

How A Successful Mobile Workforce Connects With Video Conferencing



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Summary

- LiquidSpace connects those in need of workspaces with high quality meeting rooms, office rentals, and coworking spaces.
- LiquidSpace employees work in spaces they book through the same interface they created.
- Given its dispersed workforce, LiquidSpace uses Zoom to connect its employees around the world. They benefit from Zoom's easy-to-use interface, high quality video, seamless screen sharing, and complete mobility.

When you're on the road or don't have a stable office environment, it's difficult to find a place to meet. The current economic climate and the red tape involved in renting an office make this even more problematic.

One of the first things that clients observe about a salesperson or consultant is where they choose to meet. "Is this guy seriously talking to me in his garage?" "I have a consultation with a lawyer in her living room?" "Do I feel comfortable meeting a sales representative at his hotel?" These are some of the questions that clients will ask themselves. They're also situations that salespeople, consultants, and other enterprise employees should avoid as long as they want to be taken seriously.

No one should be choosing their garage, living room, hotel or public library to get work done and meet with clients.

LiquidSpace is the perfect alternative. LiquidSpace helps people find high quality temporary workspaces, such as meeting rooms, office rentals, and coworking spaces, bookable by the hour or by the day. LiquidSpace makes the search for workspaces easier by presenting them just as an online retailer presents items for sale. The prices are transparent and booking is simple.

As a company, LiquidSpace uses its own model. In other words, employees of the company work in spaces they book through the same interface they created. Talk about a company that truly stands with their product!

"We all work from home and/or liquidspaces across the country. We believe in the product and truly practice what we preach," said Lauren Pattison, Vice President of Marketing at LiquidSpace. "LiquidSpace has a distributed mobile workforce. We operate all over the country, and all over the world."

From California to New York, to Australia, to Belarus, people are keeping the wheels rolling at LiquidSpace. Because of this highly decentralized structure, LiquidSpace had to find a way to keep in touch with employees around the world. It either had to establish "home bases" where people would meet regularly to discuss ideas and task management, or it had to adopt a video conferencing solution that would allow the company to continue its *modus operandi*. After all, the voice accounts only for (at

most) one-third of all communication. Additionally, people pay better attention to those whom they can see.

Video conferencing presented the simplest, and most affordable and effective way to do this. The other choice would have gone against the company's own culture. "Mark Gilbreath, our founder and CEO, has always insisted on video," said Pattison.

LiquidSpace tried several platforms to find a complete solution for their purposes. The video conferencing services they used either didn't have adequate screen sharing capabilities or didn't really present the participants in a way that was conducive to conversations with more than a few people at a time.

Then LiquidSpace discovered Zoom.

The company needed a tool that was easy to use, less costly to integrate, and contained a set of features that would maximize collaboration. **Where other solutions fell short of these requirements, Zoom excelled.** LiquidSpace employees could connect with little effort and converse in one interface that did practically everything they needed.

"Another solution we tried was quite a nightmare. With Zoom, we get easy access to video conferencing and web-based presentations," Pattison added.

LiquidSpace now uses Zoom as its principal video conferencing software for internal communication, as well as meetings with partners that provide the spaces they showcase. LiquidSpace benefits from how Zoom presents participants and allows for seamless sharing of information that participants volunteer from their devices' screens. The greatest benefit, it seems, is the ability to freely start meetings from any location, at any given time, without the need for unnecessary compliance, such as having all participants log-in or enter special codes.

"I know serendipity happens when people work in close proximity, but that is not always possible. Now with Zoom, if an idea comes up, we can quickly set up a video meeting and discuss it without having to actually meet in person. **Zoom has made us feel more connected on a day-to-day basis,"** she said.

For LiquidSpace, the direct benefits from using Zoom are:

- Video chats are very easy to initiate
- The interface presents all the necessary elements, including straightforward screen sharing capabilities
- Participants appear in a manner that makes them easy to see
- The solution allows the company to easily manage its distributed mobile workforce, which is at the core of its culture
- Employees feel more connected with each other when they can connect over video instead of telephones
- Ideas can be discussed immediately in spontaneous meetings, without having to jump through the excessive hoops of scheduling and logging-in

In a company whose lifeblood is a decentralized and vastly dispersed workforce, **Zoom presented the answer LiquidSpace needed to continue and improve its operations.** With Zoom, LiquidSpace's staff can just whip out their laptops and experience a new dimension of human contact.



About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

Website
zoom.us

Innovations

First 3-in-1 Cloud HD Meeting Platform
First Mobile Screen Sharing
First Hybrid Cloud Service