GoToMeeting by CITRIX

THE BUSINESS VALUE OF A FACE-TO-FACE CONVERSATION

FACE-TO-FACE
IS THE CORE OF HOW WE CONNECT

FACE-TO-FACE COMMUNICATION TECHNOLOGIES LEAD TO GREATER SATISFACTION WITH THE INTERACTION PROCESS THAN KEYBOARD-BASED COMMUNICATIONS.[1]

FACE-TO-FACE COMMUNICATION ESTABLISHES MORE **TRUST** THAN OTHER MODES OF COMMUNICATION[3]

FACE-TO-FACE COMMUNICATION IS MORE LIKELY TO BE PERCEIVED AS **CREDIBLE**[4]

FACE-TO-FACE COMMUNICATION IS MORE **PRODUCTIVE** THAN OTHER MODES[5]

FACE-TO-FACE COMMUNICATION IS MORE **EFFICIENT** THAN OTHER MODES[6]

FACE-TO-FACE COMMUNICATION ALLOWS FOR BETTER RAPPORT AND TRUST-BUILDING THAN AUDIO OR WRITTEN COMMUNICATIONS, WHICH CAN MAKE THE DIFFERENCE IN CLOSING A SALE.[2]

BUT BUSINESS IS CHANGING,
REQUIRING MORE COMMUNICATION ACROSS DISTANCE, AND THE MODES WE'RE USING AREN'T WORKING.

THERE WERE **1,000,000,000** MOBILE WORKERS IN 2010[7]

89%
OF AMERICAN WORKERS SAY EMAIL, TEXT AND VOICEMAIL GET IN THE WAY OF WORKPLACE RELATIONSHIPS[9]

87%
OF AMERICAN WORKERS SAY EMAIL IS NOT AN EFFECTIVE WAY TO RESOLVE WORKPLACE CONFRONTATIONS[10]

67%
OF SENIOR EXECUTIVES SAY THEIR ORGANIZATION WOULD BE MORE PRODUCTIVE WITH FACE-TO-FACE COMMUNICATION[11]

AMERICAN BUSINESSES COMPLETED **432,000,000** TRIPS OF MORE THAN 50 MILES IN 2009[8]

VIDEO CONFERENCING TECHNOLOGY
OFFERS THE BENEFITS OF COMMUNICATING FACE TO FACE WITHOUT INCURRING THE HIGH COSTS OF TRAVELING TO IN-PERSON MEETINGS IN A GLOBAL ECONOMY.

WITH VIDEO CONFERENCING, BUSINESSES...

SAVE ON **TRAVEL AND LODGING** EXPENSES

COMMUNICATE FACE TO FACE WITH **GLOBALLY DISTRIBUTED** TEAMS, CLIENTS OR PARTNERS

BENEFIT FROM THE FLEXIBILITY AND CONVENIENCE OF **WORKSHIFTING**

MAKE MORE PRODUCTIVE AND EFFICIENT USE OF MEETINGS WITH **FACE-TO-FACE MEETING TECHNOLOGY**

ESTABLISH MORE **TRUSTING AND CREDIBLE RELATIONSHIPS** WITH CLIENTS, PARTNERS AND PROSPECTS

ANYONE ANYWHERE CAN CONNECT
CITRIX GOTOMEETING PROVIDES FACE-TO-FACE INTERACTION VIA DESKTOP AND MOBILE VIDEO CONFERENCING SO THAT ANYONE ANYWHERE CAN CONNECT WITH COLLEAGUES OR CUSTOMERS FACE TO FACE.

TO LEARN MORE, VISIT WWW.GOTOMEETING.COM

1 http://www.hicss.hawaii.edu/HICSS_35/HICSSpapers/PDFdocuments/CLUSR01.pdf

2 http://web.mit.edu/newsoffice/2010/profile-pentland-1101.html

3 http://crew.umich.edu/publications/01-01.pdf

4 http://www.usatoday.com/news/opinion/forum/story/2012-04-29/facebook-face-to-face/54629816/1

5 http://www.wers2004.info/pdf/third%20meeting/Salis.pdf

6 http://web.mit.edu/newsoffice/2010/profile-pentland-1101.html

7 http://blog.vdcresearch.com/mobile_and_wireless/2011/02/global-mobile-workforce-exceeds-one-billionyet-only-10-benefit-from-enterprise-mobility-solutions.html

8 US Travel Association

9 http://www.careerbuilder.com/Article/CB-404-The-Workplace-Whats-Better-Send-an-E-mail-or-Talk-Face-to-Face/

10 http://www.careerbuilder.com/Article/CB-404-The-Workplace-Whats-Better-Send-an-E-mail-or-Talk-Face-to-Face/

11 http://www.cio.com/article/29898/The_Importance_of_Face_to_Face_Communication_at_Work