

## New Lifesize Survey Confirms that Video Collaboration Increases Productivity and Improves Business and Personal Relationships

Austin, Texas — Jun 28, 2016 — Results from a recent users' survey by Lifesize®, a global provider of award-winning audio, web and video conferencing technology, reveals that video collaboration increases employee productivity and improves business relationships.

Key findings include:

- 99.2 percent of respondents agreed that video conferencing helps build better relationships both inside and outside of their company
- 91.7 percent of respondents found it is easier to get their point across when they were able to see the other person on video
- 77.7 percent of respondents increased their productivity and enhanced their work-life balance when using video collaboration to work remotely

“Frost & Sullivan research findings are in line with the Lifesize survey results. The inherent benefits of video conferencing, continuous enhancements to the user experience and a multitude of other factors will continue to drive growth for visual collaboration solutions,” explains Rob Arnold, Principal Analyst at Frost & Sullivan.

Lifesize's survey reiterates the importance of nonverbal communication, an important behavior that is all too often lost when relying solely on emails and phone calls. With video collaboration, users are able to pick up on the nuanced visual cues like facial expressions, hand gestures, and posture that signal engagement and support understanding.

“The latest Frost & Sullivan research finds that the cloud-based video conferencing services market is expecting a compound annual growth rate of 20.7 percent. Companies now understand that it helps employees be more productive and focused in the business environment,” said Craig Malloy, Lifesize CEO. “A majority of survey respondents report that video conferencing reduces the time needed to complete a project and that it decreases the likelihood of multitasking. Lifesize's cloud-based video conferencing and all-in-one collaboration tool helps its more than 3,000 customers to thrive and be successful – both in and out of the meeting room.”

Video conferencing also closes the geographical gap as more businesses offer remote working capabilities and seek to reduce travel. This extends not only to colleagues within an organization, but also to customers and business partners. Lifesize's survey found 96.7 percent of respondents saw a decrease in their travel expenses.

75 percent of respondents use video conferencing to have impromptu conversations with colleagues, and nearly two-thirds say that when they are not able to join a call, they miss seeing their colleagues' faces.

For more information about Lifesize's survey and techniques to help shifting meeting culture please explore the [Lifesize Collaboration and Productivity Guide](#).

### Additional Information:

- For more information about Lifesize, please visit [www.lifesize.com](http://www.lifesize.com)
- Experience Lifesize Cloud with the free [14-day Lifesize Cloud trial](#)
- Like Lifesize on Facebook: [facebook.com/lifesizeHD](https://facebook.com/lifesizeHD)
- Follow [@lifesizeHD](#) on Twitter
- Join other customers for collaboration, advocacy and insights at [community.lifesize.com](http://community.lifesize.com)

### About Lifesize

Headquartered in Austin, TX, Lifesize combines best-in-class, cloud-based video conferencing services with integrated equipment to help you present your business in the best light. Recognized as Frost & Sullivan's Cloud Video Conferencing Vendor of the Year, Lifesize leads the industry in customer satisfaction with the world's first 4K video conferencing solution and 4K service architecture. Together with a full suite of integrations and offerings designed for businesses of any size,

Lifesize sets a new standard for workplace communication and productivity on a global scale. To see why companies like Yelp and Major League Baseball rely on Lifesize for their mission-critical team communication, visit [www.lifesize.com](http://www.lifesize.com) or follow the company [@Lifesize](#).

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