



Connecting Through Video: A New Era for Employee Engagement

Learn more at vizrt.com

Contents

- 03 INTRODUCTION**
Why effective employee engagement is essential
- 06 KEY STATS**
Top Ten Findings
- 08 RESEARCH ANALYSIS**
The benefits of video communications
- 16 CONCLUSION**
Why video must be at the heart of internal communications and employee engagement
- 17 METHODOLOGY & REFERENCES**

INTRODUCTION

Why effective employee engagement is essential for today's workforce

*Whatever products or services a business sells, its chances of sustained success and profitability depend upon the talents and efforts of its employees. Yet today, **many employers are finding it difficult to attract, support, motivate, train and retain the people they need.***

One factor contributing to that problem is a lack of cohesive communication and engagement with employees. This is due in part to changes seen in many workplaces during recent years, after adoption of digital technologies to break traditional workplace boundaries and enable flexible working, increased during the pandemic. Today, technologies including high quality video solutions have transformed many companies' infrastructures, creating dynamic, hybrid working environments.

Hybrid working offers useful advantages, but it can leave some employees feeling disconnected from their employer and their colleagues. That presents a major problem, because that sense of connection and meaningful engagement is crucial in driving employee motivation, collaboration, and productivity.

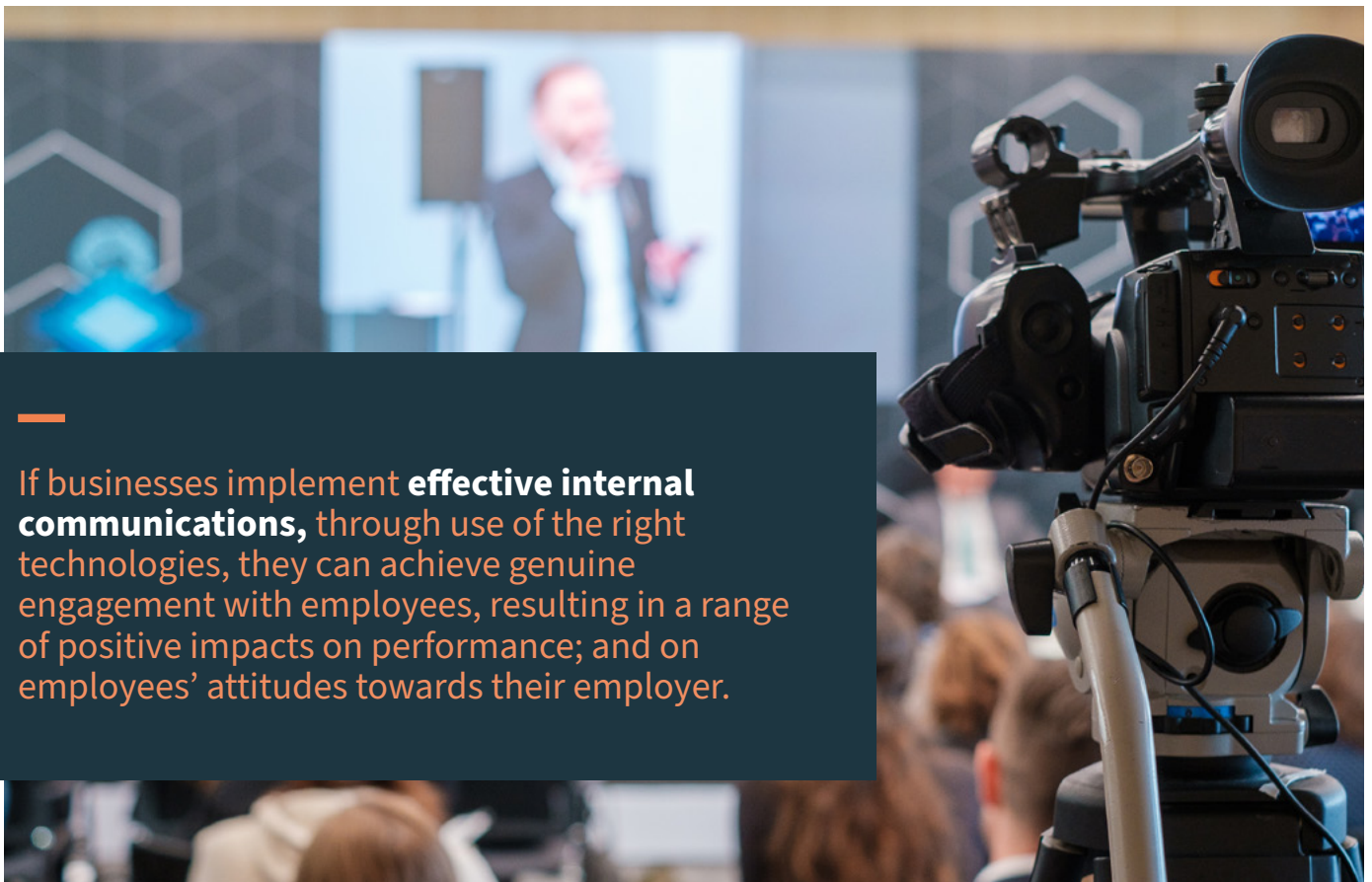
So, in the era of hybrid working, creating and maintaining effective internal communications and meaningful employee engagement has become one of the most important challenges faced by any organization.

