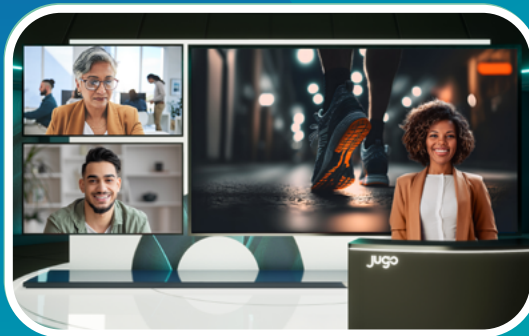


Why Companies Are Leaving Zoom:

How Immersive Tech is Changing Video Conferencing



Great to see you



Let's begin

Meeting Agenda



Navigating the Virtual Communications Landscape

In recent years, there has been a seismic shift to video calling platforms like Zoom as workforces have adapted to remote and hybrid work in a digital-first world.

However, while we have become dependent on these platforms, we also know there are a lot of flaws. From exorbitant fees to the dreaded "Zoom fatigue," the cracks are showing in what once seemed like the perfect digital communication solution.

Beyond these limitations, there is also a noticeable void—a lack of character and personalization that basic video conferencing tools struggle to deliver.

In this eBook, we will delve deep into the rising concerns of mainstream tools and explore the next chapter in virtual communication: immersive virtual meeting spaces, epitomized by platforms like Jugo spaces.

Prepare to reimagine the future of remote and hybrid digital communications.



The Evolving Landscape of Meetings Technology

The technology evolution has revolutionized how businesses operate, creating new avenues for engagement, productivity, and innovation. In today's fast-paced digital world, companies must strategically allocate IT resources for sustainable growth and a competitive edge.

Expanding IT budgets means businesses face the challenge of effectively optimizing their investments, to ensure that the technology supports and enhances engagement and productivity across all facets of their operations.

In an era of rapid technological evolution, the wise allocation of IT resources will be the linchpin for achieving sustainable growth and competitiveness.

In 2023, Gartner's meeting solutions market sizing and forecast paints an optimistic picture, predicting a 4.6% compound annual growth rate through 2026, reaching an annual spend of **\$6.7 billion worldwide in 2026** in cloud-based meeting solutions.

However, it is crucial to recognize that a surge in spend does not necessarily equate to a proportional boost in engagement or overall effectiveness.

The critical question that organizations must ask themselves is whether their budget allocation is being employed efficiently and effectively.

71% of people with obesity had spoken with an HCP about their weight in the past 5 years, of which

- 55%** reported having been diagnosed with obesity.
- 24%** reported that a weight-related follow-up appointment was scheduled.

[Join Jugo](#) ✓

The Productivity Drain and Meeting Fatigue

As the world continues to navigate the complexities of remote work and digital communication, 'Zoom fatigue' has become a major challenge affecting organizational productivity. Gartner claims meeting solutions that support hybrid work arrangements and employee engagement have become a central focus for organizations seeking to meet productivity goals.

However, the stark warning issued by National Geographic about the persistent phenomenon of 'Zoom fatigue' serves as a sobering reminder of the challenges faced in the remote work and digital communication landscape.



Report "Meeting Fatigue" as their top challenge.

National Study, **Polly**

"Virtual meetings aren't going anywhere, and making them more efficient starts with asking some hard questions: If most of my employees aren't fully engaged during virtual meetings, what is the real impact on productivity? And more importantly, how do we address it?"

Samir Diwan, CEO
and co-founder of Polly.

A national study from Polly revealed that 25% of respondents flag personal connection as their greatest challenge in virtual meetings overall, with over 50% feeling this way about 1:1 meetings, specifically. 37% report "meeting fatigue" as their top challenge, pointing to a disconnect among teams and an opportunity to introduce immersive technology in virtual meetings to re-engage employees.

These challenges make it imperative for organizations to critically assess their current virtual meeting platforms, and actively seek out innovative solutions that not only foster productivity but also prioritize personal connection and engagement.



Restricted Capabilities and Lack of Personality

Branding in virtual meetings serves as your digital first impression, a critical component in establishing a professional and trustworthy image.

