

Today's organizations seek collaboration, productivity & meeting equity



In recent years, hybrid work has become increasingly popular among knowledge workers worldwide. This workstyle allows employees to split their time between the office, home, or any other location of their choice. With the flexibility of working from different places and at different times, employees are finding new ways to balance their personal and professional lives.

They are leveraging innovative technologies to boost productivity and discovering workstyles that benefit both themselves and their organizations. However, this work revolution also presents challenges. While employees appreciate the well-being benefits of flexible work, many leaders and managers struggle to effectively lead distributed teams. Additionally, some leaders have mandated a return to the office due to concerns about employee productivity and challenging macro-economic circumstances. Younger employees entering the workforce feel they have missed out on the in-office onboarding experience. Regardless of these challenges, people want to feel connected with their peers and have a seamless collaboration experience, regardless of their location or the people they work with.

In this POV, we will explore a few key themes that should be of interest to all organizations looking to increase employee collaboration, as well as increase productivity/performance and meeting equity.



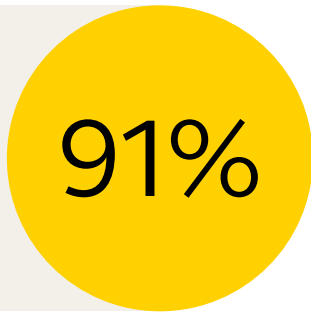
59% of employees say that working together with colleagues (whether on video or in person) energizes them¹

COLLABORATION

Collaboration remains a central part of employees' work lives, even with the increase in remote and home-working locations. Working together with colleagues, whether in-person or through video, energizes employees and gives them a sense of purpose and engagement. 59% of employees say that working together with colleagues (whether on video or in-person) energizes them.

Enabling inclusive hybrid meetings is crucial for boosting creativity and innovation. Organizations should prioritize creating a culture that encourages open expression of ideas and opinions, as this is the foundation of creativity and innovation. By allowing every employee to contribute their unique perspectives, organizations can spark fresh ideas and

ensure that everyone can put their best foot forward. It's important to note that non-verbal communication accounts for 55% of overall communication, highlighting the significance of professional-grade audio and video solutions.²



of customers say poor audio quality negatively impacts their perception of a company³

Studies have shown that poor audio quality negatively impacts customers' perception of a company, and businesses believe that video calls increase productivity. However, it's worth mentioning that video meetings can also lead to physical ailments for knowledge professionals and executives.

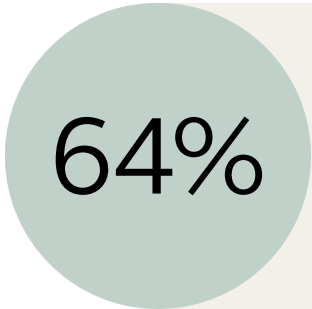
The following statistics underscore the importance of professional-grade audio and video solutions:

- 91% of customers say poor audio quality negatively impacts their perception of a company.⁴
- 94% of businesses feel that video calls increase productivity⁵
- 81% of knowledge professionals and executives experience physical ailments at the end of each day with video meetings⁶
- Greater than 80% of all meetings now take place in a fully remote or hybrid setting⁷

PRODUCTIVITY & PERFORMANCE



Because 81% of knowledge professionals and executives report that they experience physical ailments at the end of each day with video meetings,⁸ it begs the question: what is the quality of audio and video solutions being used by these workers?



of employees say that being able to see and hear their colleagues makes it easier to trust them⁹

MEETING EQUITY

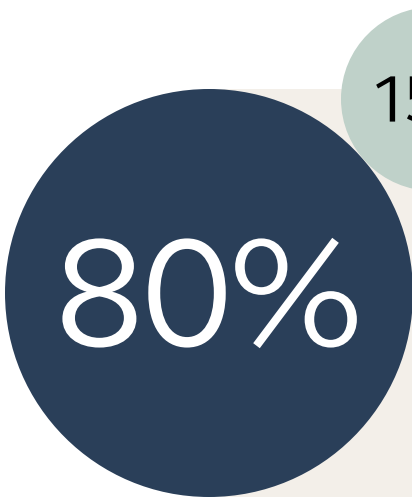
The importance of being able to see and hear colleagues for building trust within an organization is critical. 64% of employees say that being able to see and hear their colleagues makes it easier to trust them.¹⁰ The need for inclusive communication is a challenge faced by remote workers and those working from offices alike. Professional-grade audio and video solutions can bridge the accessibility gap, promoting accessibility and equity.





CONCLUSION

In conclusion, research indicates that over 80% of all meetings now take place in a fully remote or hybrid setting.¹¹ However, only 15% of employees report that all of their office's meeting rooms are equipped with video.¹² Investing in state-of-the-art professional-grade audio and video solutions enables today's organizations to enjoy collaboration, productivity, and meeting equity.



Greater than 80% of all meetings now take place in a fully remote or hybrid setting,¹³ yet only 15% of employees say that all their office's meeting rooms are equipped with video.¹⁴

1) Jabra Hybrid Ways of Working Global Report, 2023
2) "How Much of Communication is Nonverbal", 2023, Albert Mehrabian cited by University of Texas Permian Basin.
3) "The Importance of Audio Quality Testing, in particular for Remote Working", Klearcom, Mar 28, 2022
4) "The Importance of Audio Quality Testing, in particular for Remote Working", Klearcom, Mar 28, 2022
5) Jabra Hybrid Ways of Working Global Report, 2022
6) Jabra Hybrid Ways of Working Global Report, 2023
7) Jabra Hybrid Ways of Working Global Report, 2022
8) "The Data Behind Video and Meeting Fatigue and How to Combat it", Webex, May 2022.
9) Jabra Hybrid Ways of Working Global Report, 2023
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11) Jabra Hybrid Ways of Working Global Report, 2022
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14) Jabra Hybrid Ways of Working Global Report, 2023