Be Smart with your Video Conferencing Deployment

Driving Adoption within your Business to achieve higher ROI

To achieve a high return on investment after implementing video conferencing, it is very important to ensure your entire organisation adopts the solution and become to recognise video as an integral part of the business.

VideoCentric have put together a 4 step guide - Inform, Educate, Analyse, Adapt - which you can easily and quickly implement to help drive adoption, and ultimately a higher ROI.

Inform - Send out or modify a regular Internal Newsletter.

- Tips, FAQ's & How-to's
- Advise on any upcoming training sessions and "room open days"
- Scenarios & business benefits
- Online Video Tutorials - see VideoCentric's YouTube channel for a selection of videos

Inform - Build awareness with posters & brochure

- Small postcard brochures/flyers in canteen with tips & benefits
- 3 sided cards in conference room on tables/credenzas
- Videos/presentations on any monitors throughout facilities

Inform - Ensure quick start guides & handbooks are available in every conference room

- How to schedule a meeting, initiate a call, adjust volume, mute/unmute, adjust camera & disconnect all calls
- How to request help/support - ensure the number can be easily seen

## Train - Educate users through training that will tie the solution into your unique business processes

- Encourage repetitive intercompany meetings to take place via video - after 5 video meetings users will start to become familiar & recognise the benefits

- Book VideoCentric experts for half day/full day onsite group user training - A good idea for department heads or for C-level executives

- Remember with your maintenance contract you get free remote refresher training for 2-4 users to help with basic system usage - how to make a call, share data, join a multipoint room etc. Contact VideoCentric to book in your next session - great for new staff members

Analyse - Get user feedback via surveys & questionnaires

- Find out any quality issues, faults & knowledge gaps. Email surveys after each video meeting to all attendees

- Update all meeting users regularly when issues are fixed & how the new update will positively impact their next virtual meeting

- Simplistic online surveys are best - see our example

Analyse - Usage, Reporting & Statistics

- Regular reporting to see utilisation

- Regular ROI calculations - use VideoCentric's travel & ROI calculator
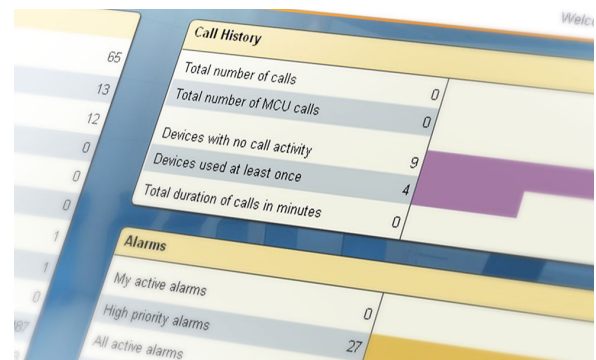
Adapt - Travel requests

- Ensure those who accept business travel requests are educated on the conferencing solutions offered, the savings they can generate & their benefits

- "Could the purpose of this trip be accomplished by Video Conferencing?" should be a regular question within the organisation. Employees should justify travel & their reasons for not using video conferencing equipment. Use VideoCentric's travel justification form

Adapt - Get "Department Buy-in"

- Specific department training i.e. HR scenarios - demonstrate the benefits of using video for recruitment, how remote workers can be more regularly & better trained at lower cost

- Incentives to department heads for encouraging department usage

Adapt - Top down Endorsement

- Arrange for a CxO to use conferencing technology during a high profile wide exposure corporate event

- Get executives to state publicly that conferencing is a viable communications tool that can save money, increase productivity and boost collaboration inside the company

For more information, Visit VideoCentric's website for ideas on ways that Video Conferencing can be used within your business: for home & mobile workers, remote locations, boardroom collaboration & more