

Video at work: Today and tomorrow



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The role of communications in today's 'workplace'

Effective communication has always been integral for businesses. How we communicate at work impacts the quality of work, collaboration, morale, employee engagement and customer relations.

A few years ago, business collaboration was happening via email, phone or face-to-face. While video communications technology was emerging, businesses used it sporadically, often limited to niche industries or circumstances. At a time when the daily commute went unquestioned, and remote working was rare, colleagues may have viewed video calls as a futuristic, inaccessible gimmick mostly found in sci-fi movies (think Back to the Future II).

As businesses navigate hybrid, remote working and flexible [four-day working weeks](#), often meaning different colleagues work different schedules, across different locations, teams need a way to connect and collaborate daily.

Enter video.

This guide takes a detailed look at the following:

- How organisations use video today
- The key advantages of video meetings
- 5 things to look for in the video solution of tomorrow



How we use video today

Video communications helped teams to continue working against all odds, and now the world of work has changed irrevocably.

While video doesn't replace in-person collaboration, it's used as a next-best option for businesses. Today, conducting remote collaboration, virtual meetings and video conferencing is part of everyday working life, and while it may have seemed revolutionary just a few short years ago, video communication is now permanently embedded in workplace culture.

Businesses today use video calls for several different types of meetings. Whether they're interviewing candidates for a role, conducting 1-2-1 catchups, hosting a remote AGM or delivering a webinar, businesses would struggle without video technology at their fingertips.

But what are the benefits of using video at work today?



The key advantages of using video at work

Having the right video solution at your fingertips comes with a whole host of benefits. Here are just a few of the ways in which businesses can take advantage of video in the workplace:

Ensuring globalised workforces are engaged

More agile communications allow businesses to take advantage of a global pool of talent, rather than just hiring from within a set geographical radius close to the office. Being able to hire and onboard new hires from around the world means leaders can focus on growing their business by tapping into the expertise and exceptional talent without being restricted by location.

Another major benefit of cloud innovation is how it mobilises global teams. Being able to connect more easily with different offices, colleagues and customers across the globe means workers can finally see the bigger picture, and recognise their role in it.

A more engaged workforce also means businesses reduce employee retention costs, spend fewer resources on training and onboarding, and instead focus on effective teamwork and conducting valuable revenue-driving projects.

Fostering a culture of learning and development

Video calling allows businesses to nurture a more open culture. With that in mind, businesses should remember that growth and development work both ways. With video, employees can undertake online training, have briefing sessions in real-time, and attend webinars and presentations to learn new skills and further their careers. But the new world of work presents [many challenges for managers](#), and leaders must be ready to also learn from their employees by actively listening to their needs, and making meaningful changes for the long term.

One key concern around hybrid working is that presenteeism would still have a hold. This means those who choose to physically be in the office are given better opportunities, and those that work from home might be out of sight, and out of mind. But if businesses use video technology well and consciously foster a culture of learning and development, they open the floor for a workplace where retention is high and everybody thrives.

Helping workers feel connected in a hybrid world

The way in which we connect today has changed drastically, and while hybrid or remote working comes with a huge number of benefits, it can have an impact on our sense of belonging in the workplace. 39% said that working hybrid or remotely during the pandemic made them feel lonelier and more isolated at work. That means, maintaining a sense of [human connection is vital](#).

Better collaboration tools, particularly video, play an essential role in helping teams connect and build meaningful working relationships. Video ensures engagement by connecting faces to voices, helping employees feel connected to their peers, rather than just a cog in the wider machine. It also ensures employees feel more involved and aligned with their organisations' culture even if they're not physically together in the office.

What's next for video?

When it comes to technology, nothing ever stands still. Forward-thinking leaders will want to take stock and evaluate what comes next for the future of the business and the role that video plays within it.

Digital transformation means embracing change, and that requires business leaders to question the status quo. Collaborating via video on a daily basis has become the default for most teams. So looking forward into the future of the workplace, we'll see the rise of the 'super office', with video becoming central to everyday working, with quality software and hardware that focuses on user experience and replicates an in-the-room environment for everyday meetings.

Whether it's 5G, AI or smarter integrations that improve the efficiency of your workforce, leaders must be aware of what will take their business to the next level, drive growth and empower staff. As we've seen, video communications are here for the long haul, so knowing what to look for in your next-gen solution is a must.



5 things to look for in your next video solution

Not all video solutions are created equal. While many different tools seem to offer a lot of the same features, it's important to make sure your communications technology fits with the niche needs of your business.