A lack of engagement with employees can lead to increased employee turnover, higher costs and operational disruption. 2023 research from Gallup suggests that low engagement among employees may have reduced global GDP by 9%, or US\$8.9 trillion.^[1]

2023 research from Gallup suggests that...



Low engagement among employees may have reduced global GDP by 9%, or US\$8.9 trillion^[1]



If businesses implement **effective internal communications**, through use of the right technologies, they can achieve genuine engagement with employees, resulting in a range of positive impacts on performance; and on employees' attitudes towards their employer.

Gallup's 2024 State of the Global Workplace Report, based on a series of studies covering more than 183,000 business units in 53 different industries and 90 countries, revealed **several positive outcomes for businesses in the top quartile for employee engagement**, compared to those in the bottom quartile.^[2]

All these positive outcomes help to enhance the reputation and credibility of the business; and of the people who lead it.



78%

Lower
absenteeism



23%

Higher
profitability



17%

Higher
productivity

HOW VIDEO SOLUTIONS HELP DRIVE CONNECTION

As businesses seek to improve employee engagement, many are turning to the use of video for internal communications. This may mean using videoconferencing or video calls, recorded video messages, or 'Town Hall' style meetings, at which employees may interact with business leaders; alongside recorded or live-streamed messages or webinars.

High quality video content is now an increasingly important tool for building connections and engagement between management and employees.

Video solutions can offer broadcast quality capabilities that employers can use to better communicate with and motivate employees, and assist and improve management and operational processes, including delivery of training.

Ultimately, using video can help a business improve performance and profitability, benefitting customers, employees, managers and shareholders.

RESEARCHING THE LINKS BETWEEN USE OF VIDEO IN COMMUNICATIONS AND BETTER BUSINESS PERFORMANCE

At Vizrt we believe video is a powerful tool for internal communications and creating employee engagement. But we wanted to prove the substance behind that belief. So, we commissioned a survey of 2,000 employees of businesses across the UK and the US, to test the theory that better communications and engagement can deliver real value for businesses; and to find out whether a failure by employers to communicate and engage effectively with employees could have very negative consequences – like causing employees to leave.

Our research findings confirm there is a link between effective employee communications and company performance. Nearly seven out of ten (69%) employees surveyed agree that the quality of communications they receive from their company affects how engaged they are as an employee. And almost two-thirds (65%) agree that receiving business updates through methods including streamed Town Halls, webinars and other video content or events helps them to understand those updates better, alongside helping them feel more aligned with the company's vision.

Our top ten findings are listed below. They confirm the value of the use of video to build employee engagement and boost motivation and productivity in dispersed or hybrid organizations. They show that when based on excellent technology, internal communications via video delivers multiple business benefits, both practical and cultural, including enhancing delivery of employee training.



65%

agree that receiving business updates through methods including streamed Town Halls, webinars and other video content or events **helps them to understand those updates better**, alongside helping them feel more aligned with the company's vision



Our research shows that many employers are now taking advantage of the potential benefits that video solutions offer, to engage, support, train and motivate their people – and within this e-book we will dive into the research results, alongside sharing some real-life examples.

Our findings also sound a warning: businesses that are not using video, or those that are relying on substandard technologies to deliver internal communications, are risking losing their top employees, alongside missing out on higher productivity, and higher profitability.



KEY STATS

Top Ten Findings



1

69%

agree that the quality of communications from their employer “affects how engaged and dedicated I am as an employee”



2

2 in 3

2 in 3 employees agree Town Halls and live video streams are **more effective than other methods** at helping them feel aligned with the company vision, and to better understand business updates

49%

3

agree that “good quality video communication from my company has a positive impact on my motivation”

26%

4

say they receive communications such as Town Hall meetings, webinars, conference calls and internal reports or newsletters from employers several times each week, but, **43% of employers use video in only up to a quarter of employee updates they receive**



5

40%

say poor video communications might make them **consider leaving**



6

1 in 3

say poor use of video in internal communications **weakens the credibility** of a business



