Research: "Re-Architecting the Enterprise: The Time is Now" 2015

Summary: Why Video Conferencing?

Enable fast and clear communication and collaboration between employees and customers alike.

Video conferencing solutions can save expenditure on physical facilities, travel costs, and enable immediate face-to-face interactions. We find that video conferencing also addresses these four challenges:

✓ **MINIMISE MULTITASKING & INCREASE CONVERSION**
Video collaboration drastically improves concentration, making every meeting more productive and efficient, enabling less multitasking and better client conversion.

✓ **FACE TO FACE INTERACTIONS IMPEDED BY DISTANCE**
Using video communication, you can cut down on travel costs and time for your business and your customers by making meetings accessible to all, located anywhere on the globe.

✓ **CUSTOMERS ARE USED TO COMMUNICATION OVER VIDEO**
Enabling video as a channel is important for customers who expect the same ease of access as in their personal communications; making sure video integrates seamlessly with the other channels is paramount.

✓ **EASING COLLABORATION WITHIN MISSION CRITICAL PROCESSES**
Increasingly organisations are moving from general communication applications towards using communication within the context of an existing workflow- which can be realised by video collaboration.

How Enghouse is Helping Streamline Business Operations

From healthcare and banking to education, government and more, Enghouse Vidyo visually connects the world. Our team know only too well the pressures that business are facing.

Enghouse Vidyo is addressing a major global challenge- how do we make communications and collaboration more sustainable, inclusive and transparent in a world with a population of 7.6 billion people? More than 295 U.S healthcare systems use Enghouse Vidyo for telemedicine that improves access to quality care for more people. More than 450 financial institutions use Enghouse Vidyo to recreate the in-branch experience from anywhere. Our vision is simple - to enrich people's lives by embedding real-time video into digital communications in the moments that matter most. Our platform makes it simple to embed video into anything with a processor and a screen, from smartphone apps to smart glasses, drones, the Internet of Things and beyond.

Start your video collaboration journey

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