



# Better Than Bots

## Welcome to the AI-Powered Era of Smart Collaboration

## It's time to get smart about meetings.

### You've been there before.

The day has just begun, and you already feel overwhelmed. You have a long list of things to do, and the likelihood that you're going to get pulled into a new project is high. You sit down at your desk, roll up your sleeves and get ready to work, and ... *DING*. A calendar invite encroaches on your inbox.

But it doesn't stop at one. Two, three, even four meeting invites come through, and before you know it, your day — even week — is brimming with meetings. Oftentimes, these meetings are filled with technical glitches and user issues that ultimately waste your precious time.



**Meetings can be a productivity buzzkill.**

**5 workdays are lost due to technical and team inefficiencies.**

# The modern workforce is overwhelmed by meeting madness ... and it's time for it to end.

Don't get us wrong; we know that meetings are a necessity in organizations today. Offices and employees are dispersed globally, and in order to keep things running smoothly, we use tools and technologies to connect and communicate instantly. But we're embarking on a new era where collaboration, and in turn, meetings, are reaching an entirely new level of complexity. We're now in the era of "networked working," where team structures are being reimagined and employees are regularly working with different functional areas. [Deloitte research reveals](#) that 91 percent of HR leaders say employees spend time on projects outside of their functional area, and 35 percent say they do so regularly.

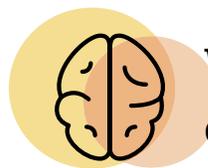
## What does that mean for the workforce?

We not only have to meet with core team members within our functional areas to ensure that all key tasks are completed, and milestones are met, but we must also regularly meet and create with people across the organization. Day-to-day communication and workflows are growing more complex, and technology is ultimately our foundation for success. As a result, IT must work diligently to assess tools and apps, and confirm they align with new needs and behaviors.

There are many tech companies that promise to "make work better." Their solutions are designed to help you easily meet and collaborate with your teammates. But it's no longer just about making things easier; it's about making things smarter.

Artificial intelligence (AI) is the key to helping us operate more efficiently and effectively. It has the power to elevate cross-functional collaboration and augment all facets of the meeting experience. It also gives us the power to spend less time managing clunky platforms and more time being creative and productive.

## AI is driving smart collaboration.



### What is smart collaboration?

[smärt kə- 'la-bə- rāt- shon]  
*noun*

Meeting solution technology that uses data and insights through AI and/or behavioral analysis to make meetings more efficient and ultimately save people time.

AI-powered smart collaboration can help you tackle the meeting issues that throw off creative discussions, delay projects and frustrate teammates. It's time to get your time back.

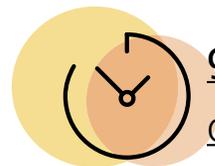
# Orchestrating meetings is a real headache.

**Research indicates that middle managers spend 35 percent of their time in meetings, and upper management spends half of the workweek in meetings.** They have minimal time to put their heads down and focus on creative work, so that time is extremely precious.

However, the average meeting starts nine minutes late due to standard meeting orchestration. We're wasting management's valuable time merely getting conversations started when we should be maximizing their time, pitching ideas, asking questions and gleaning their insights. Not to mention, the meeting organizer suffers from all of the headaches that come with managing attendees and standard meeting logistics. Even before the meeting starts, organizers must go to the calendar invite to see who is there and who isn't. They have to check acceptance, send out reminders, and in the end, do a final roll call before beginning. If someone is missing from the meeting, they must follow up with an email, chat or text to confirm whether they'll be joining the conversation.

Then, everyone waits. There's no better way to dampen excitement and enthusiasm than to make people wait.

The meeting orchestration process is inefficient and disconnected, making the act of "herding cats" mentally taxing for organizers and frustrating for attendees.



**9 minutes**  
**on average** are  
lost at the beginning  
of meetings due to poor  
orchestration.

After a few awkward minutes, momentum is derailed, and the team fights to get the conversation back on track. The meeting fails to reach its full potential, tasks are left incomplete and you've very likely ruffled a few feathers by starting the meeting late.

## GET SMART!

Smart collaboration powered by AI can automate the orchestration of meetings, so teams can begin collaborating and creating instantly. Rather than toggling between different tools, intelligent calendar awareness allows hosts to see absent guests instantly and either email or chat them with a reminder. The broader team can then begin the conversation without wasting too much time.

**Say goodbye to slow starts. Say hello to maximum efficiency.**

# Platform restrictions make meeting transitions *super awkward*.

**Picture this:** you're in a big internal meeting, getting ready to present a new company IT strategy. This new strategy impacts sales, marketing and business development, and you have all key stakeholders on the line. It's your time to shine. You have your presentation ready to go and ...

***"Ummm ... can you give me permission to screen share?"***

What a way to throw off your mojo before you can get into your groove! The meeting host fiddles a bit to hand you permission, you wait to make sure everyone sees your screen and precious time is being wasted.