7

85%

say **video quality is important** when it comes to employer communications; 88% say audio quality is important



48%

8

say that an element of entertainment within video communications, which might come via use of technologies like **augmented reality (AR), virtual sets, 3D animations or personalized content experiences** is important

Features respondents think would provide the most entertainment are:

9



39%

Interactive graphics



34%

Virtual reality

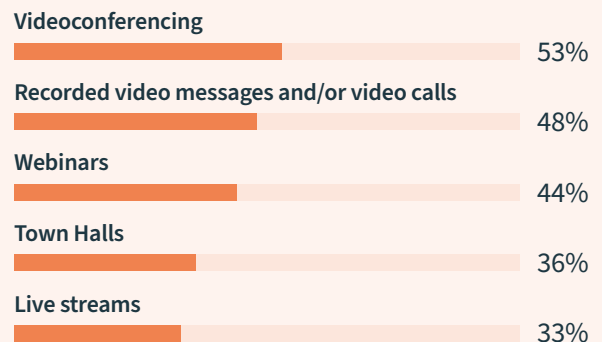


32%

3D animations

Different ways employers use video for internal communications include:

10



RESEARCH ANALYSIS

The benefits of video communications

GOOD QUALITY VIDEO COMMUNICATIONS MOTIVATE AND INFORM EMPLOYEES

About half (49%) of employees agree that: “Good quality video communication from my company has a positive impact on my motivation.”

Video offers more immediacy and clarity in internal communications. For example, Yvo Verbeek, learning consultant, digital, at Achmea, the largest insurance company in the Netherlands, sums the advantage of using video solutions like this: *“Strategy is easier shared directly to everybody, instead of through management lines. This helps us speed up our business.”*

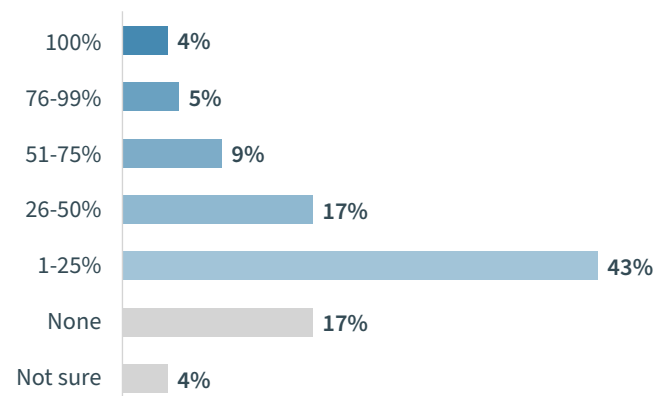
Verbeek and his team use Vizrt solutions, including the TriCaster, a professional-grade video production system for live broadcasting, streaming, recording and post-production editing.



“We saw the pressing need of sharing knowledge in a scalable manner, but in a unique way for an online meeting. We needed our subject matter experts to make content with the same quality standards at home. A very important requirement for the studio was that it needed to be accessible for everyone in our organization. For this, we needed a solution that could be operated by any person and used for large productions. In minutes, we can change the entire set from a corporate setting to a living room look and feel or personalize it ... the TriCaster is very powerful in making this possible. The new studio brings employees together and makes communication more efficient.”

We know that most employers now use video in some way for internal communications. 43% of respondents whose employers use video say that up to one quarter of all the communications they receive feature some video, while more than one in five respondents (22%) say video is used in more than half the communications they receive. **But 17% of respondents say their employer still does not use any video in internal communications.**

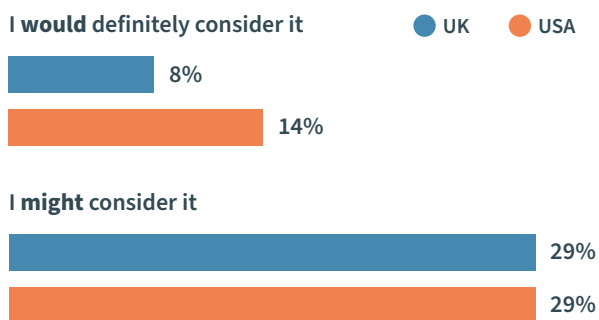
What portion of these business updates involve video?



FOUR OUT OF TEN EMPLOYEES SAY POOR VIDEO COMMUNICATIONS COULD LEAD TO THEM LEAVING THEIR JOBS

But if the way an organization uses video is unconvincing or annoying, it could have negative effects. Four out of ten employees say poor communications delivered via video “might make them consider” leaving the company: 29% say they “might consider” leaving and 11% “would definitely consider” leaving. Employees in the US are particularly likely to consider leaving.

Would you consider leaving based on poor video communication by your company?



