dialpad

Report

State of Video Conferencing 2022

Introduction

2020 kicked off a dramatically increased need for video conferencing across all industries and businesses large and small. In 2021, that technology continued to grow not only in how much it's used, but in what it can do.

Now here we are in 2022, and there's no doubt that video conferencing is here to stay. That begs some key questions, like: what is the state of today's video conferencing? How much time are we spending in meetings? And how can we make that time more productive?

To get a comprehensive overview, we did some research using two sources:

- We surveyed over 2,800 U.S. employees from businesses of all sizes and across industries, and
- Analyzed anonymized Dialpad Meetings data from the start of 2019 through June 2021 (see our Methodology section for more info).

With those, we gained insights into video usage, meeting times, and even the biggest pain points for video meetings. So join us as we take a look at the state of video conferencing in 2022.

Key Insights

- A majority of people (**83.13%** of respondents) spend a third of the week, or less, in meetings.

- **75.6%** prefer scheduling meetings on a certain day or time of day.

- **Mondays** are the most popular day of week to schedule meetings, but **Wednesdays** have the longest meetings, on average.

- "Too many meetings" isn't the biggest pain point for video conferencing—**audio-related issues** are (over 50% of respondents).

- **82.9%** believe not all video meetings require video.

- One of the most time efficient meetings are **stand-ups** with 20 or less people. On average, they last 12-13 minutes.
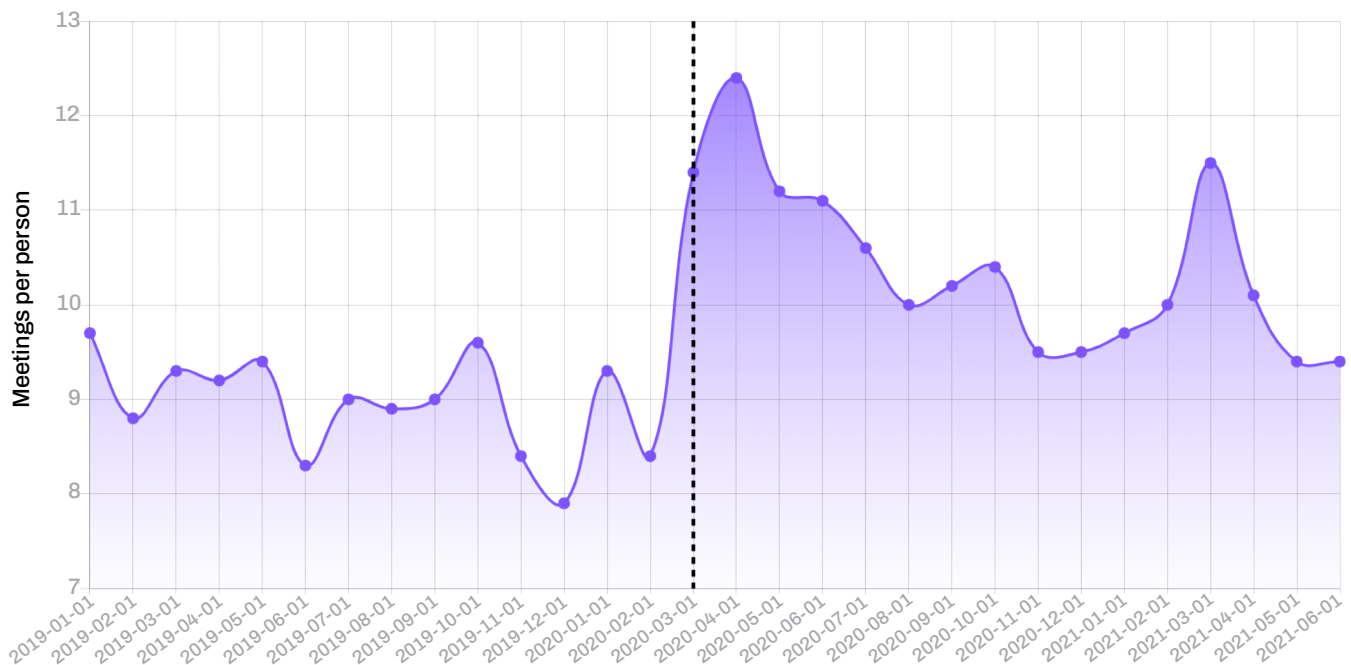
What is video conferencing?

Video conferencing enables two or more people to meet via real-time video and audio communication. Although companies had invested in video conferencing systems back in the 1990s, the widespread use and adoption of video conferencing skyrocketed in 2020. This report takes a closer look at this shift in the workplace.

How often do we meet?

Now, there's no doubt that video conferencing shot up in frequency at the start of the COVID-19 pandemic, and we have the numbers to prove it. In March 2020, when the first work-from-home edicts began (indicated in the charts below with a dotted vertical line), folks using Dialpad organized an average of almost 12 meetings per person each month. However, by the middle of 2021, that averaged out to between nine and ten meetings—still quite a few, but not to the same frequency as before.

