59% of UK Business Users Believe Video Conferencing Increases Productivity

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Blue Jeans Research highlights that, whilst businesses recognise the benefits of video conferencing, almost half still lack the technology to use it effectively

Blue Jeans Network, the global leader in cloud-based video collaboration services, today announced research, which shows that three in five (59%) UK business users believe video conferencing has led to increased employee productivity in their business.

However, despite this the research also identified that amongst 116 IT and Operations decision makers surveyed in the UK, the vast majority of businesses still have not invested in the tools needed to gain the benefits that come with video conferencing. In fact just four in ten (41%) agree that their organisationâ€™s video conferencing hardware puts them in the best position to achieve business goals - highlighting a significant gap between what businesses see as a useful tool and the number of businesses who physically have the right technology in place to make use of it.

Ximo Villarroya, Partner, Livingstone, said, â€œCommunication can present challenges for any business, especially those with offices around the worldâ€•. Ximo continued, â€œUsing the right video conferencing tools improves interaction between international staff, which is vital in building strong, meaningful business relationships. Without it, organisations are missing out on a real business trick.â€•

Video: The morale booster

The research also found that, two-thirds (67%) of IT and Operations decision makers, feel that video conferencing has resulted in better internal morale and stronger intra-organisational relationships. More than four in five (82%) agree that video conferencing reduces the chance of miscommunication in their business. This increases the speed that group tasks can be completed and improves collaboration between colleagues, improving business efficiency.

â€œThe hot topic in businesses right now and perhaps even more broadly is the balance between austerity measures and productivity gains, organisations are doing everything they can to help drive this and move forward efficiently. Without the right Information Technology services in place, businesses can really hold themselves back,â€• continues James Campanini VP & GM EMEA, Blue Jeans Network. â€œOur research has found that a third (34%) say that an IT person often has to set-up meetings. Organising and setting up a video call should not be a difficult task and IT resources should be better deployed."