

Five Ingredients for a Successful Web Conferencing Implementation



Wherever you are in the implementation of web conferencing, there are steps you can take today to help ensure a successful adoption.

The modern business environment increasingly relies on online collaboration tools, including web and video conferencing platforms. As companies expand flexible and remote work options and pursue initiatives across geographic boundaries, web and video conferencing tools are moving from optional to mission critical. How can you ensure maximum buy-in as you deploy your conferencing tool across roles and functions?

- 1 Provide tips and guides for employees who work remotely on how to manage common challenges such as low bandwidth:** Each employee is unique, but between the analytic tools of your collaboration solution and the questions submitted to the help desk, some common challenges will quickly emerge. Use these opportunities to help employees diagnose and troubleshoot problems.
- 2 Design templates to help users get started:** Some platforms allow site administrators to design or modify default templates for use within their organizations. Templates can help new users transition to the platform by making meetings easy to schedule, but they also allow the company to communicate consistent preferences. For example, if certain meetings should have specific security settings, the site administrator can customize a template to reflect those settings.
- 3 Communicate best practices:** Consider what best practices are important for your company brand and communicate those clearly. While it might be difficult to manage some challenges that accompany remote work, it could be helpful to set policies on topics such as video backgrounds, device security and other relevant conferencing and collaboration topics.
- 4 Clearly communicate an adoption plan with recommended timeline and actions:** Even if employees were pushed to adapt to web and video conferencing due to business disruption, it's still possible to develop a timeline for full adoption of whatever long-term solution a company adopts. Rapid adopters may speed through all the steps, but more hesitant employees might find it useful to have small steps to take toward adoption. Developing an adoption plan can also help identify employees who might need extra help.
- 5 Hedge against conferencing "fatigue":** Conferencing "fatigue" may sound like an issue unique to the present moment, but it's one that employees who are new to video conferences have noted repeatedly. Psychologists even identify it; in short, the human brain has trouble adapting to talking to others through a screen. Encourage employees to take a break from video when necessary; many collaboration sessions can be performed with only audio function. Also encourage remote workers to schedule breaks between conferences. A pitfall of remote work is the tendency to forget to schedule transition time, and employees can find themselves booked for hours straight without even a short break. Remind employees to allow themselves even just a few minutes between meetings whenever possible.

Allstream's® Web and Video Conferencing tool can be a key part of your long-term communication strategy. To learn more, download our e-book [Collaboration Without Limits: How to execute a successful web and video collaboration strategy for the long-term.](#)

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