Average number of video conferences per person

But that's just an overall average—how does it vary by industry? When we look at the number of meetings for different industries, we can see some that have made video conferencing an integral part of their business model, while surprisingly, others that are leaving it behind as we slowly move past the pandemic.
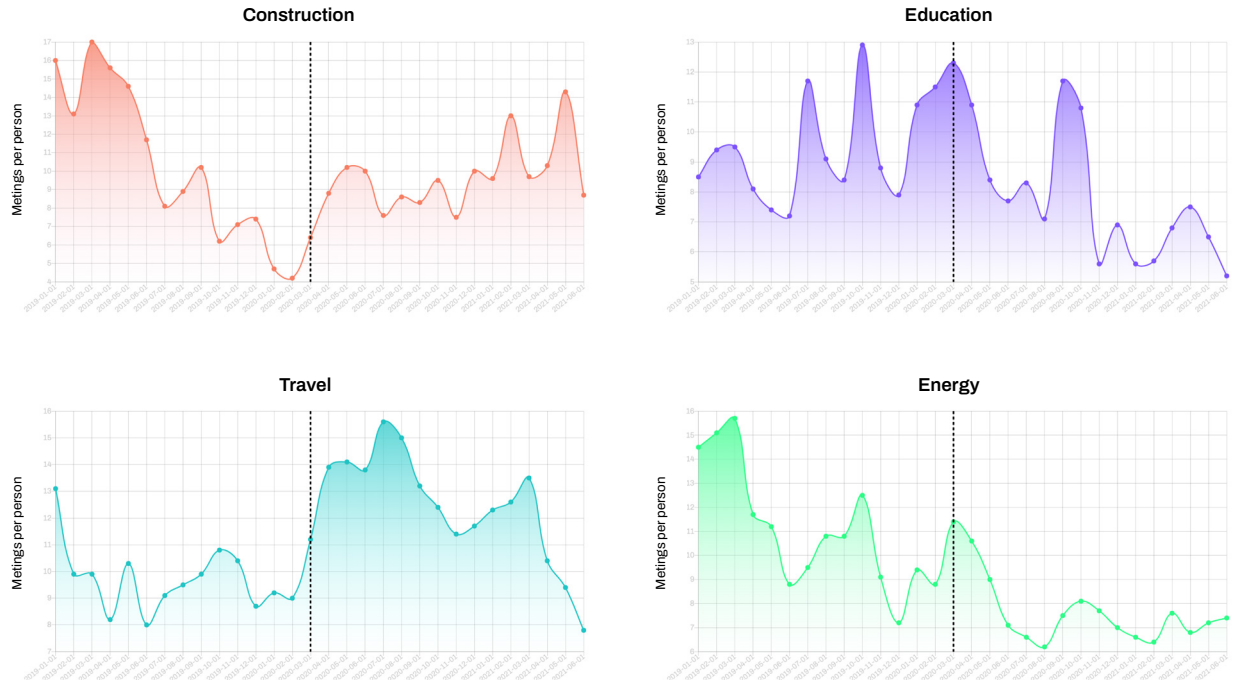
How often do we meet (by industry)

The **real estate industry** has embraced the power of video conferencing. Considering how video conferencing enables virtual tours that can showcase houses to remote buyers, and connect realtors with buyers and sellers at a moment's notice, this comes as no surprise that their use of video conferencing doubled after the pandemic.

Marketing & advertising industries have experienced a steady increase in meetings and, unlike the overall average, did not spike when the pandemic began. Industries like **health, media & telecommunications,** and tech use video conferencing more heavily, and may have adapted their processes to rely more on video conferencing after the pandemic started.
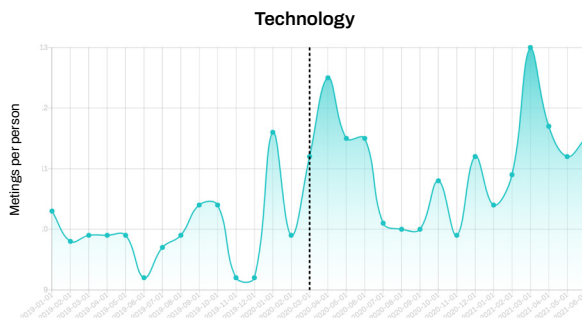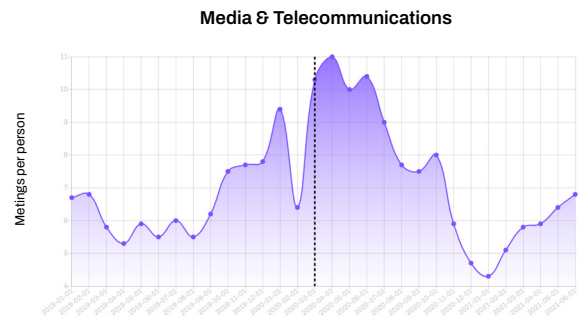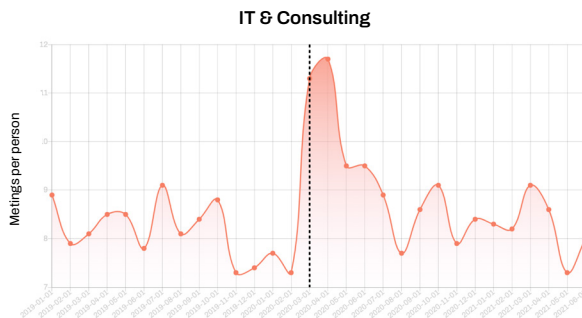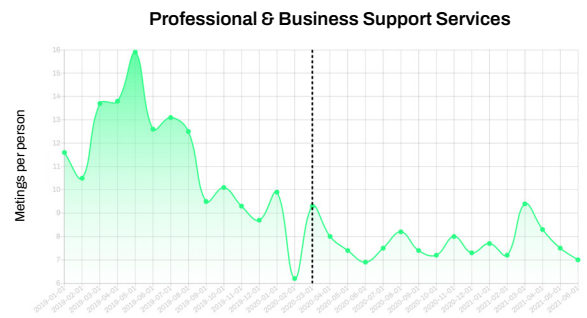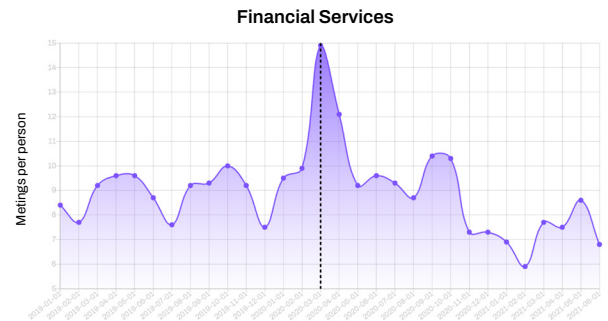
On the other hand, the **energy industry** and **professional services** have decided that video conferencing isn't for them. With a high number of meetings before the pandemic and low number afterwards.

Average number of video conferences per person (by industry)

The dotted vertical line in the charts indicate the start of the pandemic. Industries with a small sample size were excluded.

# How often do we meet (by industry) cont'd

Real Estate

Financial Services

Marketing & Advertising

Professional & Business Support Services

IT & Consulting

Media & Telecommunications

Technology

Health & Wellness

How often do we meet (by industry) cont'd

A note from our partner

Miro, a virtual whiteboarding tool that integrates with Dialpad, shares their philosophy on meetings:

"Our team has always relied on video conferencing as part of the collaboration process, even before the pandemic," said Pete Lim, an agile coach at Miro.