FOUR OUT OF TEN EMPLOYEES SAY POOR USE OF VIDEO IN COMMUNICATIONS WEAKENS THE CREDIBILITY OF A BUSINESS

More than one in three respondents (38%) say poor use of video in internal communications weakens the credibility of a business. Were this impression to become widespread within or outside a business it would also certainly damage the credibility and reputation of an organization’s leadership team.

EACH WAY OF USING VIDEO CAN OFFER BUSINESS BENEFITS

There are several different ways to use video in internal communications that deliver tangible business benefits, including:

Videoconferencing, which our research shows is used by 53% of respondents’ employers, enables virtual face-to-face contact between colleagues and teams.

Video calls, used by 48% of organizations, offer similar benefits.

Recorded video messages, also used by 48% of employers, can be viewed by employees at a time convenient to them, allowing them to access and understand key communications messages easily.

Webinars, used by 44% of employers, are a terrific way to provide in-depth information for communications purposes, or to deliver training.

Town Halls, used by 36% of employers, bring large teams or a whole company together to deliver communications messages, and provide some flexibility for interaction. Employees may also be able to view this material after the event if they can’t attend at the time.

Live streams, used by 33% of employers, allow organizations to communicate immediately and clearly with employees who may be using a vast variety of connected devices while in remote locations.

Among the different ways employers use video in internal communications:



53%
Videoconferencing



48%
Recorded video



48%
Video calls



44%
Webinars



36%
Town Halls



33%
Live streams

CASE STUDY

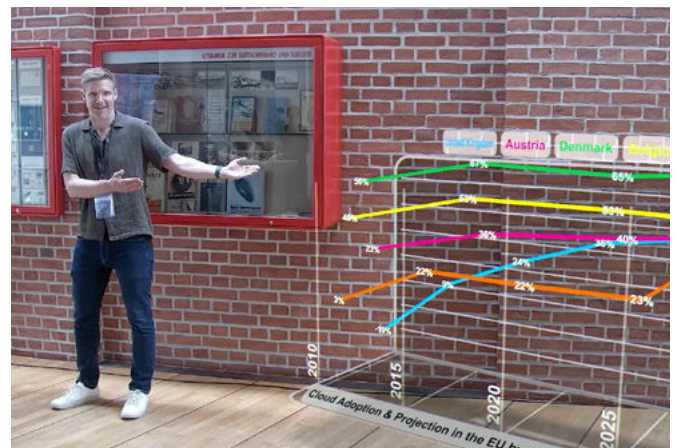
The power of using video as a tool for storytelling: Vizrt's ONE Vizion Summit

We believe so much in the power of video solutions that we use them ourselves. Most recently, we held our ONE Vizion Summit in Berlin. It was a truly video-enabled hybrid event, where we used advanced broadcast techniques, graphics and other video tools including augmented reality to enhance presentations for a live audience of about 200 people in Berlin – about one third of Vizrt employees – but also for employees who could not attend in person.

*“One of the tricky things when running an internal event ... where we're able to bring 200 people into a single location, is that we're also trying to communicate to the rest of the organization, and we need every single person who is watching the stream who is not in the room to feel engaged as well,” says Vizrt global head of brand and communications **Chris Black**.*

Vizrt CEO **Michael Hallén** also emphasizes the value of video: *“When running a global company, you need to interact with all your employees. The most efficient way of interacting is obviously face-to-face. That's not possible if you're running a global organization because of sustainability, cost and efficiency issues. The second best is video. A really good in-house video production can actually help you reach out almost like you were in person.*

“So that's why it's important for us, and we use it frequently when it comes to communicating and delivering messages, whether it's about our corporate goals and objectives, launching a new product or whatever it is. We use video to enhance our storytelling when we talk to our employees. It is as important as when we talk with an external audience. Video is the most efficient way of communicating. Video is crucial. And I believe we will use it more and more as we move into the future.”



Don't just take our word for it – video is viable for many businesses to drive employee engagement.

Most of our customers, which includes more than 80% of the US Fortune 100, use our video production solutions to engage employees.