You could be spending quality time walking through your strategic process and how your new vision for the tech stack will funnel into your overarching strategy. Instead, your heart is racing from the stress and you're praying that the executive team can see all your hard work.

While a bit dramatic, this example reaffirms that there are innate flaws in the way most meeting platforms are designed. Functions and capabilities that should be a fluid part of the meeting experience require manual intervention and formal handoffs. IT stands by the belief that its current platform is good enough to get the job done. But the reality is, these poor user experiences are wasting precious collaboration time.

GET  SMART!

You shouldn't have to jump through hoops to promote participants or switch presenter screens, and you shouldn't have to send content to the meeting leader to upload into the system. Meetings should be democracies of collaboration and everyone should have equal power over the experience. That means giving everyone the power to become presenters and share their screens.

**Say goodbye to clunky transitions.**  
**Say hello to streamlined meetings.**



# Late attendees stall productive conversations.

**Running an online meeting is a lot like herding cats.** It involves managing a lot of people and a lot of schedules that are more likely to change than not. Your team member's appointment may run over, causing him or her to join the call 10 minutes late. Or, we all know the person that doesn't realize they're double-booked and can't show up at the last minute.

***Every moment you wait is a minute of collaboration time lost. Ticktock, ticktock.***



We're all human, and these situations are bound to happen as we juggle our personal and professional responsibilities. We understand the struggle, but

as the clock ticks by and we wait on our tardy teammates, our frustration grows. We lose valuable time that could be spent collaborating, pitching ideas and completing tasks.

You may be thinking to yourself, "Well, isn't this why the record function exists?" You're right!

Think about it, though: How many times have you (truthfully) used it? How often have you completely forgotten to press record until you were halfway through the conversation? Better yet, have you ever recorded a meeting and failed to send it to the entire team, along with key talking points and action items?

Again, things happen, and in the hustle and bustle we often forget to do simple things that can make a significant impact on our team's productivity and performance.

## GET SMART!

Never forget to record a meeting again! An AI-powered meeting solution prompts hosts to record meetings if team members invited to the meeting are absent. A smart alert then reminds the host to send the recording to either all attendees, just guests who were present or to people who were absent. Integrations with Outlook and other email providers ensure seamless sharing after a meeting is over.

**Say goodbye to awkward silences and productivity stalls.**  
**Say hello to productive conversations and seamless follow-up.**

# Lack of follow-up makes projects fizzle before they can sizzle.

**Most meetings end with clear goals and action items for specific attendees, but follow-through is often an issue.** For example, how frequently do you and your colleagues actually follow up on those tasks and complete them? Do you find that projects simply fizzle out due to poor follow-up and accountability?

The truth is, we're all bombarded by tasks and deadlines — many of which are being shared across a slew of tools and apps. While we believe we thrive on multitasking and device-juggling, we often find ourselves digging through chats and inboxes, trying to remember what

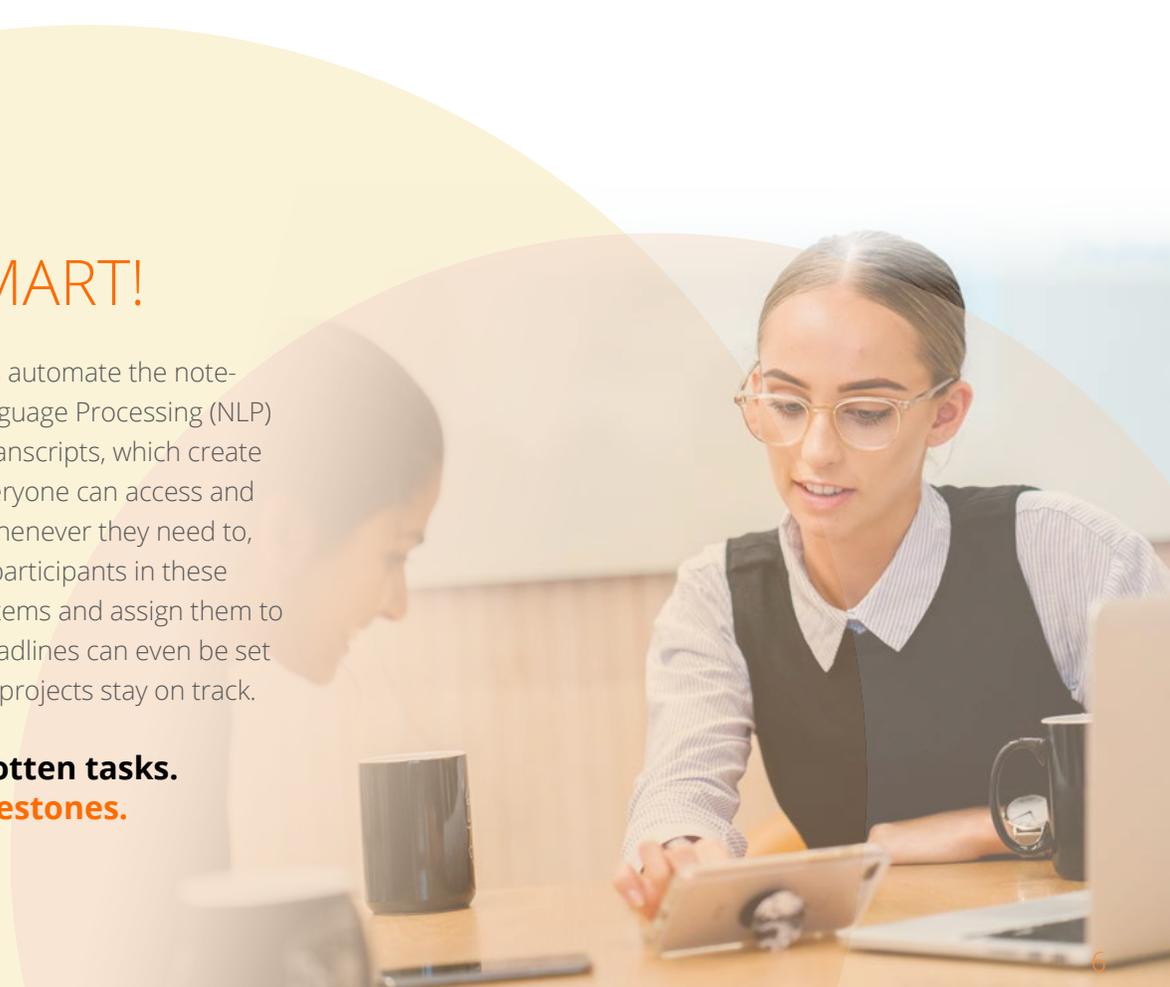
tasks we needed to complete before our next meeting. We must better close the loop on our meetings by outlining clear action items and ensuring people follow through. The way to achieve that is by having a single source of truth that accurately reflects the conversation, its takeaways, as well as key goals and next steps.