"To alleviate video fatigue and calendar overload, we try to be very intentional about meetings, ensuring that video conferencing is only used for discussions that carry a heavy emotional or cognitive load, or require a lot of back-and-forth discussion from participants.
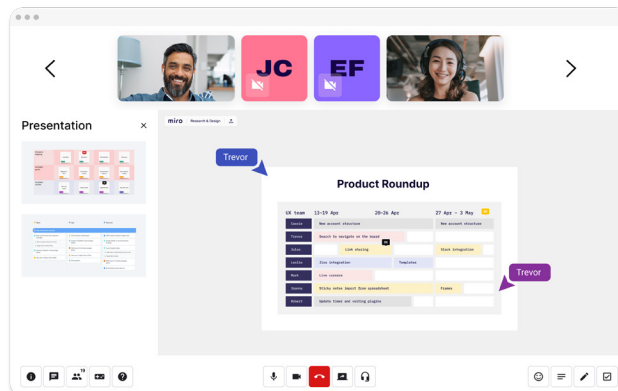
Who has the most video conferences?

To answer this question, we analyzed the average number of video conferences held per month in each industry to determine who has the most meetings overall. As it turns out, the answer is—drumroll, please...

Marketing & advertising companies have the most video conferences, with an average of 20.9 meetings per person per month. That's a lot of meetings!

That's followed by companies in the **travel industry** with 11.1 meetings each month on average. And in third place, are **tech companies** that have an average 10.5 meetings per month.

Who has the most video conferences? cont'd

Of course, the sizes of the businesses matter too. If we divvy them up based on size, we can see small and medium-sized businesses adopted video conferencing quickly, with an average of 8 to 10 meetings per person per month throughout 2020. It wasn't until 2021 that enterprises started relying more heavily on video conferencing, surpassing small businesses and mid-market starting in February 2021.

Average number of video conferences per person (by business size)
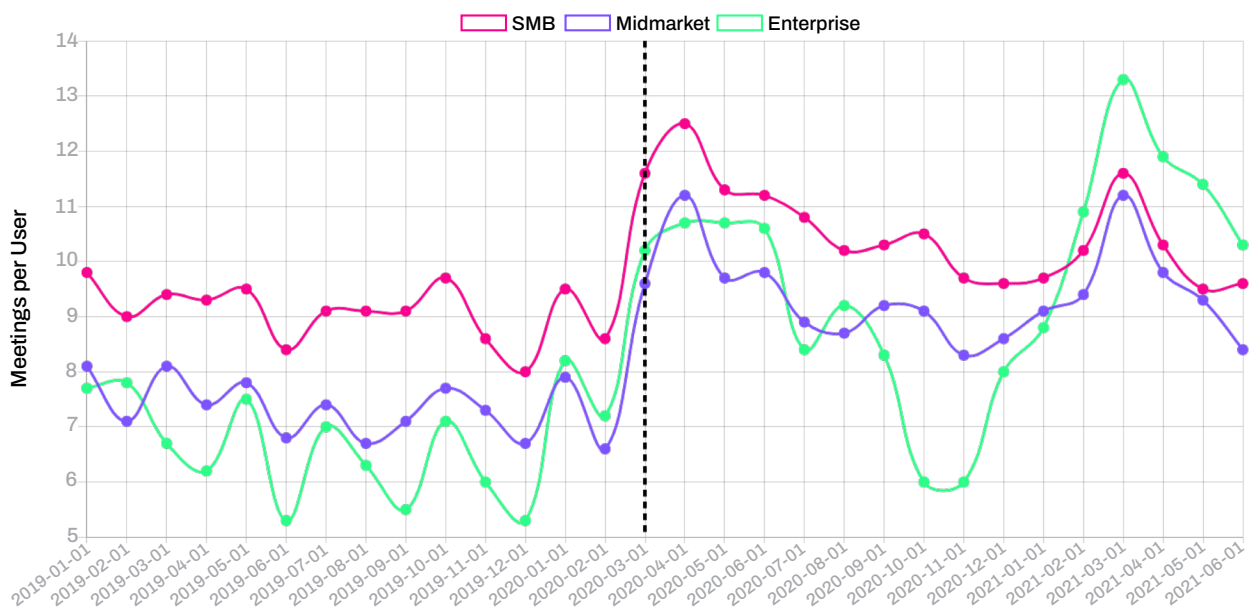
Businesses were grouped based on the number of Dialpad licenses they have, which equates roughly to SMB = less than 100 employees, Midmarket = 101-1000 employees, Enterprise = 1,000+ employees.

As for mid-market businesses? While those also took to video meetings quickly, they tended to have slightly fewer than small and medium-sized businesses from month to month.

Overall, companies tended to follow the same trend: a sharp rise after the pandemic, followed by a slow trend downward as they began utilizing more asynchronous communication to relieve video conferencing fatigue. However, we noticed the trends grew slightly different for larger companies.

Who has the most video conferences? cont'd

At the high end of the mid-market segment, companies with between 751 and 1,000 people experienced a more steady trend down with fewer rises. Along the same lines, enterprise companies with 1,001 to 10,000 people started off rising, before dropping in Fall 2020 only to peak again in March 2021. Larger enterprises with more than 10,000 people had a delayed spike, peaking in May 2021.

Average number of video conferences per person (for larger companies)