There are a few things you could be looking out for when it comes to your next video solution. If your collaboration tools don't offer the following, you and your team could be missing out.

The same experience across different devices

When conducting your team meetings, you want participants to feel equal. Certain solutions will offer very different experiences based on how you access the platform.

For example, you may need to enable any participant to share screens or record a video meeting even if they accessed the call via a browser. For brainstorming meetings – you might need everyone to annotate on a shared screen or a whiteboard. Make sure your chosen solution offers the same experience, whether you access the platform through the app or via a web browser. Users should be able to jump on a call in whichever way works best for them and get the same streamlined experience on any device.

Likewise, there's nothing more frustrating than logging in to join a video call and having to wait for future updates to get the same experience as app users. Choose a platform where meeting participants enjoy the same experience regardless of how they join the meeting, and ensure they won't have to waste time downloading or waiting for app updates. With RingCentral's video platform, for example, updates are automatically rolled out across the web app version of the platform simultaneously as the native app updates take place, and participants get access to the same features whether they join from the app or browser.

Intelligent insights with conversational AI

While virtual meetings are great (not that we're biased), too many meetings can have an impact on your team's productivity. For teams that are time-poor, always working on the fly or simply want an easy way to get caught up on meetings, tools with [AI-driven capabilities](#) will come out on top.

Solutions with conversational AI baked in will allow participants to get meeting recaps and summaries, gather quick and helpful insights without having to tune in live, or watch the full recording and quickly get up to speed with the topics covered. It's worth looking out for solutions that also offer full transcription of virtual meetings, keyword highlights and even automated notes and action items, so no one has to worry too much about minute-keeping.

Secure communications from end-to-end

When you're simply going about your day job, you don't want to be worrying about video meetings being hacked; a possibility that didn't exist when people were all together in the office.

End-to-end encryption, or E2EE, is a security and privacy control that ensures your video meeting content remains fully confidential and secure. Video solutions that provide E2EE mean you can provide full privacy for sensitive or confidential conversations as well as security protection against third-party intrusion. As data breaches become increasingly common, and cyber security becomes a key concern for IT teams, it's important to look for a collaboration platform with the right [security credentials](#), including [end-to-end encryption](#).

Powerful analytics

One thing many business leaders overlook is the value that could come with the untapped data of your cloud communications system. Not all analytics features are the same across different vendors, but with the right solution in place, the data collected within your platform could be used to unlock a whole host of operational efficiencies and improve decision-making.

