Digital communications technologies are not new—in fact, they have been around almost as long as the World Wide Web. What is new is that we now know a lot more about how we use them, and what we need out of them.

With work styles changing and consumer-like simplicity redefining the tools we use to get work done, the platforms we use must change too. Think back to the first virtual communications technologies you used—likely WebEx, Skype for Business, or something similar. Fifteen years ago, a virtual platform that merged conference calling with screen sharing was innovative. It combined the best of both worlds and made it easier to get work done.

Now think of the work you do today. Think about who you interact with and where they are located across other cities, countries, and time zones. Think about employees today and how tech savvy they are, how they are accustomed to working whenever and wherever. Think about how much more work gets done today than fifteen years ago, and now think about why that is. It is because mobile and consumer tools have raised expectations for how we work, and it is because the tools we use to support our teams have changed. Let’s just take the example of meetings.

Organizations using modern meeting platforms are creating a competitive differentiator for their businesses by providing teams with the solution they need to act with greater agility, drive innovation, and ultimately improve business outcomes. To understand this, BlueJeans conducted a study to see how people meet and what is most important to them when it comes to meeting solutions.
METHODOLOGY

The 2018 BlueJeans Global Survey of Meeting Solutions was developed to provide insight on how people understand and use cloud meeting solutions.

A total of 906 people completed the survey with 302 respondents each from the United States, United Kingdom, and Australia. For each country, at least 100 were employed in the IT department and 200 were employed in non-IT departments. The sample and survey were facilitated by Market Cube, an independent research panel company.
Why We Meet
Why Organizations Use Cloud Meeting Solutions

In "How to Pick the Right Meeting Solution and Save Money," Gartner states, “The purpose [of meeting solutions] is to provide virtual meeting places that allow employees to engage with each other, their partners, and clients in order to share information, accomplish work tasks, and reach a consensus on business decisions.”

It is clear that organizations invest in meeting solutions as a way to increase productivity. In fact, meeting solutions were cited as the number one action companies took to increase productivity—more than messaging tools, remote working policies, and unlimited vacation time.

Why is your organization using cloud meeting solutions more frequently?

60% of employees say the reason their organization uses cloud meeting solutions is to help maximize productivity.

*Gartner, How to Pick the Right Meeting Solution and Save Money. Mike Fasciani and Adam Preset, April 2018.*
WHY WE MEET

Organizations choose meeting solutions for various reasons

As part of its research for the 2017 Magic Quadrant for Meeting Solutions*, Garter asked reference customers “Why did you decide to acquire a new meeting solution?”

The top five reasons were:
• Create internal operational efficiencies
• Drive innovation
• Improve business process agility
• Cost management
• Improve business outcomes

WHY WE MEET

Types of Meetings Employees Have

Organizations are looking for solutions that will help their employees in the pursuit of greater innovation and drive productivity across teams. By analyzing the BlueJeans Global Survey findings, we can shed light on data indicating that, as meeting solutions gain adoption, their importance in the work process increases.

In short, there are elements that are essential in every meeting for it to be a success, whether employees are meeting for internal collaboration, presentations, events, training, or something else.

Which types of meetings do you have on a regular basis?

73% of employees use cloud meeting solutions for internal collaboration and meetings.
Where We Meet
The Number of Meetings Is Increasing

If it feels like you are having more meetings, you are. In the United States alone, there are more than 55 million meetings per day*. The very definition of a meeting has evolved from traditional scheduled face-to-face meetings in physical rooms to both scheduled and ad-hoc meetings over video conferencing, pulling in people from all over the world for varying lengths of time. In fact, according to BlueJeans Global Survey data, 20% of spontaneous meetings last less than fifteen minutes.

64% of employees are having more meetings than they were 12 months ago, with 43% of employees experiencing an increase in spontaneous meetings.

Where Employees Join Meetings

Meetings are still being held in conference rooms, but they are also being conducted from desktops and mobile devices, in collaboration spaces, cafés, airports, trains, and home offices. Often, all these meeting access points come together via cloud meeting platforms that accommodate the agile work styles of all types of employees, partners, and customers.