A seamless, compelling brand presence distinguishes you in a saturated virtual landscape, functioning as your unique signature that sets you apart from the rest.

With that said, 65% of brands indicate that they feel "overwhelmed by the need to create more content to support personalization" and lack internal resources to fully leverage a brandable and engaging solution with a range of immersive capabilities.

Increasing your audience's exposure to brand elements fosters an emotional connection, enhancing your brand's likability and relatability. It is not just about aesthetics; effective branding imprints a memorable image in people's minds, ensuring you are easily remembered in future interactions.

In the face of escalating employee and customer demands, offering mere customizations such as branded logos or custom images on video calls simply falls short of expectations.

This reality highlights a significant shortfall in communication platforms like Zoom, which fails to keep employees engaged and foster human connection due to its lack of immersive technology.

65%

of brands indicate that they feel "overwhelmed by the need to create more content to support personalization"



Embracing the Future of Virtual Interaction

The limitations of traditional video conferencing tools like Zoom are clear. High fees, the onset of 'Zoom fatigue', lack of character, no personalization, and limited features are just a few of the challenges faced by organizations.

It is imperative for businesses to foster a productive and engaging virtual environment to stay ahead of the curve.

The solution? Immersive virtual spaces. Gone are the days of messy backgrounds or distractions; now, participants can immerse themselves in professional and creative settings that showcase their brand and enhance their visual presence.

Immersive meeting technologies have ushered in a new era of virtual collaboration—among these cutting-edge solutions are AI green screens, live translation and custom-built environments. Jugo spaces has transformed traditional video conferencing into engaging immersive experiences.

Jugo spaces is revolutionizing the world of virtual communication, offering immersive, brandable spaces that are not only visually stunning but also highly functional. With features like unrestricted stage access, high-quality streaming, interactive tools, and intelligent AI, Jugo spaces stands out as a clear winner in the quest for a more engaging and effective virtual collaboration tool.

From virtual boardrooms and product showcases to immersive training sessions and creative brainstorming. Companies have harnessed the power of Jugo to foster deeper connections, increase engagement, and drive productivity in a remote working world. Ensuring a fluid digital communication strategy has become integral to the modern workplace. Christies, Mastercard, Havas, Internova and Novo Nordisk have all switched to immersive meetings with Jugo spaces and are already feeling the benefits of a more connected and motivated workforce.

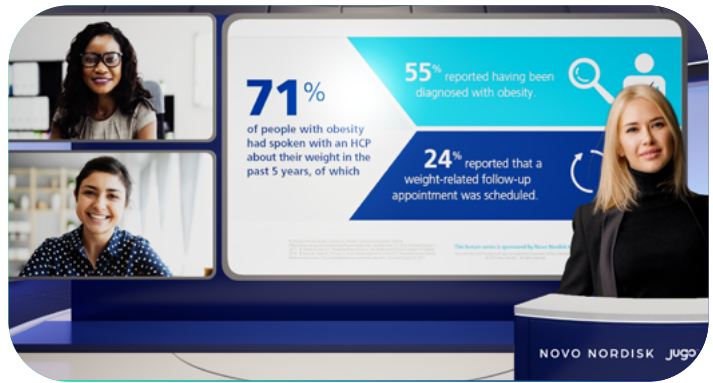
As we move forward, immersive communication platforms are not just the future; they are the now. The shift towards these platforms is inevitable as organizations recognize the need for more dynamic, engaging, and personalized virtual environments. It is time to say goodbye to the old and embrace the new, fully immersing ourselves in the possibilities that these innovative platforms offer.

The end of basic video conferencing? It seems the answer is a resounding yes.

Upgrade to premium immersive meetings, while saving up to 50% off your Zoom bill.

How easy? No migration, zero work, just a web-based link—click and go.

Get custom branded rooms, just made for you.



Switch and Save

Join leading brands that have already made the switch:



Sources

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[Going Into 2023, CIOs Weigh Tech Priorities Against Economic Realities – Wall Street Journal \(2022\)](#)

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JUGO™ spaces