Legend: 750 - 1,000 | 1,001 - 10,000 | +10,000
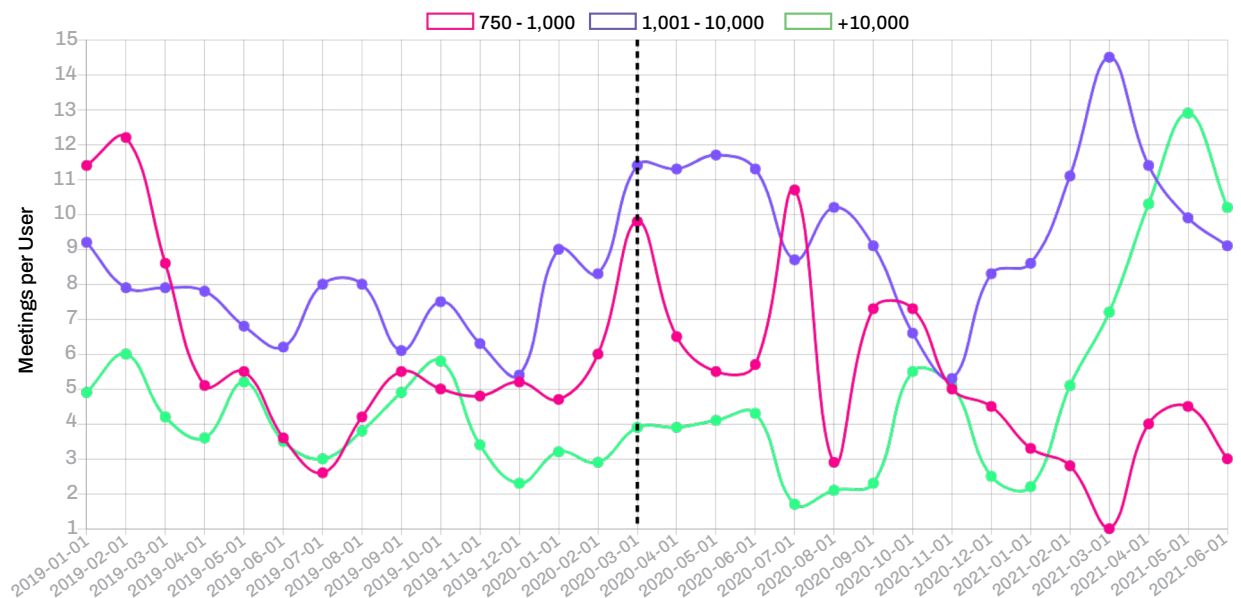
So what does this mean? Naturally, video conferencing isn't a "one size fits all" solution for companies, but their needs changed based on industry, size, and changes in the pandemic. This speaks to the need for flexible solutions, as it's clear that video meetings are going to stick around in one capacity or another.

Time spent in video conferences

Timing is everything. It may be a cliche to say, but it's true, especially for meetings. So we have to ask: how often do people have video meetings, and when do they tend to take place?

Of those surveyed, 1,755 respondents said they have video conferences. 46.15% spend under four hours a week in video conferences, while 36.98% spend four to 12 hours. This means most people, **83.13%, spend 12 hours or less each week in meetings**. On the other hand, there's the 4.73% who spend more than half their week (that is, 20 hours or more)!

**Average number of work hours spent in video conferences each week**
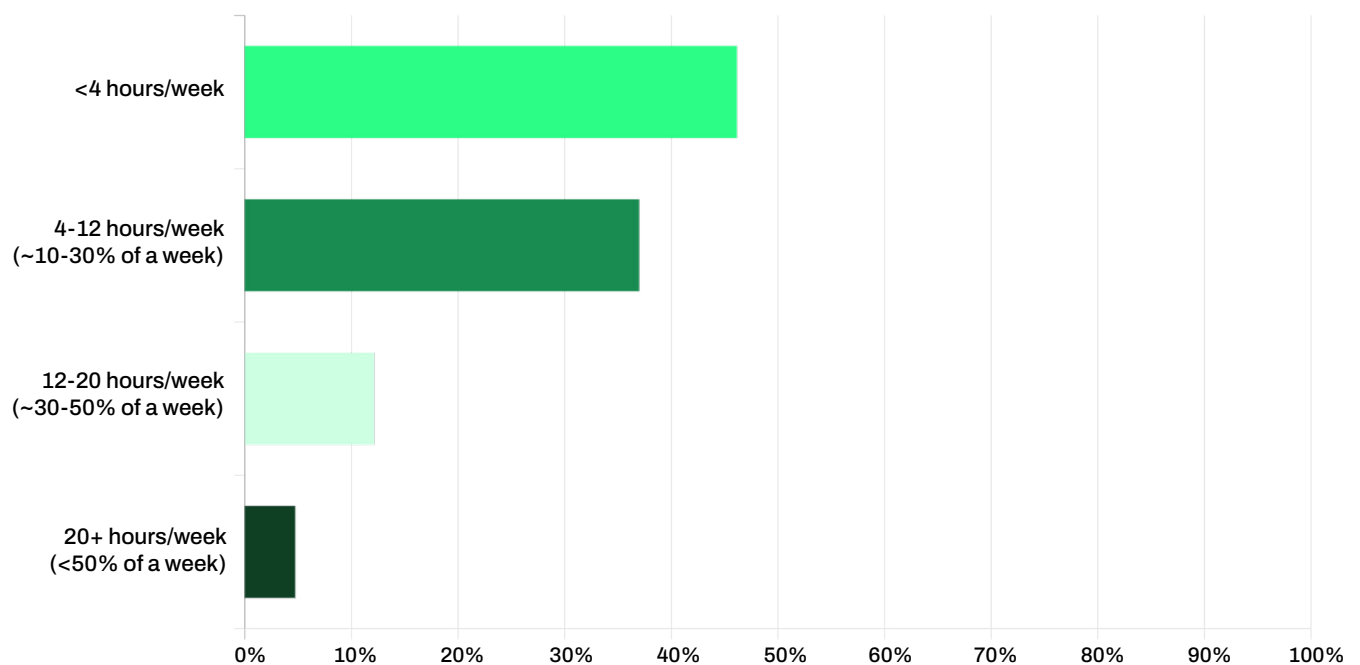
Time spent in video conferences cont'd

Of course, meetings don't always take the same amount of time, so how often do they meet? Out of 2,821 U.S. employees, 37.82% meet one to two times a week, with 13% meeting three to five times, and another 12% meeting more than five times a week.

Yet even with the increased use of video meetings, there are still those who have never been in one at this point—a surprising 37% of respondents! (Do you think they know what they're missing?)