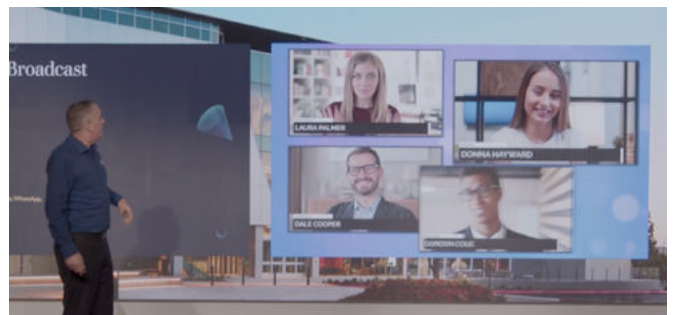
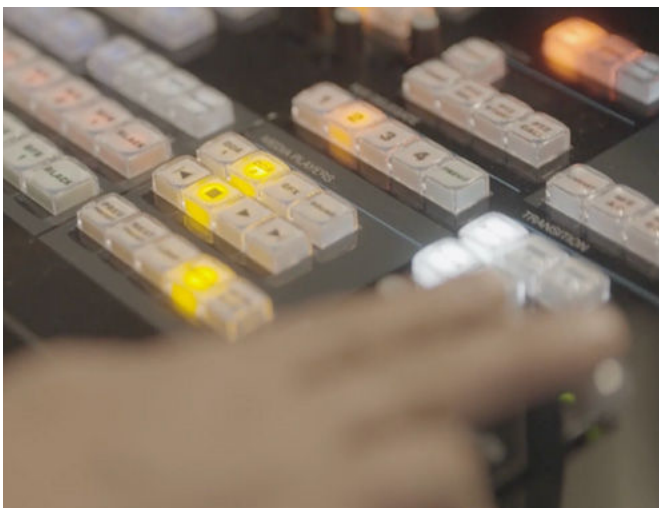
CASE STUDY

Innovating Sharp Healthcare's communications and conferences

One of those customers is Sharp Healthcare, a large US-based healthcare organization with a workforce of more than 10,000 spread across multiple US states. **Sharp uses video solutions to connect and train employees via hybrid video and in-person Town Hall-style meetings, for team and leadership meetings, training sessions, and for some external communications.**

The solution Sharp uses is driven by a TriCaster video production system which is operated from a control room at a purpose-built auditorium within the company's headquarters, but is also compatible with Microsoft Teams, WhatsApp, FaceTime and other video call applications, making it easy for employees to access and view company events from remote locations, as well as bring in and highlight remote callers.

A single operator can switch between and blend multiple feeds such as presentation slides, live audio, and video streams from ten remote-based medical experts, live-enabled cameras in Sharp's medical simulation labs and more, to create a broadcast-quality hybrid production.



All these feeds can be external to Sharp, coming from anywhere across the globe, or fed directly from another location anywhere across the Sharp campus. For the first time, Sharp can now also include direct video streams from state-of-the-art VR training tools such as Apple Vision Pro Spatial Healthcare, supporting first-person perspective VR medical demonstrations to be broadcast to an auditorium audience, and to those tuning in online.

“When you remove that requirement to have everyone in one room, on one day, at one time, and you have the ability to bring someone in who is remote, that’s one of the most exciting features,” says Don Courville, CTO at Sharp Healthcare.

“TriCaster and NDI have helped us reach more audiences with tailored content than we’ve ever been able to do before, helping us to achieve our goals of innovation, education and community outreach.”

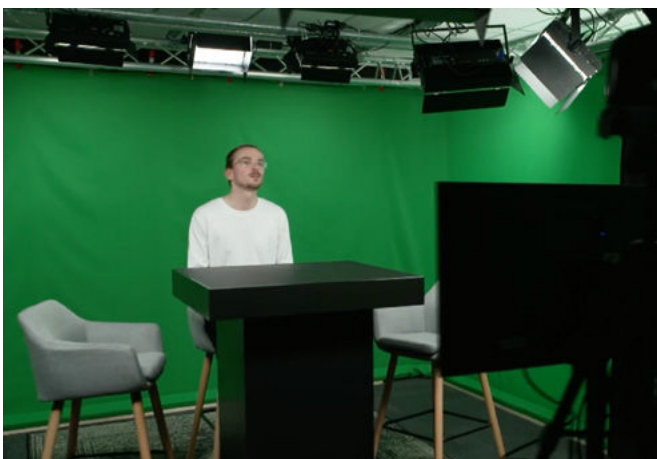
CASE STUDY

Achmea, Netherlands gets a new lease on life with TriCaster and NDI

Another customer, Achmea, is the largest insurance company in the Netherlands, serving more than 10 million customers through multiple brands. **Achmea also runs internal communications through a TriCaster built on the video-over-IP protocol NDI.**

The solution produces recorded or live streamed broadcast-quality communications and training content for employees based in multiple locations across the Netherlands and in other countries including Greece, Turkey, Slovakia, Canada and Australia. It is configured to make it possible for non-technical users to deliver live content via social media, alongside other delivery platforms managed and monitored by education and communications managers.

