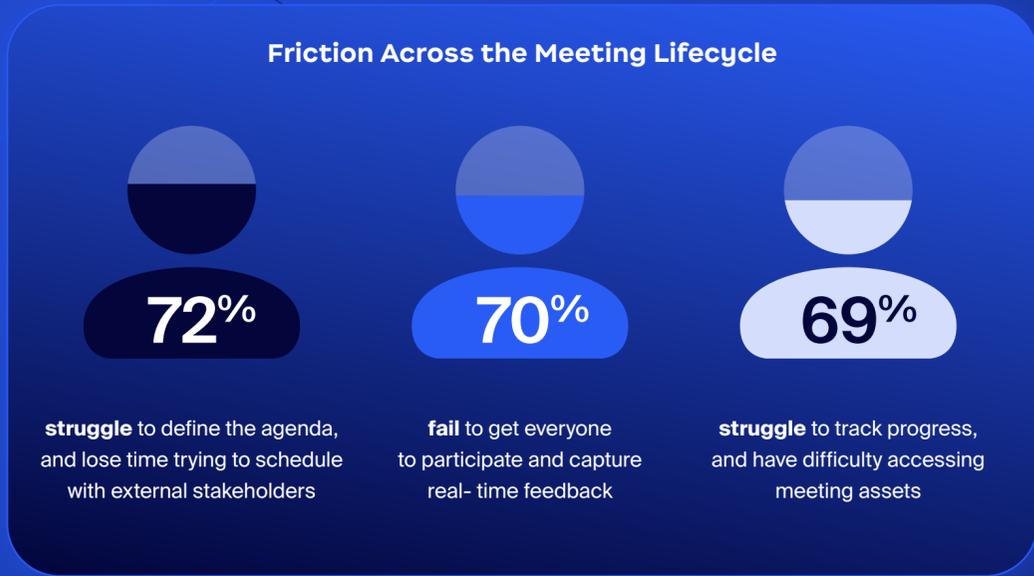


# Making meetings easier makes your entire work day easier.

But how do you pick the right platforms to make it happen?

## Meeting friction is real.

You know it, I know it, we all feel it. But did you realize how comprehensive it is?



## Meeting friction is wasted effort.

Meeting friction is the burnout we all live with: the unnecessary effort you put in before, during, and after a meeting.

## That friction has a cost.

The cost of friction is not abstract — it is immediate and can impact revenue, talent, and productivity.



## Multi-platform helps avoid that cost.

A common mistake: assuming a single platform can solve for all of your employees' wants.

# Getting it right can create big benefits for you.

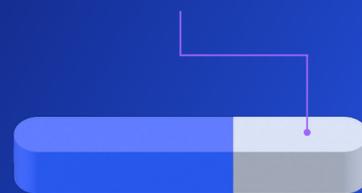
With the right tools you can cut meeting friction at the source: run more efficient meetings or eliminate them altogether.

62%



fewer meetings overall

38%



reduction in meeting length

Human Resources

Sales & Marketing

IT



61%

reduction in hiring timelines

250+

customer meetings per year, for reps

execute more customer meetings per year



less time

commits fewer hours to support video calls

## And also for your teams.

There are significant benefits for some of your highest user groups, plus real outcomes for your business.

# You don't need to wait for what's next.

There are already solutions like Zoom AI Companion that can build agendas before meetings, help you capture notes during, and send action items after, helping you complete work even faster.



## The answer isn't one platform: it's many.

The real productivity comes from embedding new capabilities like AI directly into workflows. Using these new tools should be the expectation, not the exception.



Look at **collaboration tools as a strategic advantage**, not just a utility

# Embrace orchestration over consolidation.

Read the [eBook](#)



Source: *The Productivity Payoff of Next Generation Collaboration*, Oct 2025