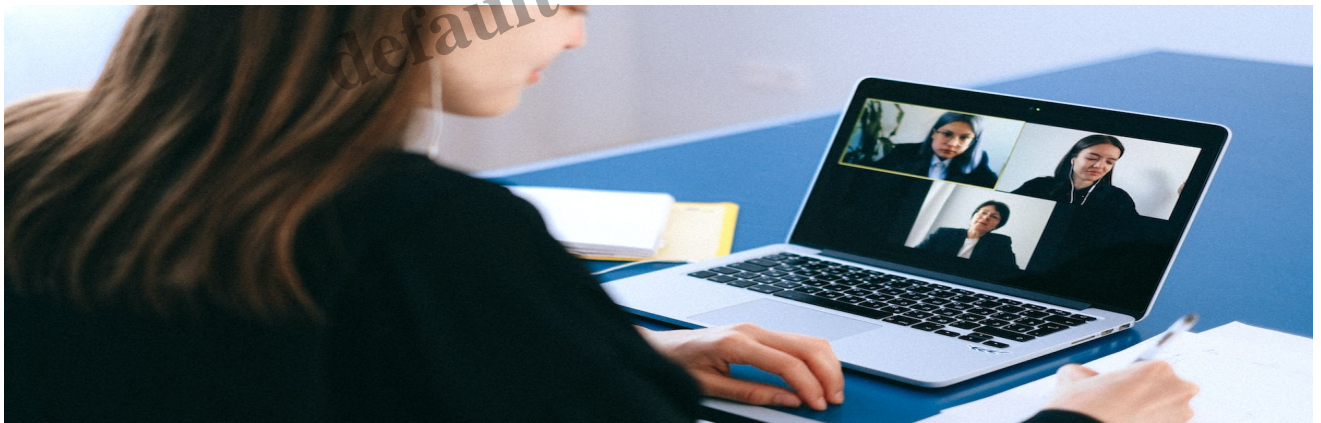




Learn 12 Advantages and Disadvantages of Video Conferencing

Description

Remote work is here to stay, and the use of video conferencing software isn't going away anytime soon. As providers add functionality to video conferencing platforms like Microsoft Teams, Zoom, and Cisco Webex, the platform's fees rise, which many enterprises may justify, given the benefits they offer to company operations.



However, video conferencing software is not without drawbacks. Implementing new features might introduce new issues, prompting some IT directors and content managers to rethink the push for full product adoption.

The Benefits of Video Conferencing Software

Video conferencing software has progressed beyond apps that connect two or more users in real-time via voice and video. Organizations can provide video help to users for free via services such as FaceTime, Skype, and Facebook Messenger.

However, free technologies cannot provide all of the communication needs of end users, such as screen sharing, chat, file sharing, co-authoring, and comprehensive security and content management.

These criteria limit the number of possible products. However, some popular possibilities include Microsoft Teams, Zoom, Webex, GoToMeeting, and Slack.

When a company chooses unified communications (UC) software, it may see how a paid subscription product can go beyond typical video conferencing software and provide capabilities and services that go beyond video and audio.

Organizations can profit from video conferencing software in the following six ways.

1. Increased savings

Prior to the COVID-19 epidemic, many organizations had large annual travel budgets for conferences, other firms, and branch offices. While business travel is not extinct, pandemic restrictions prompted firms to connect with clients and have conferences electronically, which video conferencing software enabled.

Most organizations likely saved their entire travel budgets during this time period and will be able to continue traveling less and save money in the future.

Furthermore, platforms like Zoom provide free meetings for a limited number of users or for a short period of time, which may benefit small firms that do not have the funding to travel or invest in other video conferencing products.

2. Increased employee productivity

Employees can work remotely from home, a coffee shop, a library, or another location other than the office, thanks to video conferencing capabilities. This adaptability eliminates a variety of time constraints, such as commute times and travels to and from meeting rooms.

Employees can participate in video conference sessions from any location. Furthermore, these sessions are now more accessible to employees with disabilities, employees in other states or time zones, and possible new hires from various places.

Video conferencing solutions can also increase employee collaboration by allowing users to address issues in real-time using chat features, file sharing, and video calling. Employees no longer need to wait for in-person meetings to discuss concerns or ask questions, allowing them to complete jobs and solve problems more rapidly.

3. Meeting transcription services

Virtual meetings, such as sales product presentations, financial performance reviews, contract negotiations, or employee reviews, usually end in action items and next actions. Action items could include creating a quote to deliver to the client or having an employee make contract changes.