Achmea was able to save on studio and set expenses with TriCaster's ability to turn a simple green screen room into the venue for a professional virtual studio set. With TriCaster's integrated LiveSet technology, live performance is combined with professionally designed virtual environments, complete with multiple angles, virtual camera movements, real-time reflections, spectacular highlights, animated lens flares, and augmented reality effects that blur the line between virtual and reality.



Operators can quickly and easily create composite scenes from live video, graphics and virtual sets for reports, presentations, demonstrations, and more.

The green screen room gives Achmea a huge amount of flexibility when designing and presenting communications or training content. The solution also lets viewers interact easily with presenters when appropriate, enabling real-time interaction with broadcast quality video and audio from many different source devices.

As Yvo Verbeek, learning consultant, digital, at Achmea states: "It was a great success at day one."

Whether the customer is a large technology company, a healthcare company, or an insurance organization, they are all utilizing advanced and accessible technology to drive efficiency of communications and engage employees through video.

And how do employees truly want to be engaged in video communications? Our research findings revealed...

EMPLOYEES CARE ABOUT VIDEO QUALITY – AND WANT TO BE ENTERTAINED

While email is still the overall preferred method for receiving company information, *many respondents cite video-based communications methods among their favorites.*

But the quality of video content is crucial.

Of those who receive video-based communications from their employer...



85%

say that **video quality** is important, including 46% who say it is very important



88%

say **audio quality** is important, including 57% who say it is very important



Additionally, almost half of all respondents (48%) say that some element of entertainment is also important in video communications. This could include augmented reality, virtual sets, 3D animations, or personalized content experiences.

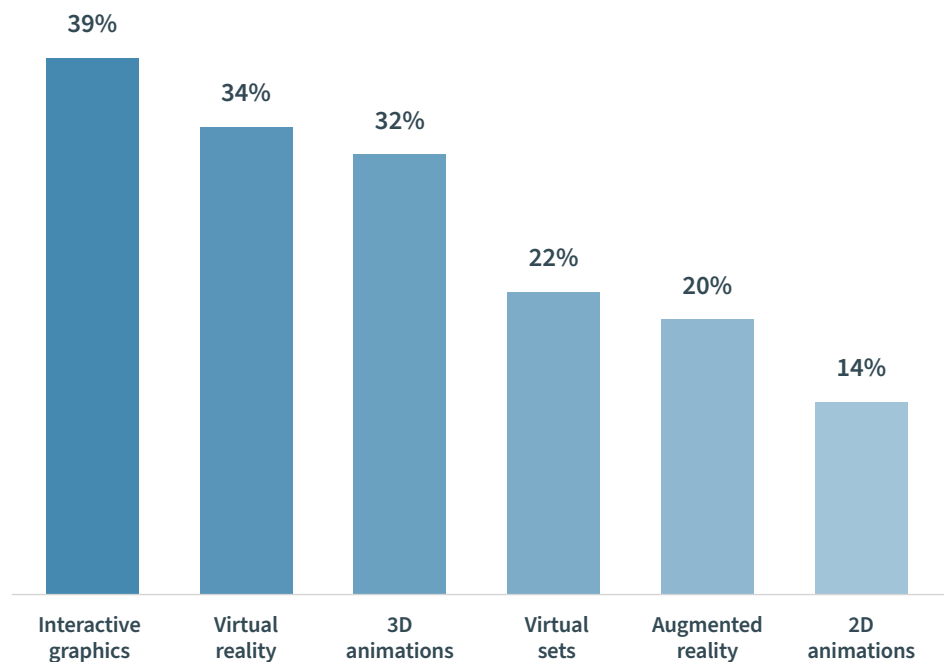
When asked which technologies they think would provide the most entertainment in internal communications, 39% of respondents suggest interactive graphics, while 34% say virtual reality and 32% say 3D animations.

48%

say that **some element of entertainment** is important in video communications



Which technology would provide the most entertainment value if they were included in your company's video communications?



WHAT CAN EMPLOYERS DO TO ADD ENTERTAINMENT TO VIDEO COMMUNICATIONS?

