

Office your way

Seamless
communications
enhance productivity
and collaboration



INTRODUCTION

In today's fast-paced and interconnected world, organizations are increasingly embracing remote and hybrid work models. As a result, the need for seamless communication and collaboration across geographically dispersed teams has become paramount. To ensure that everyone, regardless of their location, is seen and heard with equal quality and impact, organizations must invest in professional-grade audio and video solutions. This executive brief explores the significance of such solutions in enhancing collaboration and productivity, within organizations.

THE POWER OF SEAMLESS COMMUNICATION

Effective communication lies at the heart of every successful organization. According to the Annual Jabra Hybrid Ways of Working Global Report, more than 80% of all meetings took place in a fully remote or hybrid setting in 2022, and in 2023, it was 66%. Traditional audio and video conferencing solutions often fall short in delivering a seamless communication experience. However, professional-grade audio and video solutions offer a transformative communication experience.

ELEVATING AUDIO QUALITY

High-fidelity audio is a critical component of productive communication. The Jabra Hybrid Ways of Working Global Report (2023) states that 94% of businesses feel that video calls increase productivity, and 64% of employees say that being able to see and hear their colleagues makes it easier to trust them.* Professional-grade audio solutions safeguard against hearing damage caused by sudden spikes during videoconferencing. Intelligent algorithms and beamforming technology automatically identify and remove residual echo, static noise, and vibration, ensuring premium, high-definition sound and crystal-clear voices fill the room. Additionally, active noise cancellation (ANC) headsets, powered by advanced digital chipsets, filter out background noises, enabling participants to focus on the conversation at hand.

ENHANCING VIDEO EXPERIENCE

Visual cues play a vital role in effective communication, and poor video quality can hinder understanding and engagement. The Jabra Hybrid Ways of Working Global Report (2023) highlights that 55% of communication is nonverbal, while 45% is vocal and only 7% is conveyed through words alone, citing Albert Mehrabian from the University of Texas Permian Basin.

Professional-grade video solutions address this challenge by reducing eye strain and vision issues. Real-time whiteboard technology enhances the picture of any whiteboard in the room, enabling both onsite participants and remote attendees to accurately view it. AI-enabled image enhancement and picture-in-picture technology ensure that remote participants can clearly see the speaker and any whiteboard usage. Dual cameras with auto zoom and picture correction stream clear images, fostering a shared understanding among all participants. This is creating opportunities for teams across the country, or the world, to feel like they are sitting right next to one another.

PROMOTING COLLABORATION AND EQUITY

In a remote or hybrid work environment, collaboration and equity are paramount. The Jabra Hybrid Ways of Working Global Report (2023) reveals that 31% of managers attend more than 16 meetings per week and 45% of executives attend 6-15 meetings per week.

Professional-grade audio and video solutions facilitate collaboration by providing tools that encourage equal participation and turn-taking. New virtual director technology focuses on speaking participants, drawing attention to those who are talking and discouraging interruptions. This ensures that every voice is heard and valued, regardless of physical location. By creating an inclusive and equitable communication environment, organizations can foster a sense of belonging and maximize the potential of their diverse teams.

BOOSTING PRODUCTIVITY AND WELL-BEING

The impact of poor audio and video quality on productivity cannot be overstated. According to Webex's May 2022 report, "The Data Behind Video and Meeting Fatigue and How to Combat it", 81% of knowledge professionals and executives experience physical ailments at the end of each day with video meetings.

From an external perspective, 91% of customers say poor audio quality negatively impacts their perception of a company, according to Klearcom (Mar 28, 2022). From an internal perspective, reducing meeting fatigue, physical ailments, and eye strain, organizations can enhance employee well-being and productivity, leading to better business outcomes.

CONCLUSION

In the era of remote and hybrid work, organizations must prioritize effective communication, collaboration, and equity. Professional-grade audio and video solutions offer a transformative communication experience, ensuring that everyone is seen and heard with equal quality and impact. According to Webex (May 2022), top issues negatively impacting video meetings are background noise, poor sound, and video quality. By investing in these solutions, organizations can enhance productivity, foster collaboration, and promote equity among their teams. As the workplace continues to evolve, embracing professional-grade audio and video solutions is not just a choice but a necessity for organizations striving to thrive in the digital age.

