

# Leading ATM Provider Builds Employee Relationships Through Video



Kendall Cain  
IT Manager, FCTI

## Summary

- Companies that have offices in different locations can have trouble with communication. Employees appear apathetic towards those in other offices, and the collaborative spirit declines.
- Stronger employee relationships enhance productivity and build employee satisfaction.
- A company must have an effective communication system for stronger employee relations.

Companies that have offices in different geographical locations often have trouble with communication. Employees appear apathetic and distant towards those in other offices, and the collaborative spirit declines due to a lack of face-to-face communication opportunities.

Meet FCTI, a leading ATM network and service provider in the US. Its offices include a headquarters in Los Angeles and an office in Las Vegas. The company also collaborates with contractors in Guadalajara, Mexico. Its recent acquisition by Seven Bank in Japan has created even more geographic disparity.

To get employees to collaborate more effectively, they need to communicate with one another through a medium that is less conventional, but more powerful, than emails, phone calls and text messaging. FCTI employed video conferencing to get employees from different parts of the world together at the same time. Kendall Cain, IT Manager at FCTI, has spoken about how FCTI uses Zoom.

Cain relates his previous experience in a company where, he said, "Nobody knew each other. Everyone just knew names and email addresses, but if someone visits from another office they have no idea who the person is." By contrast, **FCTI's use of Zoom's video conferencing solution means that "Everybody knows everybody. Everybody talks like they're friends.** Our relationships with the people in remote offices are the same as with people in our LA office."

Stronger employee relationships often help enhance productivity and build employee satisfaction, according to the Management Study Guide. This guide states that a company must have an "effective communication system in the organization" for stronger employee relations. This system usually involves communication and collaboration solutions such as Zoom.



For FCTI, Zoom was an easier, more affordable alternative that trumped other solutions they have tried. "We just click a link and we're in the video meeting," said Cain. "We were using different applications and we had to tweak them to get them to do what we wanted. But we simply want to be able to see the person and communicate with them. Beside that, we were not fans of the other applications' pricing and licensing options."

Before using Zoom, FCTI attempted to host conferences via an Internet video call service. FCTI was turned off by this solution because of the excessive configurations necessary to make a call. Additionally, the constant audio feedback, connection dropouts and lower quality video made meaningful video collaborations a challenge. FCTI also tried other traditional providers of enterprise video conferencing solutions. "It seems like they're trying to emulate what Zoom is doing but they just fall short," said Cain when asked about these solutions. "There are other ones that just missed the mark completely. We dropped them within a few minutes and moved onto the next one."

FCTI was looking for a solution that would make video conferencing a streamlined and easy process.

The most positive aspect of Zoom, according to Cain, is the **high quality video**. Now, FCTI hosts board meetings on Zoom every month from conference rooms that they built at a fraction of the cost of enterprise-class telepresence rooms. Additionally, Zoom's **tablet and smartphone compatibility** allows participants to join conferences from remote locations. Some of FCTI's employees have joined Zoom conferences from busy airports on their tablets and were able to collaborate in smooth, high-definition video.

Because of Zoom, FCTI has given its employees a better way to collaborate and increase their productivity, and board meetings are successful even when hiccups like air traffic delays get in the way. With Zoom, FCTI overcame the obstacles it encountered with employee collaboration and became a more connected, stronger company.



#### About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

**Website**  
[zoom.us](https://zoom.us)

#### Innovations

First 3-in-1 Cloud HD Meeting Platform  
First Mobile Screen Sharing  
First Hybrid Cloud Service