How often do you have video conferences?
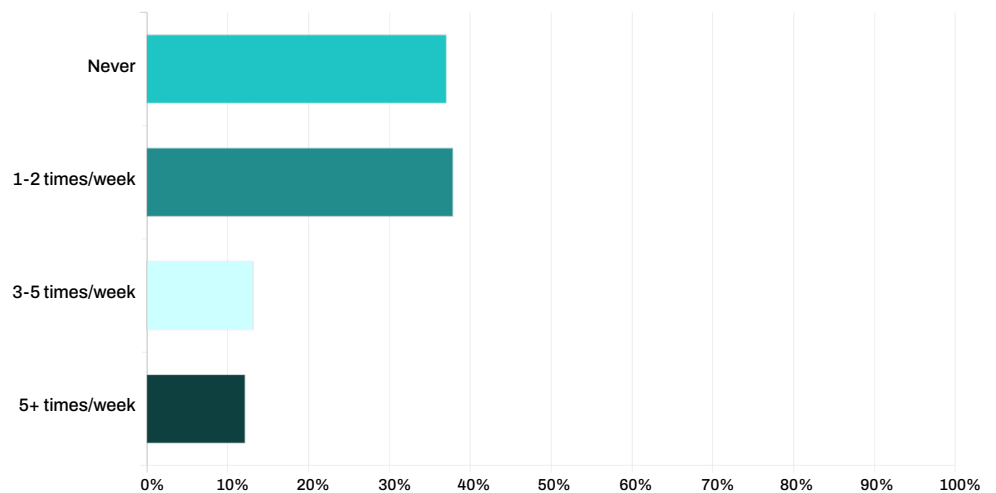
Just because some people can have five or more video meetings a week doesn't mean that it's a meeting a day. Everyone has different preferences for when they have video meetings. 75.61% of respondents prefer scheduling their meetings on certain days of the week or times during the day—and we know exactly when, too.

**Do you have a preference for when meetings are scheduled?**

24.39% — No

75.61% — Yes
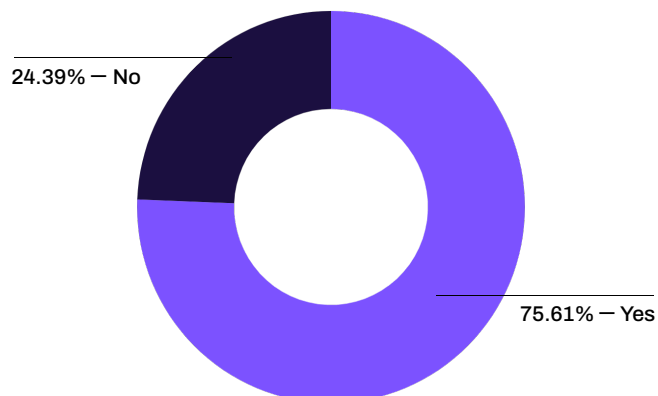
Time spent in video conferences cont'd

Monday is the most popular day for scheduling meetings (whether it's to hit the ground running on a new week or get it out of the way sooner than later), with the rest of the week remaining consistent until Friday. Friday, as one can imagine, has slightly fewer meetings on average, whether due to it being a common day to take off with vacation days or because no one wants to spend their last hour before the weekend in a meeting.

Average meeting length vs. average meetings per person
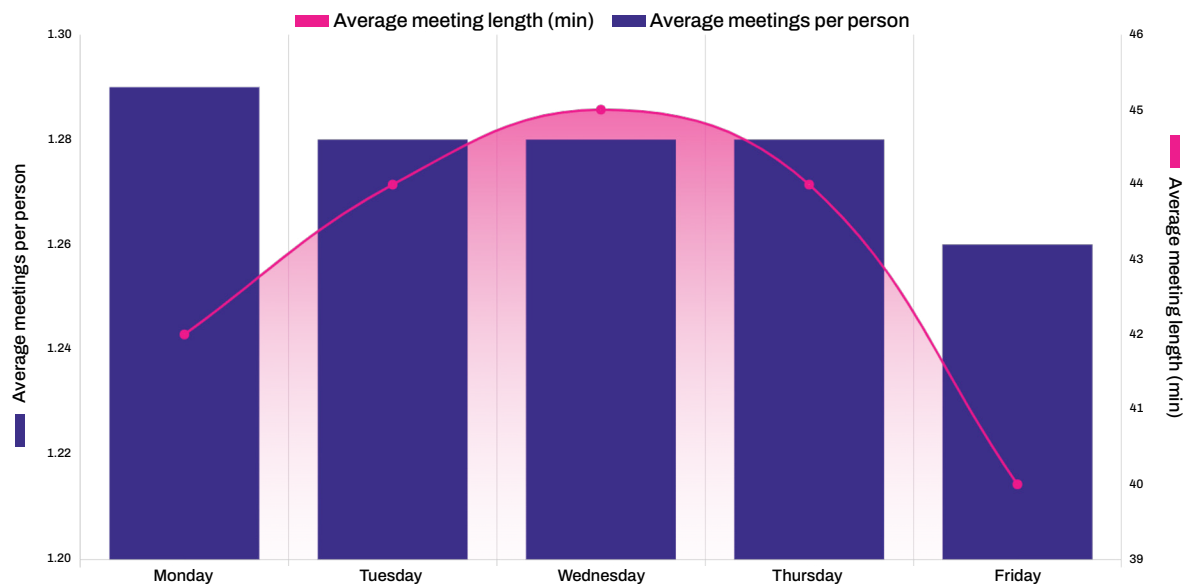
As for how long meetings go for? The average time a meeting takes goes in an upward curve, **peaking on Wednesdays** with an average of 45 minutes per meeting. As with the days the meetings are held on, those remain fairly steady until Friday, at which point they drop to an average of 40 minutes.

Time spent in video conferences cont'd

As for how long meetings go for? The average time a meeting takes goes in an upward curve, **peaking on Wednesdays** with an average of 45 minutes per meeting. As with the days the meetings are held on, those remain fairly steady until Friday, at which point they drop to an average of 40 minutes.

However, the size of a meeting tends to impact its length. While meetings with three to six participants tend to last a little over 30 minutes, meetings with more people typically go longer. In fact, meetings with 20+ people frequently last over 70 minutes! (On one hand, it's good to give everyone a chance to talk, but on the other hand, that's really time-consuming.)

