The Future Of Work Is Video-enabled

The future of work is here and it’s different than the past. It’s distributed. It’s mobile. It’s real-time and multimedia. The up and coming generation of workers grew up with connectivity, mobility and video. Everywhere you look, technology and IT are at the center of changing the future of work. Better network connectivity, new mobile devices, and video communications technologies are fundamentally changing the workplace. Work is no longer tied to a physical location. The future of work is focused on teams and projects.

The office can be anywhere and everywhere the employee goes. Employees can be in different countries. They can do work from their homes, the office or another location, such as a hotel. Mobile, social and video have the power and promise to create a new workplace. This new workplace will be more connected and collaborative than it has ever been.

Video Creates Strategic Advantage In the Future Workplace

The workplace of the future brings challenges and opportunities. Technology has made it possible for companies to compete in a global marketplace. With that comes the responsibility of evolving our business processes to work in a new environment. A company must constantly evolve its products and services to remain competitive. Business leaders must understand and react to market shifts even faster than they have in the past. We must find better ways to communicate with our employees, customers and partners.

The future of work uses technology, such as video, to enable quick decision making, better customer service and faster time to market. IT can drive this transition to a connected and collaborative workplace. In this era, IT is a strategic partner that delivers business systems that eliminate friction in the sales process,
improve customer care and provide employees the right information at the point of need.

**Video Helps IT Do Things It Has Never Done Before**

In this new world, IT is the lead architect of business transformation. IT is blending its knowledge of technology and business operations to deliver new compelling solutions in areas such as marketing, human resources and field service. IT will use video to provide groundbreaking ways to hire, to sell products and to service customers. Examples of these include:

- **Real-time engagement when and where they need it.** Customer care and IT are working together to deliver engaging customer and employee experiences in new places. For example, financial institutions are using video kiosks to cost effectively bring banking services to new locations and to video-enable automatic teller machines. Chief Medical Officers and IT are working together to deliver medical experts on demand with video carts in hospitals, medical kiosks, and video apps on tablets that help doctors perform remote patient diagnosis. Customer care teams are using video to provide a personal touch to service and to visually guide a customer or employee through a process, such as installing software.

- **Changing the way we hire.** The future of work is about hiring, educating and retaining talent wherever they may be. IT is providing video services that allow human resources to expand recruitment beyond local candidates. Video interviews allow HR to interview more candidates faster. It eliminates travel expense and complex schedule management. It also makes it easier for the entire team to interview a candidate and meet after the interviews to discuss their viewpoints. Once a candidate is selected, HR is using video to
introduce new employees to their team and include these employees in company-wide activities, such as monthly meetings. Video will become an integral part of hiring the best talent.

• **Create new revenue opportunities.** Marketing wants to deliver richer, more engaging messages. The sales team wants to close the deal faster. IT is building a portfolio of video services to support these needs with video-enabled digital signage, sales and service kiosks. IT will use video kiosks to enable sales in new locations, such as malls, airports and hotels. Sales can also use video to deliver expert services and additional support in busy locations that are understaffed or difficult to travel to. Instead of static signs and paper brochures in retail locations, marketing and IT will use video to deliver rich visual content that highlights the features of a product or service. IT and marketing will also eliminate paper with interactive multimedia solutions that transform a company’s go-to-market strategy, such as video demos, customer testimonials and interactive product literature.

Video is transforming the way we play, live and work. These are just three examples of how video fuels the future of work. How will you use video to transform your career?

**About Lopez Research LLC**

Lopez Research LLC, founded in 2008, is a market research and strategy consulting firm that specializes in IT and communications technologies. Lopez Research combines survey-based research and predictive analysis to gain insight into coming trends. It services businesses that range from start-ups through Fortune 50 companies.