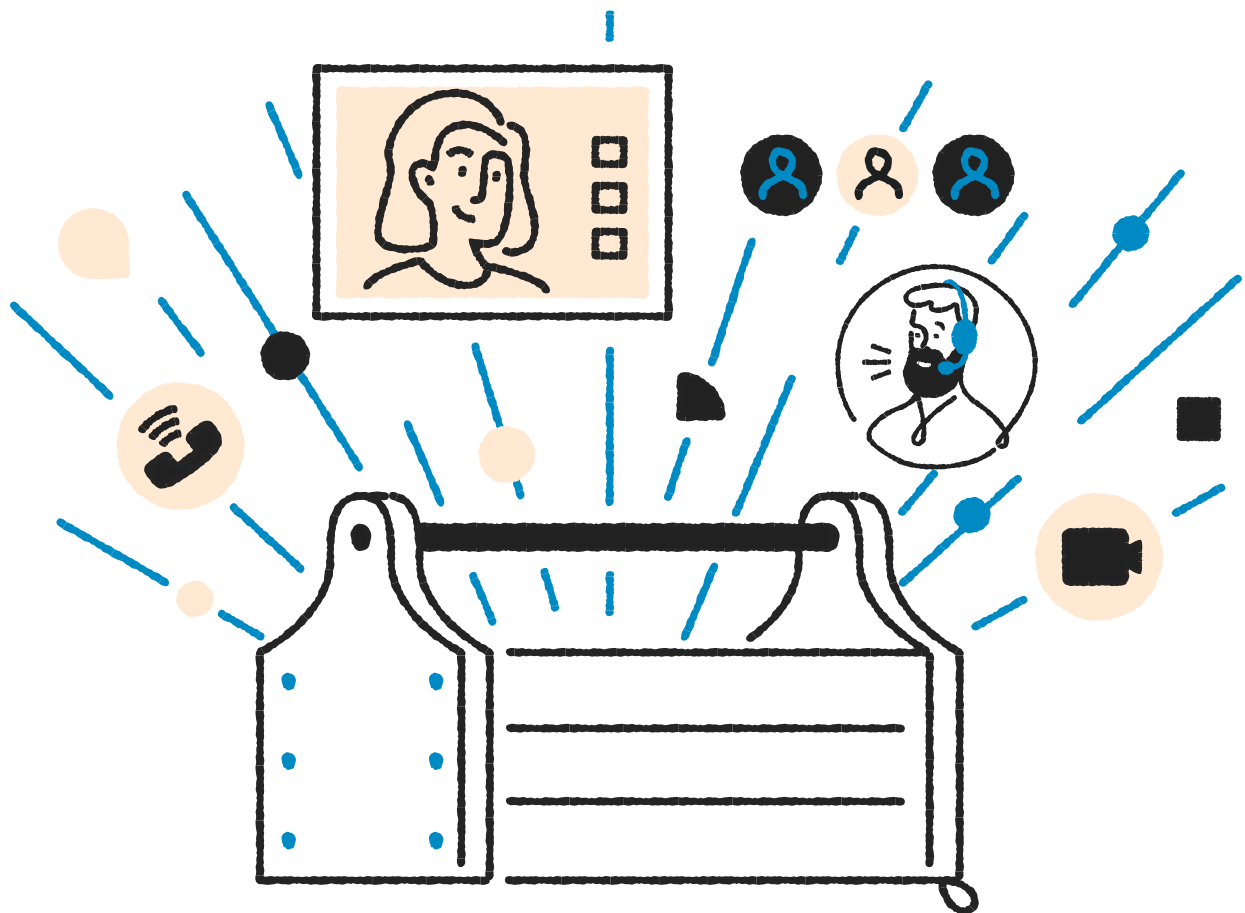
Better analytics could change the game for your IT team, empower data-driven decisions across every department, and enable you to anticipate problems before they arise. It's worth looking for a platform that empowers your teams, optimises workflows and helps you innovate through Line of Business (LOB) analytics as well as adoption and usage reporting.

Simple integration with all your other apps

On the topic of optimising workflows, nothing does it better than intelligent integration. Switching between different apps and platforms for different functions can be a huge drain on your employees' productivity. In fact, it's estimated we could be wasting [four hours a week](#) by simply toggling between different tools, so consolidating your communication channels in one app could supercharge your team efficiency.

A fully integrated phone system with video calling and messaging allows your team to easily work across multiple devices, switch meeting resources and artefacts into team messaging channels and switch seamlessly from calls to video chats in an instant. Even better, connecting your video conferencing platform with your IM platform and your phone system could open a whole new world of productivity for your team.

Bonus tip! Remember to look out for reliability and disaster recovery when it comes to selecting your vendor. Choosing a UCaaS provider will bring together all your communications in one place, making life much easier for collaborators, but make sure you opt for a reputable cloud phone provider with a 99.999% uptime SLA. That way, you'll ensure your chosen platform is up to scratch when it comes to quality and reliability.



Bottom line



As we continue to rely even more on video communications to connect with colleagues, collaborate and build better working relationships for the long term, video solutions will evolve to meet our changing needs.

That means you don't have to stick with the same old solutions and tools. In fact, quite the opposite. Platforms that don't offer consistent user experiences, and tools that don't offer intelligent insights, might have worked well in the early days of the pandemic when many businesses sought a sticky-plaster solution, but these tools will fall short as we enter a new era of workplace collaboration.

We've seen huge changes in the working landscape in recent years and moving with the times is essential. If you want a video solution that will serve you today, and well into the future, [RingCentral Video](#) or the complete [RingCentral MVP](#) Unified Communications suite might very well be what you need.

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre solutions based on its Message Video Phone™ (MVP™) global platform. More flexible and cost effective than the on-premises PBX and video conferencing systems it replaces, RingCentral helps employees communicate across devices from wherever they are. RingCentral offers three key products. RingCentral MVP™ combines team messaging, video meetings, internet phone and other functionalities in a single interface. RingCentral Video™, along with its team messaging feature, enables Smart Video Meetings™. RingCentral Contact Centre™ gives companies the tools they need to connect with customers across channels. These are available on an open platform that integrates with hundreds of third-party apps and makes it simple to customise workflows. RingCentral is headquartered in Belmont, California, USA, and has offices around the world.

For more information, please contact one of our solution experts. Visit ringcentral.com/gb/en/ or call 0800 098 8136.