**Average meeting length vs. number of meetings per meeting size**
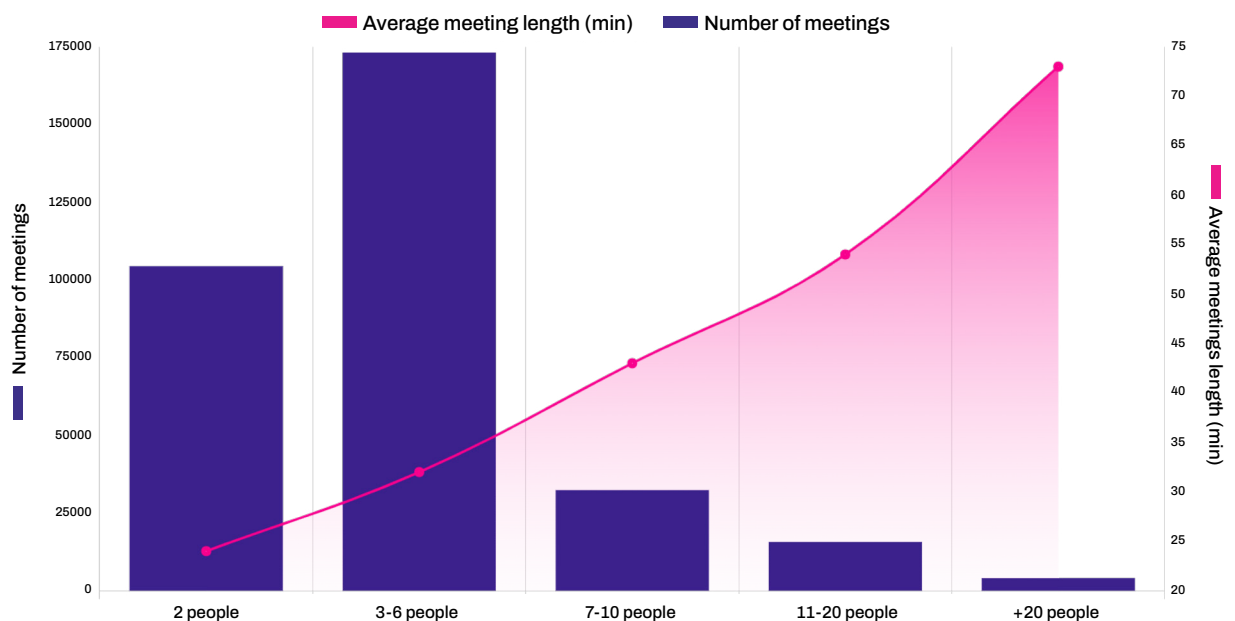
Most wanted video conferencing features

As much as video conferencing has improved and grown, well, nothing is perfect. There's still plenty of issues and complaints that can be addressed.

When asked about their pain points, **the biggest issues respondents reported were audio-related**, such as background noise, mic echo, or forgetting to mute and unmute, with over half the respondents including that as a problem.

What's your biggest pain point when it comes to virtual meetings?
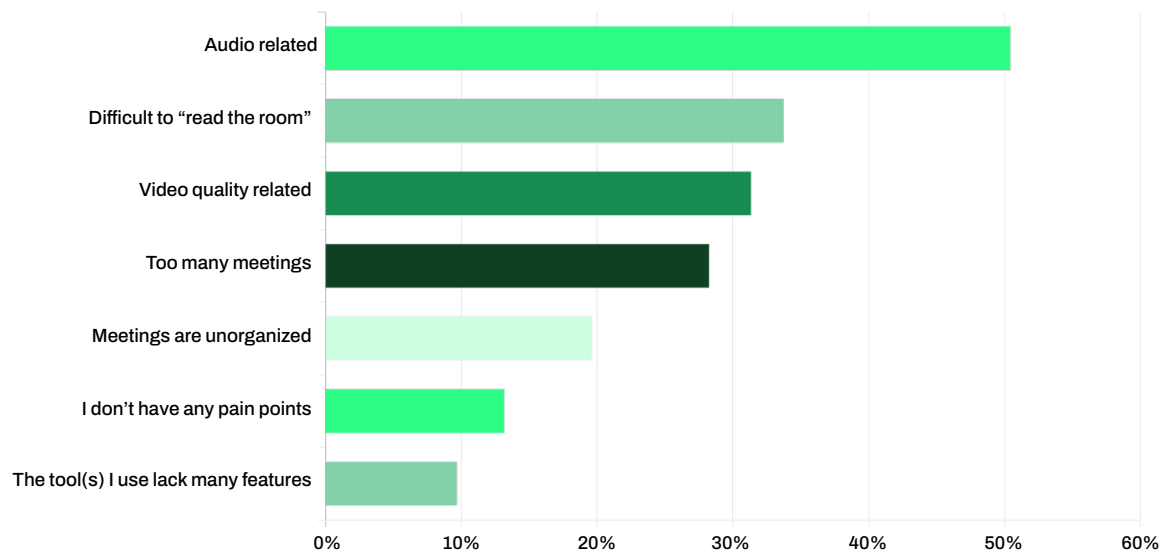
Over a quarter also said that "too many meetings" was a problem (and let's be honest, we've all had at least a few meetings that could have been done over email instead). That's no wonder, considering the top reason a meeting was considered unpleasant is due to being unhelpful and time-consuming, with nearly a third of all respondents citing that as an issue.

On top of that, even the top video conferencing platforms still don't offer everything users are looking for. In fact, **27.52% of survey respondents said their video conferencing tool doesn't meet all their needs**. That's a lot of room to grow!

Most wanted video conferencing features cont'd

So what features are they missing? The top four are:
1. The ability to integrate with other tools
2. The ability to join and launch meetings without downloading any new software
3. The ability to meet on any device
4. Real-time transcriptions