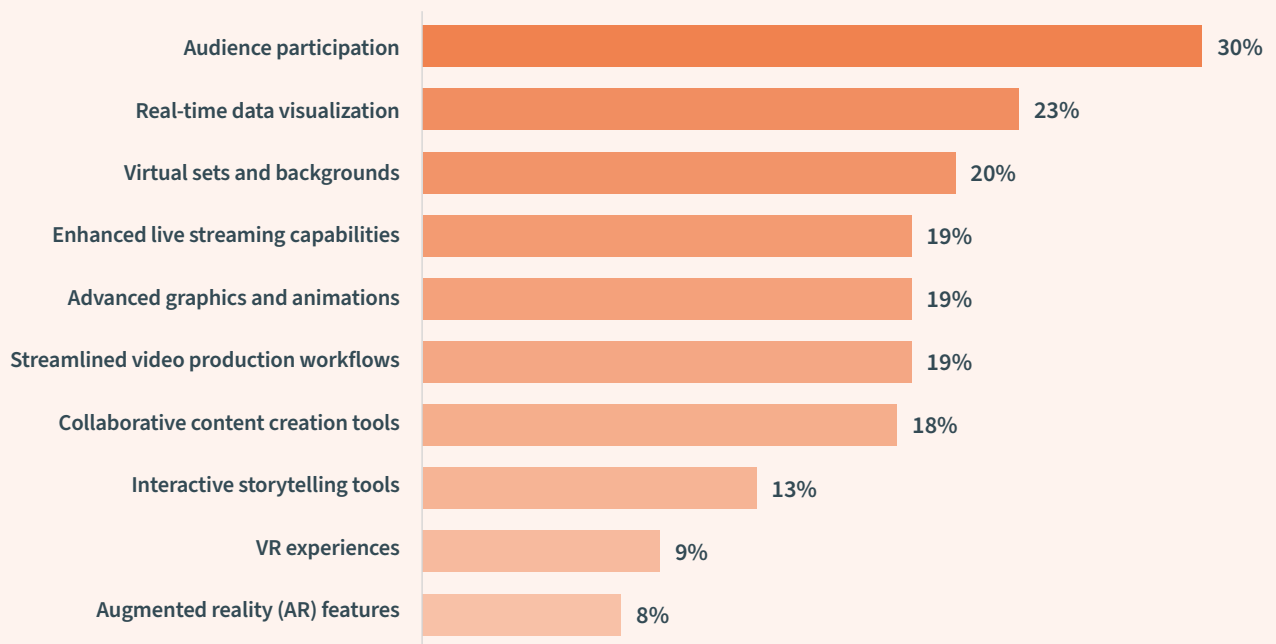
It is striking that almost three out of ten employers (29%) are not using any of the features listed above. That means they are missing opportunities to enhance the way they communicate and engage with their employees. Our research findings show that, in our screen-dominated world, employees are more engaged when they're entertained.



The experiences of our customers also underline the benefits gained from using these technologies. For example, Achmea uses green screens to customize video material for audiences linked to each of the multiple insurance brands owned by the company in the Netherlands and other countries across Europe.

Another customer, US biotech firm TissueTech, has used green screen production environments for purposes including a presentation at its international sales conference based on the movie Top Gun, with a virtual military airfield behind the presenter; and creating a glamorous backdrop suitable for an internal awards ceremony.

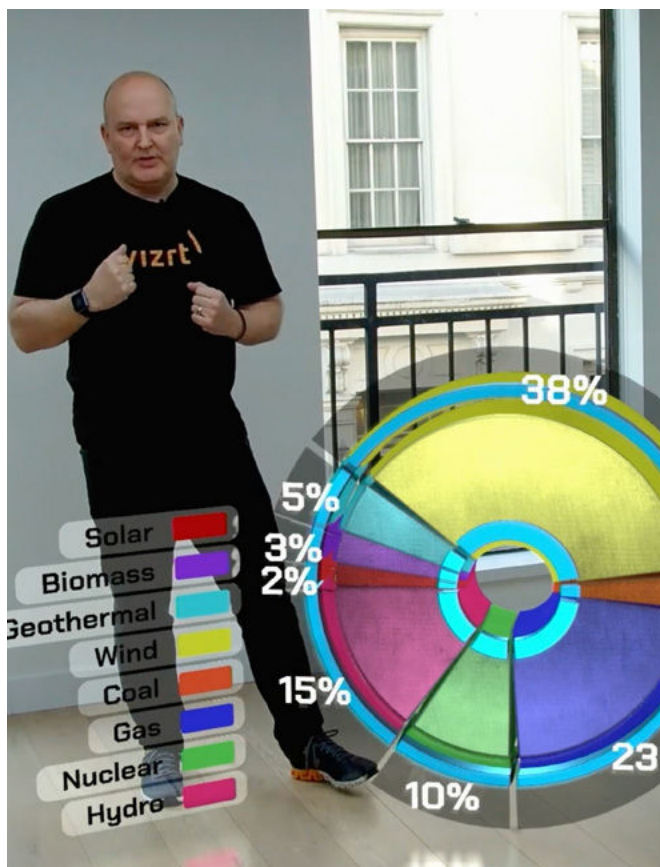
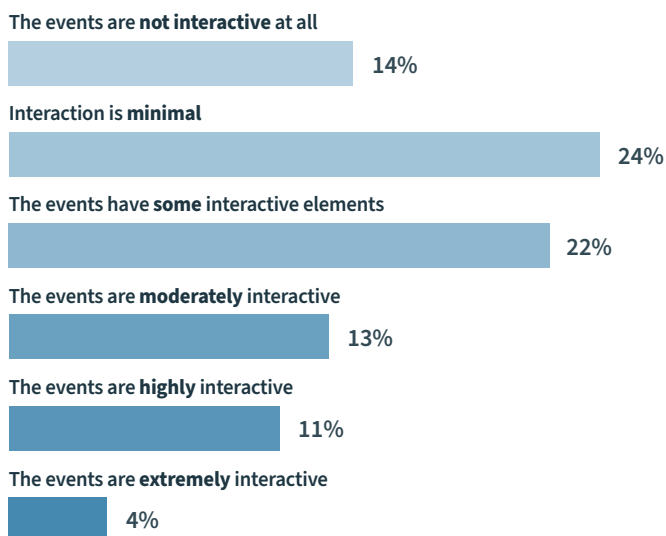
Which of the following features and functionalities does your company use in its video communications?



