The Magic in the User Experience

Theo Economides, Lecturer & Consultant at Greenline Ameritus Consulting

Summary

- Video conferencing platforms should host a unique user experience.
- Ease of use of video conferencing software is essential.
- Simplicity is necessary to enhance productivity.
- Cloud-based platform makes it easy to communicate from virtually any environment.

Greenline Emeritus Consulting

The proliferation of consumer and enterprise cloud technology has led to a very overwhelming amount of choices. Thousands of solutions are available, many of them competing with one another for market share. This phenomenon presents a lot of customer flexibility, but also makes customers overwhelmed with many different combinations of software packages available on the market.

We recently had the honor of interviewing Theo Economides, an advocate for human communications technology and a consultant for organizations wishing to implement communications platforms. What does he say about this overwhelming world of the cloud?

Theo Economides is the head of Greenline Emeritus Consulting, an organization that provides communications, media, and contact recovery services for a multitude of businesses. He also sits at the board of the Visual Communications Industries Group. Theo's accomplishments are a testament to his expertise in video conferencing platforms.

During our interview, he made it clear that video conferencing platforms should host a unique user experience. In fact, Greenline Emeritus is all about "Experience-Based" telepresence. The site names a few examples of how user experience is affected: high-definition video, high-quality streaming, spatial and high-quality audio, and better eye contact. Experience creates a culture, and this culture helps better integrate a technology into a company's infrastructure.

Theo also emphasized the ease of use of video conferencing software. If the software requires many steps to set up, it can forget about attracting users. The fact that someone can't easily start and invite others to a conference is one of the reasons that many video conferencing solutions haven't seen much success over the years. In fact, video conferencing is one of the sectors still struggling in the IT industry.

Despite the multitude of businesses holding conferences through video, it's still not as many as, say, the number of businesses that use online backup. This is because many services that simply don't provide the simplicity necessary to enhance productivity. One of the reasons many

businesses just stick to writing emails and having face-to-face conferences is because it seems so much easier despite the cost benefits of switching to a virtual environment. While there are many services out there, there hasn't been a high level of user experience. Many people who use other video conferencing solutions complain about connectivity issues and quality problems, especially when peering across different continents. This often happens because the servers are designed more optimally for carrying vocal voice and data across the web. To them, video is a secondary aspect that doesn't get as much attention. And with most of these solutions, you have to get an account (sometimes at a prohibitive cost), which adds steps people aren't really willing to take, given a choice.

Here's where Zoom steps in. When asked about Zoom, Theo first noted that he recommends this to his clients and uses it himself on a weekly basis.

"Zoom has been, and continues to be, simple to use and quite reliable in a number of different computer and networking environments," he said. "Simplicity is paramount. The simplicity of the login and startup pages, as well as the links that are sent out to guests are very important features that draw me - both for my own use as well as for when I make a recommendation to others - to use Zoom."

Theo Economides often uses Zoom to meet with colleagues and other video conferencing consultants. This platform has provided people like him with a monumentally simple setup and a great user experience, with high-definition graphical resolution and arguably one of the best streaming experiences bandwidth can offer.

Its cloud-based platform makes it easy to communicate from virtually any environment without having to go through long and difficult setups. Speakers are immediately focused on, setting the canvas for a very productive meeting.

A great step in the new age of telecommunications would be Zoom's integration and implementation in small and large enterprise environments to have an immersive conference experience from anywhere, at any time.

zoom

About Zoom
Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

Website
zoom.us

Innovations
First 3-in-1 Cloud HD Meeting Platform
First Mobile Screen Sharing
First Hybrid Cloud Service