What features are missing from your video conferencing solution?
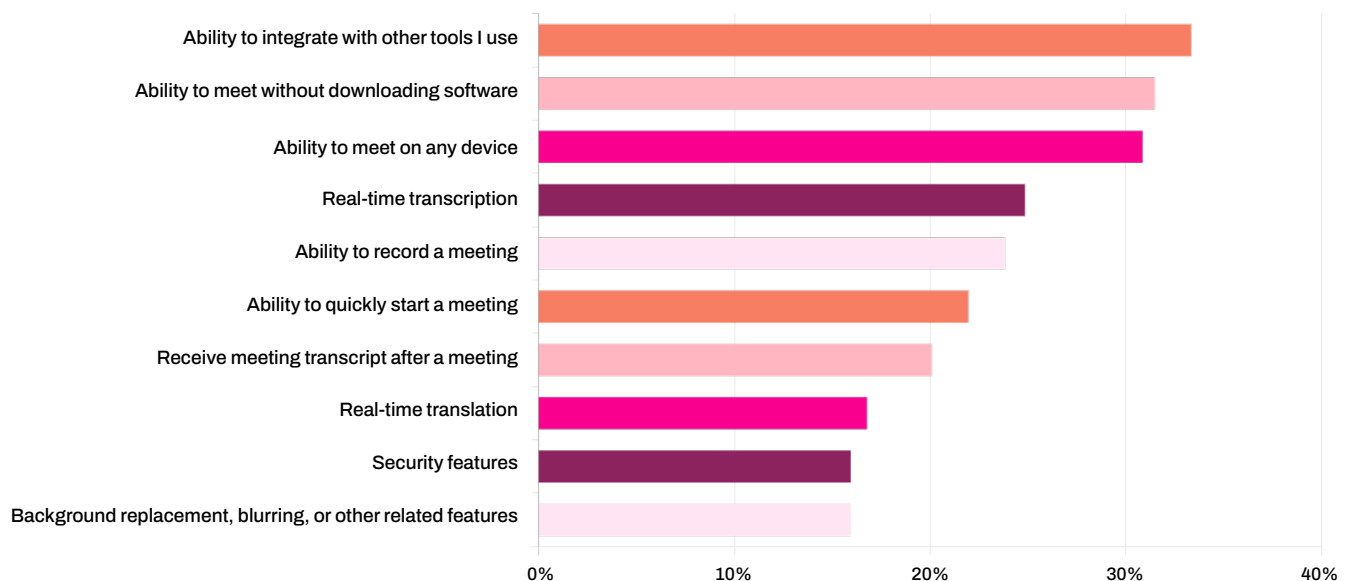
Shameless plug: It sounds like they could really use a solution that has Dialpad's expansive integration library, which includes many of the top CRM platforms and APIs to help create new integrations.

Or a solution that's accessible across devices and web browsers (like Dialpad is), so that everyone can make calls on their phone, computer, or any web browser, and join calls over the internet just by clicking a link—no downloads required.

They might also benefit from a platform that includes something like Dialpad Ai, which can transcribe conversations in real time and has analyzed more than one billion minutes of voice.

(Is anyone else noticing a pattern here?)

Other video conferencing fun facts

Top 3 causes of unpleasant meetings

As mentioned earlier, respondents were asked to recall a video conference that they didn't enjoy. The top 3 reasons were:

1. Unhelpful meetings that feel like a waste of time **(32.7%)**

2. Meetings without progress or a conclusion **(24.5%)**

3. Meetings that drifted away from its original agenda, purpose, or goal **(28.59%)**

Taking the reverse of this, video conferences are more productive (and pleasant) when:

• Each attendee benefits from it (attendees learned something, got clarity, etc.)

• There is a clear goal or purpose for the meeting, and it's met

• Conversations outside of the scope of the meeting are discussed at another time

Audio calls can be an alternative to video conferencing

Although video conferencing typically involves the use of video, **82.9% of respondents believe that not every meeting requires video.** 44.94% believe that any meeting that doesn't require screen sharing can be done as an audio call instead of a video meeting.

A study from Stanford on video conferencing fatigue found that excessive eye contact feels intense and the cognitive load is higher compared to in-person, face-to-face conversations. Another study from the University of Georgia found that turning off your camera during meetings can help lessen exhaustion.

One solution is to encourage "walking meetings" for certain types of meetings where you can dial-in.
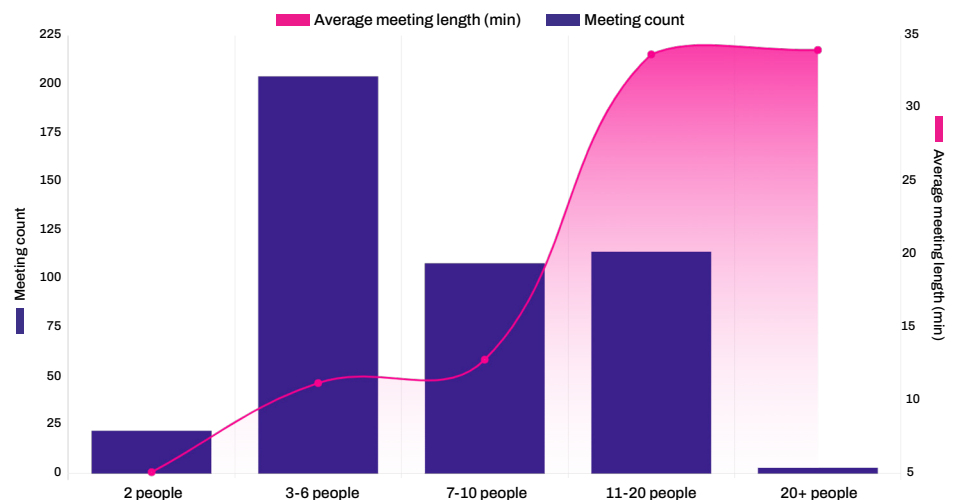
Other video conferencing fun facts cont'd

Be mindful of how you name your meetings

Our own Dialpad Meetings data revealed plenty of interesting tidbits about meeting types, including common themes and patterns.

For instance, how many of your meetings are marked as "huddles?" Those are typically short meetings between small groups—about 10 people or fewer and taking 13 minutes or less. Once you start going above 10 people, though, the time they tend to shoot all the way up to 34 minutes.