EMPLOYERS COULD MAKE MORE USE OF INTERACTIVITY IN INTERNAL COMMUNICATIONS

Almost one quarter (24%) of respondents say use of interactivity at hybrid communications events such as Town Halls is “minimal”, while 14% say these events are not interactive at all.

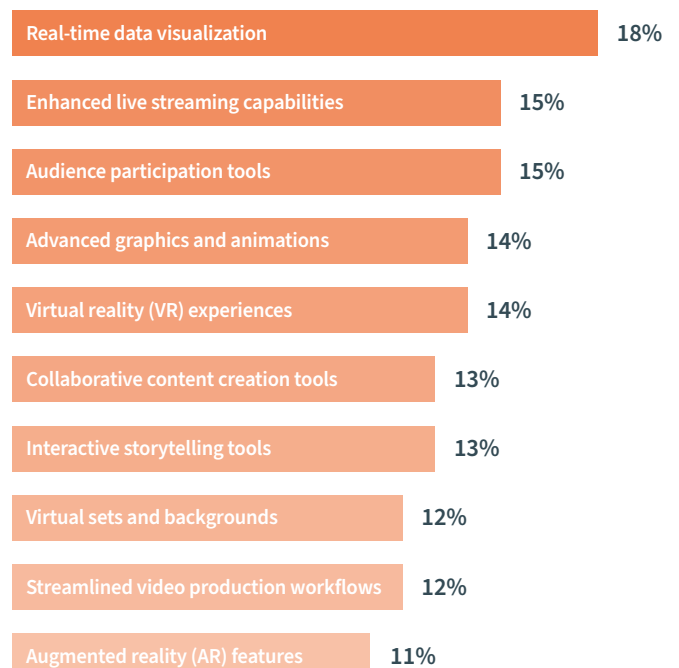
When your company hosts hybrid events which of the following best describes how interactive they are?



THE VIDEO TECHNOLOGIES THAT EMPLOYEES WANT THE MOST

We asked which of ten different video technologies respondents would like their employer to invest in within the next 12 months. Real-time data visualization is the top choice, selected by 18%, followed by enhanced live streaming capabilities (15%), and audience participation tools (15%).

Which of the following features and functionalities for video communication platforms would you like to see your company invest in within the next 12 months?



CONCLUSION

Why video must be at the heart of internal communications and employee engagement

*The findings of our research confirm beyond doubt the importance of internal communications – and the use of video in particular – as a means of **achieving effective employee engagement** and motivation in the age of hybrid working.*

But also, as our research shows, people like video. Employees say they find it more effective than other communications methods. It brings a human element back into communications in an ever more digital world that might otherwise risk alienating or demotivating the people upon whom every business depends. In that sense, improving employee engagement using video delivers a return on investment every single day.

Business leaders who use quality video technologies at the heart of internal communications and employee engagement can be certain that they will be better able to motivate employees, while enhancing management and other business processes. By doing so they will build a stronger brand and bottom line, helping to achieve and sustain success that will benefit all the company's stakeholders.



Talk with us today!

[BOOK A DEMO](#)

Want to find out more about how our video production tools can help drive employee engagement in your organization?

Book a meeting with one of our experts today!

Methodology & References

Research based on surveys of 2,000 adults: 1,000 in the UK and 1,000 in the US, carried out by OnePoll. Every respondent in the sample works for businesses that employ at least 250 people. Interviews were carried out in May 2024.

REFERENCES

- [1. State of the Global Workplace Report - Gallup](#)
- [2. State of the Global Workplace Report - Gallup](#)



Learn more at vizrt.com