Assigning someone to take notes is helpful, but they'll likely make mistakes as they try to participate in the conversation while jotting down key points. What if there was a way to automate the entire process, so everyone is instantly (and always) on the same page?

## GET SMART!

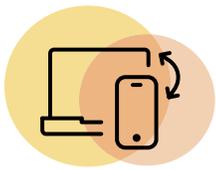
An AI-powered solution can automate the note-taking process. Natural Language Processing (NLP) powers live captions and transcripts, which create a single source of truth. Everyone can access and refer to the conversation whenever they need to, and NLP can even identify participants in these transcripts, identify action items and assign them to the appropriate parties. Deadlines can even be set on specific action items, so projects stay on track.

**Say goodbye to forgotten tasks.  
Say hello to new milestones.**



# We must multitask to survive.

**As workers collaborate with different departments and teams, they're left juggling a slew of different tasks and deadlines.** Couple that with the fact that we must meet with these teams, which inevitably will lead to calendar creep.



**92% of employees multitask in meetings.**

We've all been there. Your once-open calendar gets jammed-up with meeting invites, and you only have time to respond to a few emails and take a bathroom break. We don't choose to multitask; we need to do it to survive the day. Sure, research has indicated that few people are actually "good" at multitasking, but that doesn't stop us. We find ourselves joining meetings, muting ourselves and doing other quick tasks until our name gets called. Sometimes that means we panic, scrambling to gather our thoughts, or better yet, we begin to talk without un-muting ourselves.

## GET SMART!

Minimizing and maximizing your meeting screen gets old fast. A smart collaboration platform has a scaled-down version of the experience so you can see the main screen and quickly access key meeting controls. That way, you can multitask easily — without losing important context from the discussion.

**Say goodbye to overwhelming to-do lists.  
Say hello to time well spent.**

# Work smarter, not harder.

In this new era of work, time is of the essence. Technology should help you maximize your time and your potential; it shouldn't waste it. This piece only scratches the surface of all the ways AI and other digital technologies can make your work life easier and drive smarter collaboration. One day, we'll be able to use our digital assistants to schedule meetings, launch recordings or send reminders to team members. These AI-powered devices make our personal lives easier, and soon, they'll be able to make our work lives easier, too.

As a result, organizations must constantly adapt to new workforce expectations and behaviors, building tech stacks that align to the broader communication and collaboration needs of employees. Consider partnering with a core vendor that can handle the bulk of your meeting, communication and collaboration, and has key integrations with relevant third-party apps. Having one vendor handle all communication touch points can help you centralize all work-related activities and unify information sharing and collaboration.

## The vendor you select shouldn't just be a solution provider; it should be a trusted partner at the forefront of the smart collaboration movement.

A company's attention to new advancements in AI and other disruptive technologies can help you ensure you're providing the tools your teams need to work smarter, not harder.

GlobalMeet always has an eye to the future, and we're improving our technology to make communication easier and collaborative moments more valuable. [Download the GlobalMeet platform for free](#) and start having superior meeting experiences.

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