Meetings have morphed from stuffy, in-person affairs in the boardroom to interactive all-hands, stand-ups, scrums, webinars, sales calls, interviews, and even situational meetings triggered by a problem on the production line—all powered by video meetings platforms. A professional’s office or desk has transformed into their central meeting hub because today’s technology has enabled access and engagement from anywhere, however it is required.

People meet from various remote locations, including cafés, hotels, and while commuting.
How Often Employees Interact with Virtual Participants

Technology is fueling multi-party engagement, collaboration, and meetings—whether on video, traditional web conferencing, or voice only. This “meet from wherever” mentality, combined with the right technology platform, means that the team or individual no longer has to wait for all parties to be in the same place or even in the same office environment. Friction is taken out of the engagement process so that actual work gets done faster and more effectively, in whichever format works best for the situation.
How We Meet
How Employees Prefer to Meet

People really prefer to meet in person. There is something to be said about the ability to shake hands, look one another in the eye, and focus on the conversation without distraction.

Oftentimes, face-to-face meetings cultivate a better climate of trust, which is an integral part of building solid business relationships.

Do you prefer to join meetings face-to-face or digitally?

- 61% of people prefer to meet with others in person.
- 31% I much prefer face to face meetings
- 30% I somewhat prefer face to face meetings
- 23% No difference
- 14% I somewhat prefer having meetings digitally
- 3% I much prefer having meetings digitally
Factors for Productive Meetings

That said, not all meetings can be completed in person. Organizations often have global offices, so meetings with colleagues must factor in not only different locations—but also different time zones. Marketing teams often work with partners and agencies throughout the world, and sales teams typically cover entire areas—or even entire countries—where they must meet with prospective customers. In the twenty-first century, the world of work has changed, and we must change with it to remain effective.

Modern meetings platforms allow us to meet with anyone, anywhere from a computer or mobile device. But, there are times when it makes sense for teams to meet in a shared space to interact with colleagues and partners in other offices. Instead of each individual joining a meeting from a separate endpoint, it makes sense for everyone in one location to be in the same place.

With more fluid office environments, driven by the rise in open office floorplans and an increase in shared co-working spaces, there is a need for small, dedicated meeting spaces to support productive meetings—both in-person and over video. Workplace behavior is changing drastically, and workspace configurations must change with it.

Whether in the office or virtual, audio quality remains the major concern for employees who wish to have productive meetings.
The Importance of Huddle Rooms

Huddles rooms, designed as small, private workspaces meant to accommodate 4-6 employees, are perfect for both scheduled and ad hoc meetings. Whether teams need to meet in person or over video, huddle rooms provide quick and effective connections to colleagues, customers, and partners.

BlueJeans data shows meeting space usage is increasing, with at least one room connected in 65% of meetings. With the versatility offered by huddle spaces, particularly to connect in-office employees with those that work remotely, we expect this trend to continue to rise.

In an average week, how often do you meet in a huddle room?

- 0 Times: 33%
- 1 Time: 21%
- 2 – 5 Times: 26%
- 6 – 10 Times: 7%
- 11+ Times: 13%

74% of employees use a huddle room for a video meeting at least once per week.
Participation in Virtual Meetings

When people cannot meet in person, they look to video conferencing as the next best thing. Video provides the human connection not possible through audio or web conferencing, and it makes it easier to understand nuances throughout the meeting. That said, features like screen share and dial-in audio remain integral to working productivity. Thus, it only makes sense that employees prefer to use a meetings solution that combines the best of video, audio, and web conferencing.

All of this puts more pressure on the technology itself. With millions of people using video conferencing every day, it is becoming more essential to our work—and personal—lives.

79% of employees believe that using video for a meeting allows them to participate more fully than if they were simply participating over an audio-only conference call or web conferencing solution.
Finding the Ideal Meeting Solution
Enabling Successful Enterprise Adoption

Meeting technologies will keep evolving, especially as organizations increasingly implement video technology across teams.

With a focus on increasing employee productivity, involving remote workers, and promoting globalization, organizations worldwide are searching for the meetings solution that will support the modern workforce.

Whether that means syncing with calendar systems for easy scheduling, integrating with messaging applications for spontaneous meetings, or providing features like screen sharing, whiteboarding, and recording, the meetings platform of the future must do it all.