Handwritten or digital notes are typically used as takeaways. Employees may struggle to record this information in regular virtual meetings since they work from home, especially if meetings have a large number of attendees.

To avoid these concerns, several video conferencing solutions, such as GoToMeeting, Zoom, and Microsoft Teams, provide meeting transcribing features. These capabilities convert spoken words into text and deliver it to conference attendees. This feature can eliminate the requirement for an administrative assistant or attendee to take notes while also adding a neutral party to capture the information.

4. Translation services for multilingual meetings

Some business gatherings involve people from different countries meeting and engage electronically. Individuals who speak different languages may interact in some of these gatherings, which poses complications when discussions emerge.

If existing staff aren't multilingual, organizations could hire translators, which adds cost and complexity or risk misinterpreting parts of the translation. Organizations can enable multilingual meetings in a variety of ways.

Anyone chatting via text can obtain text translations through Microsoft Teams and Skype. However, in virtual face-to-face meetings, this may not be sufficient.

Organizations can leverage Azure Speech Translation services with Microsoft Teams for such meetings, whether video or audio. This tool transcribes and interprets spoken words in real-time for guests to see or hear. This facilitates multilingual meeting communication and supports over 30 languages.

5. File and screen-sharing capabilities

The option to share content and a user's screen with one or more meeting guests is also provided by modern video conferencing software. Screen sharing has become essential since employees demand distant assistance from team members at times.

Another use case is the necessity to offer content to conference attendees, which necessitates users displaying files or data. Employees might also collaborate in real-time or via screen sharing to work on shared papers.

6. One-stop shop and the gateway to other apps

Access to apps within a video conferencing platform may be difficult for organizations to grasp the benefit of, but Microsoft Teams provides this access. Teams provide support for various tools from within the UC platform, eliminating the need for users to leave the app to connect to tools like a CRM system, Microsoft SharePoint, or Microsoft Planner. Users who want to reduce app switching and have quick access to apps and services within the video conferencing tool may find this method appealing.

Video conferencing Software Drawbacks

Despite the numerous benefits of video conferencing software, these platforms continue to provide issues to enterprises, particularly content managers and compliance officers. Six issues are raised by video conferencing software.

1. Lack of personal interactions

Meetings through video conferencing can feel impersonal. Employees communicate via displays even when a video is enabled. Employees may struggle to get to know their coworkers, managers, or clients and create personal connections with them due to a lack of personal connections and face-to-face contact.

2. Network connectivity issues

Offices often have stable network connectivity as well as backup solutions in the event that the Wi-Fi network fails. Backup alternatives for home networks are uncommon. These networks were also not designed to support the same activities as office networks, including video conferencing. Thus they may fail to owe to capacity constraints if, for example, numerous individuals are participating in video conferences at the same time. Lagging video or audio, as well as dropped calls, can be caused by home networks.

3. Securing meetings

In 2020, hackers took advantage of the rising use of video conferencing to escalate their attempts to enter and interrupt meetings in order to sow mayhem. Zoom, for example, came under fire for multiple reported conference interruptions caused by internet trolls, which made many IT directors concerned about the security of corporate meetings.

Following these attacks, security became a higher priority. Many video conferencing apps have precautions to guarantee that only authorized attendees can join private corporate meetings, such as the usage of passwords to access meetings and waiting rooms, so guests aren't automatically allowed in without the organizers' agreement. These characteristics have aided in addressing some serious security concerns.

4. Complying with laws and regulations

Organizations are concerned about compliance since, depending on the state, recording some meetings without the consent of all attendees may be illegal. To remedy this, Microsoft Teams and Zoom include audio announcements to confirm the recording of the meeting. This feature is customizable. In addition, organizations must deal with the issue of storing and archiving recorded content.

Healthcare organizations, for example, must keep patient data for seven to twelve years, depending on the circumstances. Healthcare organizations must also store patient data in accordance with HIPAA

laws.

5. Organizing newly created data

As businesses consolidate and classify information available to consumers, newly created content from recorded meetings brings new issues. Some video recordings may be used as instructional materials, while others may be project reviews or team huddles.

Content managers, regardless of content type, must plan and define data governance to guarantee that information is secure and easily accessible when employees need it.

6. Creating policies

Content managers must plan for new content types and sources. Content managers should develop new sets of policies, which they should then apply and implement on the newly created video, audio, and text files from the meetings.

Category

1. Lifestyle

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