GoToMeeting
by LogMeIn

HOW TO ROLL OUT A MEETING SOLUTION THE HASSLE-FREE WAY

The IT Buyer's Guide to Video Conferencing

PART 2 – THE SOLUTION

Now that you know your needs,
it's time to pick the best solution.

SET GOALS AND OBJECTIVES

What are you trying to achieve with a new solution? To keep everyone on the same page, organize and document your goals. Determine the overall goal for the new solution and any secondary objectives.

Here are some common reasons businesses invest in a new communication:

Improve efficiency to save time and money.

> How much time is spent troubleshooting your current solution?

> Could you improve meetings and collaboration with a better solution?

> Can you save administrative time with a more automated, easy-to-manage solution?

Reduce support-related calls regarding communication tool issues.

> How often are you called to help with technical difficulties?

> Are you asked to sit in on meetings "in case something goes wrong"?

Save money or increase ROI.

❯ Will a new solution support your organization's growth and grow with you?

❯ Is there room to increase your meeting solution ROI with greater reliability and higher usage rates?

❯ Can you consolidate your communications vendors to save?

Improve collaboration and meeting performance.

❯ How much time is spent on travel to have in-person meetings?

❯ Would a virtual meeting solution allow for more collaboration?

❯ Are people using the current solution?

Consolidate hard-to-manage tools.

❯ Is there overlap in your current communications solutions? Can they be consolidated under one vendor to reduce costs?

❯ How many different communication tools are being used for the same purpose?

❯ Do all your communication and collaboration tools seamlessly work together?

There are 36-56 million meetings in the U.S. per day. Because of inefficient meetings, companies lose $70-283 billion in lost productivity.[1] Better tech can drive better meetings – and that equals huge ROI gains.

Per-seat cost isn't everything.

Cost is no doubt one of your top considerations – and it should be. But hidden expenses or increased support tickets can quickly kill your return on investment. Before signing on the dotted line, consider:

- **Equipment costs, including conference room hardware, new webcams, headsets, etc.**

- **Additional audio fees**

- **Onboarding fees**

- **Usage or user overages**

- **Pricing flexibility**

PRIORITIZE EVALUATION CRITERIA

Now that you've established your core requirements, it's time to outline your must-haves and prioritize them. Keep in mind, employees won't use a tool if it's difficult or unintuitive. If it doesn't make them better at their job, or if they have other tools that fulfil the same basic need, they will be less likely to adopt a new solution.

What factors are most important as you evaluate new tools?

Cost

Take a holistic view of cost. You may not end up saving money with a cheaper solution if you have additional costs to get up and running. You may also be able to cut costs by consolidating to one vendor for all your communications needs. There's often volume-based discounting!

Ease of use

This might be the single biggest factor for adoption. Find the balance between ease of use and functionality, which is especially important for bigger organizations with a more complex set of needs. Ease of use is not only important for end users but for admins as well! It should be easy to add or delete users, check usage, or enable integrations. The implementation process should also be simple and pain-free.

Vendor reputation

Are you considering a reliable vendor that will be able to grow with your business and the evolving demands of a modern workforce? Will they partner with you to help you keep up with new technology?

Functionality

Does it meet your employee, infrastructure, security, and integration needs?

Onboarding and support services

Do they offer 24/7 support and product training? Do they have user-friendly self-help documentation and resources for admins and end users?

Meeting must-haves for the modern workforce

At GoToMeeting, we empower over 21 million users a month. We hear a lot about what's important to them and what they can't live without when it comes to a meeting solution.

Ease of use

- *Mobile app*
- *Instant join without downloading*
- *Easy, quick access for internal and external participants*
- *Centralized admin control with SSO and AD integrations*

Seamless workflow

- *Instant messaging*
- *Calendar and app integrations*
- *Conference/huddle room solutions*

Collaboration tools

- *Clear and reliable audio*
- *HD video*
- *Screen sharing and markup tools*
- *Shareable meeting recordings and transcripts*

MAKE YOUR TRIAL OR POC COUNT

The best way to find the right solution is to test it with a trial or Proof of Concept (POC). This hands-on experience will not only help you make the best decision possible, but it will help you gain ground support and traction when you're ready for implementation.

But you won't come to any meaningful conclusions by randomly poking around. You need to get a real sense for the solution and how well it fits your needs.

1. Start a multi-seat free trial or POC.

This gives you and power users throughout your organization the chance to get hands-on experience with the new tool. For your test run, choose users that:

> Have frequent meetings

> Have different needs and use cases

> Are early adopters (not every user needs to be super tech savvy, but they should be open to change and trying new technology)

2. Use the entire product.

Get acquainted well with the admin center and see if the functionality fits your needs and will make your life easier. Look at the reporting, customization options, security features, and other administrative controls. You may also want to observe meetings and see how employees interact with the solution.

Have users exclusively use the product for the duration of the trial. Encourage them to try out all the features.

3. Gather feedback and measure success.

Did you meet your goals? What did end users think about the tool?

Whether you conduct a survey or meet with users one on one, here are some questions you'll definitely want the answers to:
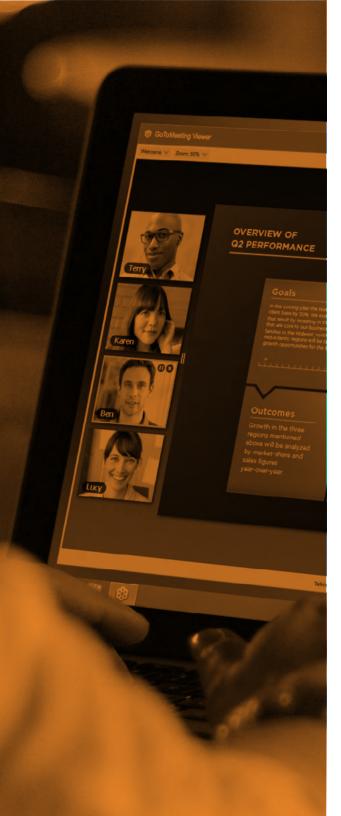
> Was the tool flexible, intuitive, and comfortable?

> Did you feel confident using the tool by the end of the trial or were you still struggling?

> Were there any technical difficulties or problems joining meetings?

> Did your meetings run smoothly?

Once you've gathered all feedback, check it against your goals, list of needs, preferences, and other requirements mentioned previously.

USE INSIGHTS TO OPTIMIZE YOUR ROLLOUT

Now that you know where users commonly struggle, you can improve your training and implementation procedures when you decide on a solution.

READ ON TO PART 3

▶ The Launch and Post Implementation

Read on now

HAVE QUESTIONS?

▶ Schedule a demo!

Get a demo

SOURCES

1. White, John. (2017, October 19). *Ineffective Meetings Cost Companies Up to $283-Billion a Year (Streamline Collaboration With These Tips).* Retrieved from https://www.inc.com/john-white/ineffective-meetings-cost-companies-up-to-283-billion-a-year-streamline-collaboration-with-these-tips.html