The top three most important attributes in a cloud meetings platform are security, integration with collaboration tools, and unified usage measurement and management.
FINDING THE IDEAL MEETING SOLUTION

What problems pose the greatest barrier to virtual meeting productivity?

49% of meeting solutions users ranked the inability to easily and quickly join a meeting from any device or room as one of the top three largest barriers to meeting productivity.

Shortcomings of Cloud Meeting Solutions

Dozens of meetings platforms are available today, but not all are created equal. There are still shortcomings that inhibit productivity, most notably around platform reliability and inconsistent experiences across desktop, mobile, and room systems.

Audio is also a major pain point for video conferencing users, with respondents of the BlueJeans Global Survey noting clear audio as an essential component for higher productivity. After all—no one enjoys listening to background noise, deciphering overlapping voices, or fumbling with volume controls to accommodate inconsistent voice levels.

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Implementing BlueJeans for Productivity Across the Enterprise

BlueJeans is changing the game and providing solutions to increase productivity across organizations. With a focus on one-touch join capabilities from desktops, mobile devices, and room systems, users can easily and quickly join every meeting at the touch of a button. With crystal-clear Dolby audio and a consistent user experience across platforms, BlueJeans is combining the best of video, audio, and web conferencing to drive better employee productivity.

There are 78,250+ meetings happening every day on BlueJeans.
Preparing for the Future
Interest in Artificial Intelligence in Meetings

As meetings become more prevalent, meetings platforms will innovate to provide an experience that users love. AI is playing a leading role in this evolution, as intelligent meetings can boost productivity by automating manual tasks.

Respondents of the BlueJeans Global Survey expressed interest in automatically tracking and highlighting relevant content, as well as automatic notetaking in meetings that employees are unable to attend. Other areas of interest include dialing out to remote attendees and contacting late attendees—making it impossible to ever miss a meeting again.

77% of employees want to have the ability to automatically track and highlight content in a meeting.
Looking Toward the Future

The meetings we have today are much different than the meetings we had fifteen years ago, and they are continuing to evolve. We anticipate that disruptive technologies like artificial intelligence and big data will make meetings smarter, more automated, and more effective. Before too long, virtual meetings may include features that identify people and overlay career details as they speak, allowing you to know exactly who is in the meeting and what experience they bring. Motion sensing and facial recognition technology may be able to track who is (and who isn’t) in attendance and automatically send a friendly reminder to absent participants.

In the not so distant future, you may even be able to send an avatar to a meeting on your behalf—literally allowing you to be in two places (or two meetings) at once. Meetings are evolving, and way we work is evolving with them. The things we imagine today may very well be the things we experience tomorrow.
Key Takeaways
Meetings for the Modern Workplace

Meetings platforms are enabling the future of work, as more organizations open global offices, promote flexible working policies, digitize their processes, and move technologies to the cloud. While face-to-face meetings may always be preferred, virtual video meetings are the way people will increasingly work moving forward in a globally connected world.

Ensure greater productivity for all employees with a modern meetings platform that brings video, audio, and web conferencing together with the tools people use every day. The right meetings platform will empower employees to share information, drive innovation, and ultimately improve business outcomes.
The first cloud service to connect desktops, mobile devices, and room systems in one video meeting, BlueJeans makes meetings fast to join and simple to use, so people can work productively where and how they want. It is the meeting solution teams trust to do their best work.

BlueJeans Meetings
Collaborate effectively with video, audio, and web conferencing from anywhere. Instantly join, host, or manage meetings from a conference room, your desk, or a mobile device. BlueJeans Meetings enables productive, virtual meetings with the power of immersive HD video and crystal-clear Dolby Voice® audio.

BlueJeans Rooms
Transform any room into an easy-to-use video conference space. Increase workforce collaboration with rooms that require little-to-no end-user training and provide effortless IT management. BlueJeans Rooms makes any conference room or huddle space a one-touch meeting place that is easy to deploy, simple to use, and centrally managed.

BlueJeans Events
Host and livestream interactive events, town halls, and webinars for large audiences around the world. BlueJeans Events brings a whole new level of interactivity to large-scale meetings by engaging up to 15,000 attendees with immersive video, Q&A, polling, and moderator controls.
Discover how BlueJeans modernizes meetings and makes your teams more productive.

www.bluejeans.com/trial