# Unleash every **team's** potential with Loom

How Loom supercharges team efficiency, productivity, and collaboration

Today's distributed workforce faces communication and collaboration challenges

Teams used to collaborate in the same physical office, allowing for immediate, in-person interactions. Today, the landscape of work has significantly evolved, altering where, when, and how work gets done.

This change is accompanied by modern work norms and challenges affecting productivity.
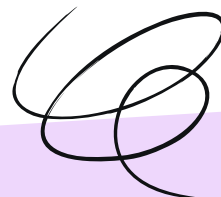
| WORK NORM	DESCRIPTION	CHALLENGE
Distributed, flexible workforce	Teams work across different locations and time zones.	Added difficulty communicating, collaborating, and moving projects forward–especially with cross-functional teams.
Meeting overload	Live meetings are often viewed as the solution to enabling team connection and collaboration.	Decreased productivity from poorly planned, unnecessary meetings, context switching, and lack of follow-up.
Tool consumerization	Employees expect the enterprise software and tools they use at work to be just as user friendly as the ones they use outside of work.	Many enterprise tools aren't easy to adopt or lack certain features, leading to tool bloat.

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With Loom, teams can connect and communicate with more clarity and efficiency

To adapt to modern work challenges like distributed teams and ineffective collaboration, organizations must incorporate asynchronous practices. Asynchronous, or async, work means teams work on tasks at different times.

Loom is a video communication tool that helps async teams work better together by reducing live meetings and collaborating more effectively than using written documentation alone.
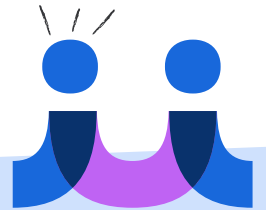
Shifting to a more async collaboration model powered by Loom can transform the way teams work every day.
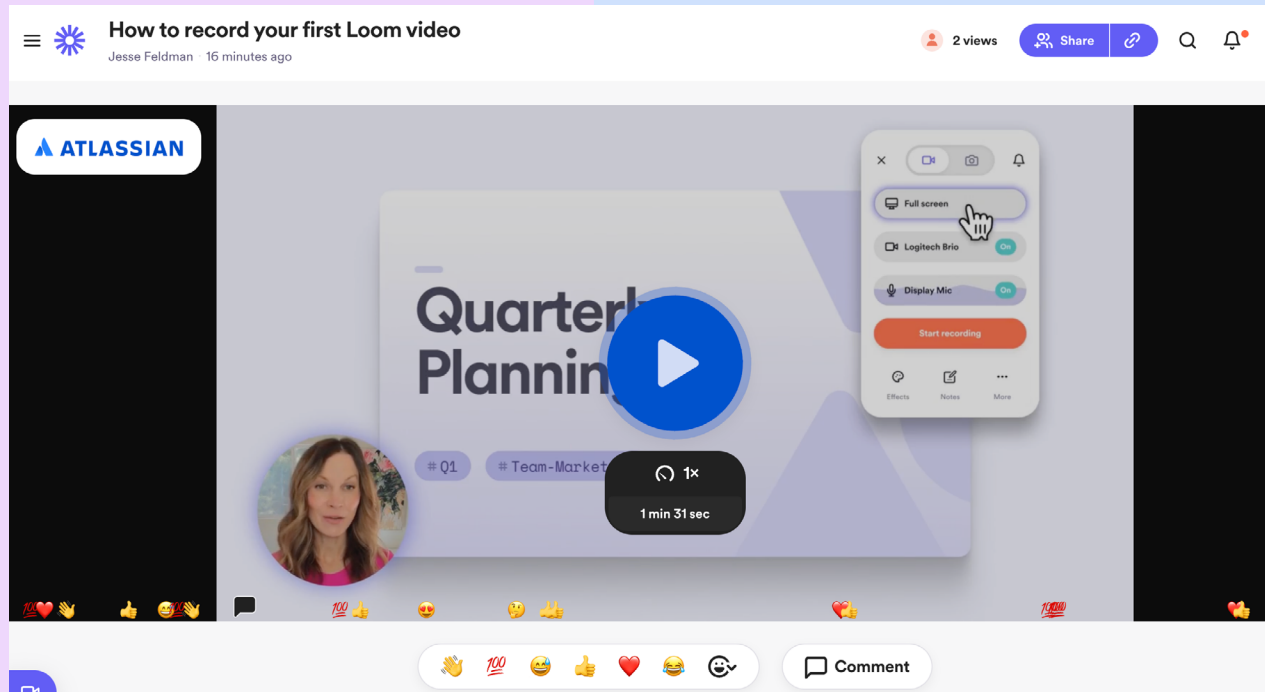
Instead of:

- Meetings as the default
- Back-to-back syncs
- Text-based work

Consider:

- Fewer meetings with clear goals
- More time to focus and get work done
- Videos as complementary, contextual communication

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Here's how **Loom** works

With Loom, you can simultaneously record yourself and your screen, and instantly share that video with teammates, customers, candidates, and more. Use Loom to record feedback on a team project, prepare customers for an upcoming meeting, or share details on an interview assignment with a candidate.

