

## Extend Telephony with Video

### *Questions for Customer Conversations*



Accelerate decision making by enabling face-to-face video communications directly from your desk phone or softphone application.

#### Cisco Advantage

Cisco designs its industry-leading video-enabled telephony endpoints to make visual communications an intuitive extension of conventional telephone use, while working with your existing telephony system.

#### Business Audience

*C-level teams, VP or Senior Directors of Sales, HR, Marketing, R&D, Training, Customer Service*

1. Have you been in a situation when someone misunderstood what you said on a voice call or in an e-mail? What was the impact?
2. How often do you use video conferencing to meet with people in other locations? What types of meetings to you have using video conferencing?
3. Who are the primary users of your video conferencing equipment?
4. Where are your video conferencing facilities? How often do you have to go to another room or campus location to participate? Can you do video conferencing from your own office?
5. How often are video conferencing facilities booked or hard to schedule? Are they available to executives only or all levels of employees?
6. How much time do you and your employees spend on the phone with co-workers and customers?
7. Which roles in your organization could benefit from the ability to use video directly from the phone or desktop?
8. How could more frequent video communications aid in building trust with your customers?
9. How easily can you add video to a phone call or instant messaging conversation? Do you have to start a new call or use different equipment?
10. How could video improve brainstorming for multi-location teams?

11. Human Resources: How do you interview new talent? How do they address travel restrictions to meet and interview new candidates?

### Technical Audience

*Voice System Architects; IT Directors and Managers; Directors and Managers of Network, Data, and Voice Management; Enterprise and System Architects*

1. What kind of communications network do you have in place now? PBX? IP-based unified communications?
2. Who are the primary users of your video conferencing equipment?
3. What types of meetings do people use video for?
4. What kinds of video conferencing equipment do you make available for employee use?
5. How do you address employee demand for video conferencing systems? Where are the systems located?
6. How does the availability of video conferencing equipment compare to meet user demand?
7. Are you working to extend video conferencing capabilities to more employees on more devices?
8. How much training and support do you have to supply to employees on use of the video conferencing equipment?

### For More Information

Go to the Collaboration Use Case Tool & Resources or [www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration).



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)