

# WHY SHOULD I USE **TELECONFERENCING?**



AN INTRODUCTORY GUIDE

[WWW.TELECONFERENCE.COM.AU](http://WWW.TELECONFERENCE.COM.AU)

# About this guide

Teleconferencing can seem daunting if you haven't used it before. That's why we've made this guide - so you can learn all about how teleconferencing can benefit you and your business.

By adopting a teleconferencing solution, you gain flexibility and capability. In a time where transnational partnerships are being made across the world, and where teams are geographically dispersed, teleconferencing can save your business both time and money by making distance collaboration quick and easy.

## Who is this guide for?

Are you tired of spending money travelling long distances and taking time out of your week to meet up with your clients, colleagues and suppliers? Do you value effective communication? If so, then this guide is for you!

This guide explains how teleconferencing can offer you a meeting solution that is both cost and time effective. We'll show you the many ways teleconferencing can help your business.



## Save your business time and money with teleconferencing

ommunication is one of the most critical elements to running a successful business. When used effectively, not only can it streamline decision-making, but it can also increase productivity and result in better collaboration between employees.

By adopting a teleconferencing solution, you can gain both flexibility and capability. In a time where transnational partnerships are being made across the world, and where teams are geographically dispersed, teleconferencing can save your business both time and money through distance collaboration.

Teleconference calls can be arranged with less prior notice than in-person meetings, don't require booking a venue or arranging travel, and can include as many people as necessary to ensure your business is communicating as it should.





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Teleconferencing is an audio meeting which you join via a telephone from anywhere in the world.

”

CLICK TO TWEET



## A fast-moving solution for a fast-moving world.

In a world where efficiency is vital for staying ahead, nobody has time for a complicated setup or a bad connection, which is why teleconferencing has become a key part of business communication.

Teleconferencing forms part of the wider global market of unified communications, expected to grow to a AU\$29.81 billion industry by 2019 according to the latest research by marketsandmarkets.

Businesses can upgrade their communications with minimal setup time and effort, meaning that employees can get talking within minutes.

Projects which would usually stretch on for weeks or months due to staff travelling can be accomplished with the same collaborative effort with a teleconferencing solution to connect all the relevant parties more efficiently.



“

Ensure that you record  
your teleconference.  
This will enable you to  
remember who said what  
and make minutes of the  
meeting.

”

CLICK TO TWEET

## Minimising costs and business travel with conferencing.

In addition to being a powerful networking tool, teleconferencing is also a way for businesses to seriously cut down on their calling costs, a revelation which has quickly spread throughout Australia and New Zealand.

Business travel, while being one of the most time-honoured corporate institutions, is unfortunately also one of the more costly outlays of capital, in terms of both money and time.

Actively reducing the number of these trips not only makes for a more cost-efficient organisation, it also ensures that your business upholds its corporate social responsibility towards the environment by reducing carbon emissions.

To reduce costs even further, many teleconferencing providers allow you to only pay for what you use rather than locking you into monthly subscription packages, so you never have to worry about wasting money.







## A flexible solution for the future.

Voice-to-voice communication carries with it a certain personal aspect not found in other digital communications like email. This allows businesses to establish and maintain strong relationships with their customers and clients.

Teleconferencing also makes business-wide round-table meetings much easier. With the ability to dial in over 200 callers per conference, no employee will get left behind.

To include a visual element as well, businesses can also benefit from web conferencing tools to lead real-time training sessions as well as conduct presentations and online meetings.

With both teleconferencing and web conferencing reducing the need for travel, there is increased opportunity for more regular updates and communication between widely-dispersed parties.

Regular, efficient contact not only means that businesses can be kept abreast of the latest developments, but they can work to build strong relationships with their partners and key stakeholders.





## Summary

Maintaining a productive workplace culture has become priority for organisations wanting to foster employee engagement and satisfaction. Teleconferencing negates any time lost through business travel to free up more hours of productivity.

Ultimately, not only does this benefit the business, but it also benefits your employees who spend less time on the road and more time balancing their work life with quality time at home.

Enjoy guaranteed conferencing quality  
with Eureka Conferencing.



If your business is interested in seeing the cost-effectiveness and efficiency of teleconferencing in action, don't hesitate to contact Eureka Conferencing to set your business on the path to success.

You can try our conferencing service free for 7 days, with no commitments and no obligations. You'll gain access to free teleconferencing and web conferencing, as well as free recordings and free conferencing features.

**We offer 24/7 Australia-based phone support.**

**Start 7 days for free today**



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Live chat via our website