Loom's editing suite allows users to cut out background noise and filler words, helping you share only the most critical information. Viewers can watch recordings on their own time and at their preferred speed. They can also interact and respond with comments, emojis, and even recorded replies.

Loom AI can also transform video recordings into written documentation like SOPs, step-by-step process documents, or meeting notes.

*Learn more about how to record and share your first Loom.*

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Benefits of using Loom: Better communication, increased productivity

Videos can help you communicate key points more clearly, giving you the platform to share essential context while reducing the need for live meetings.

More focus time. Loom speeds up communication and preserves heads down time by reducing over-reliance on meetings. Record walkthroughs, feedback, and project updates through Loom to replace unnecessary syncs.
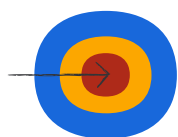
More effective meetings. Use Loom to record agenda overviews or follow-ups to help attendees prepare and stay accountable on action items. Plus, sync your calendar with Loom AI for instant meeting recordings and notes.

Provide more clarity. Text-only communication can be easily misunderstood. With video, you can show-and-tell, highlighting key points and adding a more personable tone to writing that could otherwise be misinterpreted.
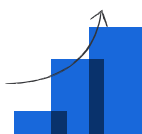
Scale knowledge. Reach more colleagues without the hassle of scheduling meetings across teams and time zones. With the help of video, information is more evergreen and easy to reference in the long run.

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# How Loom brings value across teams and departments

Loom has high adoption and NPS scores across all roles, departments, and teams. It is an effective way to bridge silos within and across organizations.

Here are four common use cases:

Leadership

Company leaders—including Atlassian's CEO and president—use Loom for company-wide announcements, team discussions, and one-off updates. Loom is an effective, personal way for leaders to communicate directly with employees.
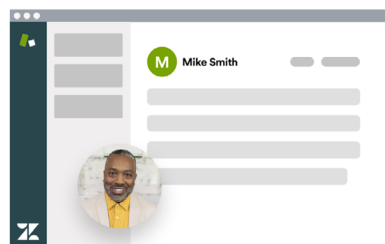
People Ops

Loom can be used as part of recruiting, training, and onboarding. Onboarding information communicated through a Loom video can be more informative, personal, and memorable than a document.

Loom can also be used for shoutouts to celebrate team success.
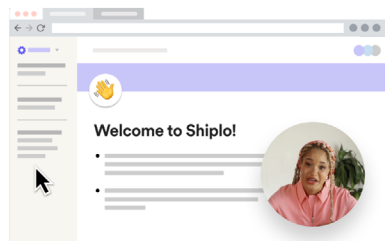
Go-to-market

A Loom video is a great way to do customer outreach and increases the likelihood a prospect will respond.

Videos can be used by customer support teams to gain clarity and reduce back-and forth. For example, a customer can take a quick video showing trouble they are experiencing, leading to faster resolution.
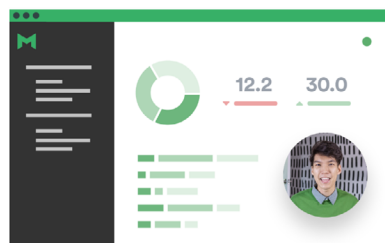
R&D

Loom videos can show product demos and can be used to complement bug reports, showing exactly how a bug is affecting a tool.

Learn how teams at global HR platform Remote saved more than 20,000 hours in unnecessary meetings using Loom. Read the case study.

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Loom integrates with Atlassian tools

Whether your teams spend more time in Jira, Jira Service Management, or Confluence, Loom can be seamlessly embedded to help save time, bring more context to work, and increase connections.

Jira

Confluence

Jira Service Management

Build and
ship faster

Clear documentation
with personality

Scalable how-to-
guides and demos

With over 25 million users at over 400,000 global organizations, Loom is rapidly helping distributed teams adopt asynchronous ways of working through clear communication and better collaboration. Loom works whenever you do. Learn more at **loom.com**.

The learnings in this asset are based on a session from Atlassian's Team '24 Europe event. Watch all sessions on-demand to learn the latest announcements and product innovations.

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