Meetings with "huddle" in the title

However, if you have a group of seven to 10 people and the meeting is called a "team meeting" instead of a "huddle," you can expect it to go on for over an hour.
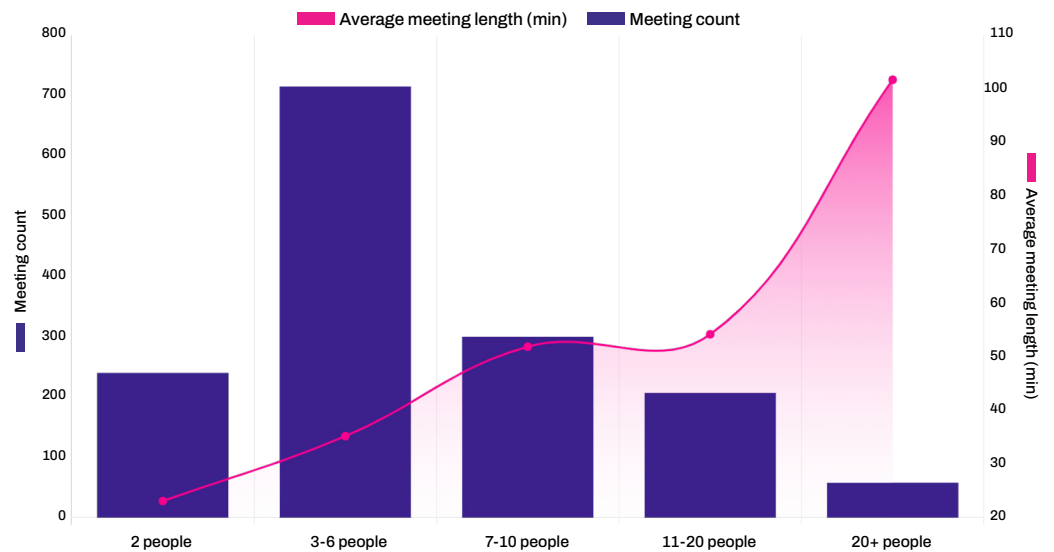
Meetings with "team meeting" in the title
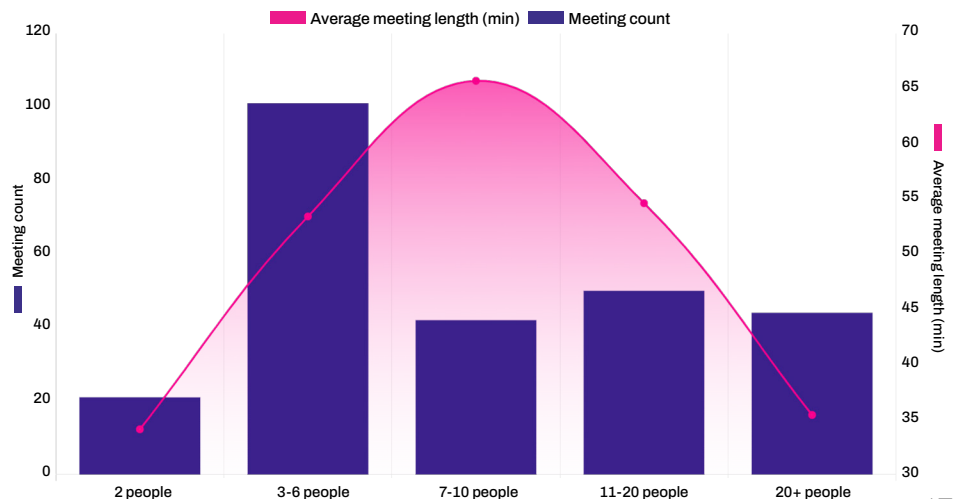
Other video conferencing fun facts cont'd

So what meetings tend to go on the longest? "Weekly" meetings with 20 people or more are the longest on average, going for 102 minutes! (Fortunately, weekly meetings typically involve groups of three to six people, so those 20+ attendee meetings are rare.)
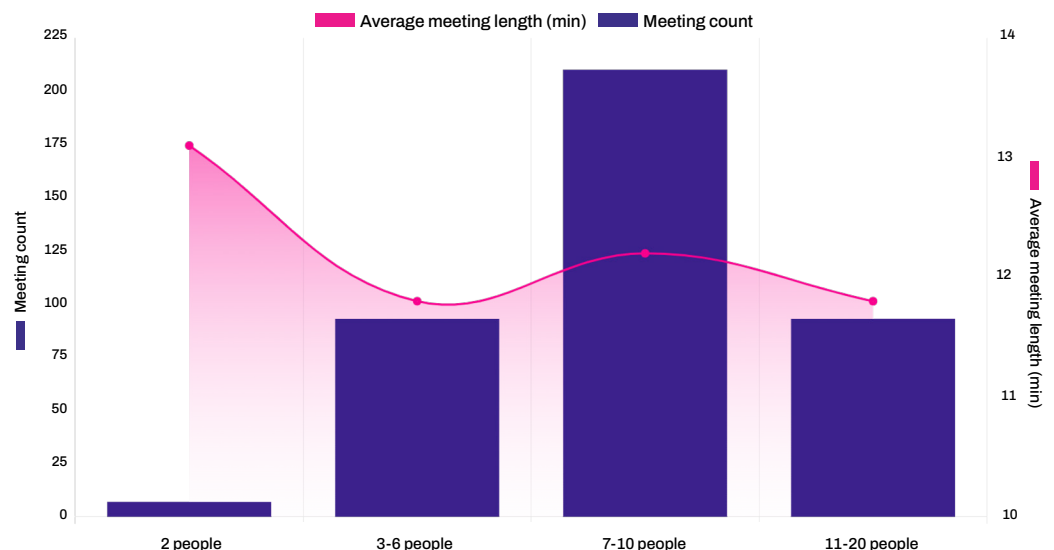
Meetings with "weekly" in the title

The sample size for stand-ups larger than 20 people were too small so they weren't included.

Then which ones are the most effective? "Stand-ups" are one of the most time-effective meetings under 20 people, as they tend to finish in 13 minutes or less.

Meetings with "stand up" or "standup" in the title

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18

Where do we go from here?

Now then, one question remains: what's next? We have all this data, so what do we do with it?

Well, we can start by working on reducing meetings by making the most of the ones we have—more efficient meetings means fewer meetings overall, which leads to happier employees. And if you aren't doing so already, we've found that you should encourage your team to have no-meeting days to have more control over their meeting schedule, which can lead to less fatigue.

Of course, it's also important to make sure you're using a video conferencing solution that offers all the features employees need. That includes a variety of integrations, the ability to access calls from anywhere (with or without downloading new software), and real-time transcriptions.

We have the information. Now it's time to put it to use.

Methodology

For this report, we used two data sources.

We first analyzed data from over 12 million minutes and almost 400,000 meetings held on Dialpad Meetings from 1/1/2019 to 6/30/2021 to identify trends, frequency, and changes in video conferencing behavior before and after the pandemic. All the charts with a dotted vertical line indicate the start of the pandemic. To reduce bias, we did not include video conferences that the Dialpad team held.

We have exciting new features planned for 2022, which will address even more advanced video conferencing use cases such as company all-hands, virtual events, and training. We'll have even more data to share in our next report!

In November 2021, we also surveyed 2,821 U.S. based employees across various industries, business sizes, departments, and levels about their experience and thoughts on video conferencing. To get a more comprehensive view of the video conferencing landscape, survey respondents include those who use Dialpad Meetings, Zoom, Microsoft Teams, and other video conferencing software.