

The Benefits of Video Conferencing for Small Businesses

More and more small companies & individuals are adopting video conferencing solutions as a way to stay connected. Video conferencing enables businesses of all sizes to reduce travel, improve communications, remove geographic boundaries & increase productivity.

Now with an increase in lower cost solutions & systems designed for smaller spaces, small businesses, agents & freelancers are quickly discovering how video conferencing is saving them money on a daily basis.

Reduce Travel

Travel costs are becoming increasingly prohibitive, both in time & money. Video Conferencing enables you to maintain quality relationships with clients and stay in touch with colleagues on a regular basis, without the need to travel. In fact, businesses who adopt video conferencing reduce their travel budget by an average of 30%!

And by replacing phone calls with video calls, face-to-face communication occurs more often, without the need to take a day out of the office for a 1 hour meeting.



HD Endpoints designed for small spaces paired with a low-cost cloud services to provide a budget-friendly high quality solution for SMBs



Dispersed Teams & Geographic Boundaries

Video Conferencing enables remote employees to stay connected & allows organisations to be more flexible, improving productivity whilst keeping employees happy. Plus, you won't be limited by geography when recruiting new employees.

Video conferencing connects teams in dispersed offices. Instead of waiting for a quarterly get-together, you and your team can make decisions in real time via video conference. You can talk, display results and presentations, discuss new business ideas and services and get immediate feedback, greatly reducing sales cycles & time-to-market.

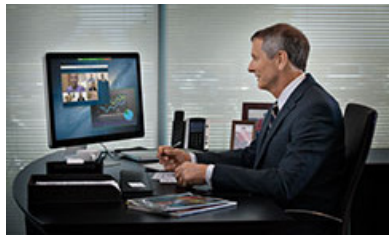
Maintaining Personal Connections

In contrast to a conference call, a live video meeting allows you to see participants facial expressions and body language, making meetings more personal and familiar, whilst enabling you to understand the meeting content in more detail. Whether for an interview, a company update, or a meeting with clients, face-to-face communication is proven to be more effective.

You can also record & store key meetings and training sessions that may be useful for new hires or future business development. In addition to cost-savings, these archived materials can be used for new employees in a way that feels more personal than a dry, text-based manual. In fact, 5x more information is retained when shown via video compared to text only!

Improving Work-Life Balance

Excessive travel can quickly burn out employees unused to tough hours on the road. As a small business owner or consultant, it's important to make sure you don't burn out either. Eliminating, or at least reducing, the need for frequent travel takes a great deal of stress off key staff that you can't afford to lose — not to mention yourself.



Video Conferencing can also be there to help keep you connected when disaster strikes. Flooding, snow, road accidents & even volcanoes are all unforeseen circumstances that can leave consultants & business owners stranded & unable to attend meetings. But Video Conferencing circumvents the headaches of cancelled flights, long drives, or testy weather & allows your meetings and business to continue.

What next?

Chat with our Small Business advisor at VideoCentric who can help to understand your needs & provide you with a range of options to meet your requirements & budget.

With low cost professional endpoints, the UK's most comprehensive range of cloud services and private on-premise solutions, award-winning support & customer service, and monthly payment options to suit all budgets, VideoCentric can create an SMB solution that's just right for you.

Plus we've got hire, loan & trial systems for you to try out, training & support packages designed for small business, and the UK's most well equipped demonstration suite with every one of the world's leading video conferencing endpoints for you to see under one roof. Contact us today to find out more.