

A health-tech innovator uses BlueJeans by Verizon to help maintain its inclusive culture amid rapid growth.

Case study



The facilities IT manager at a fast-growing, digital health company is responsible for outfitting its corporate offices with the IT resources required to scale the business. Because of the fast-moving, high-growth state of the healthcare industry, the company needs a scalable, cloud-based virtual meeting solution like BlueJeans by Verizon. This enables easy-to-join team check-ins, large-scale all-hands meetings and ad hoc huddles with people in different cities.

When the facilities IT manager started in 2015, the company had four offices across the U.S. and was about to establish a fifth. With the addition of two more outposts, the company has seven offices nationwide and has grown to almost 1,300 employees. Since being acquired by a larger company, the team has grown, with new talent stepping in to fill open positions in various departments.

Since 2013, BlueJeans has played a key role in keeping this growing team of employees connected. However, given the acquisition and rapid growth, it's not surprising that the company found itself with more than one meeting solution: BlueJeans and multivendor room-system hardware.

Given this environment, the facilities IT manager made it a priority to maximize the company's meeting-solution investment by seeking to better understand the ways employees use BlueJeans to strengthen their connections with one another.

Internal collaboration and high-profile executive briefings

Meetings take on a variety of formats—from high-stakes executive roundtables to smaller internal development discussions. The IT team makes sure they provide the ideal environment to maximize productivity, ensure connectivity and help boost the business.

Industry

Consumer health

Challenges

- Connecting 1,300 employees across multiple offices with all-hands meetings
- Keeping employees updated and engaged with company culture

Solutions

- BlueJeans Rooms-as-a-Service featuring Dolby Voice Room™ supports BlueJeans Events and BlueJeans Meetings with unparalleled audio and video

Results

- Significant cost savings, greater cross-company communication and improved software-as-a-service administration
- Time saved using one-touch join in lieu of legacy room hardware
- Facilities IT able to easily support all-hands meetings

The IT team provides admin and tech support for all executive meetings—both in house and those including people outside the company. During these meetings, the facilities IT manager relies on BlueJeans Command Center to monitor meeting volume, get a clear picture of how people are using the platform and troubleshoot any connectivity or performance issues.

In another case, the engineering department uses BlueJeans to host brown-bag lunches on various topics, as well as road shows to demonstrate their software products. The IT team uses BlueJeans video conferencing for all their meetings, too. "It helps us all focus and be present," says the facilities IT manager.

“We love BlueJeans, and we have a great relationship with our account and tech support teams.”

–Facilities IT manager

Connecting the company and supporting a strong sense of community

Although the company had been using BlueJeans Events for some time, it wanted a more complete understanding of everything the solution does to accommodate the company’s growing workforce. The BlueJeans account team invited the facilities IT manager and team to visit BlueJeans headquarters to learn best practices in person.

During the visit, the team had the opportunity to see how BlueJeans Events was used to hold company all-hands meetings. They also witnessed BlueJeans with Dolby Voice Room and were impressed with how the solution provided world-class audio and video to deliver an elevated user experience in a meeting room. The visit made it easy to envision applying these use cases to their company’s needs.

Since the team’s visit to BlueJeans headquarters, the company’s use of BlueJeans Events has steadily increased, starting with monthly all-hands meetings. These information-packed town halls often feature Q&A segments so employees can ask questions via chat that leaders answer live. The scalability of BlueJeans Events makes it possible for all 1,300 full-time employees to easily join all-hands meetings from wherever they are. BlueJeans also makes it easy for the IT team to facilitate the gatherings. While the executive team focuses on worry-free presenting, the IT team takes care of the rest, starting with monthly all-hands meetings.

The all-hands meetings keep employees updated, while other types of meetings, including brown-bag lunches, serve to deepen the sense of community and reinforce the company’s inclusive culture. “It’s nice for employees to know that if they have something to share, their voice can be heard,” says the facilities IT manager. The company recently hired a team member whose sole job is to focus on inclusion and diversity, and that person has set up events—Pride Days, for example—and brought in guest speakers, most recently from a women’s coding club, all of which are available company-wide over BlueJeans.

Innovating meeting spaces

Recently, the facilities IT manager signed the company up for BlueJeans Rooms-as-a-Service featuring Dolby Voice Room and is truly amazed by the value. “I didn’t believe it when they

told me the price,” she says. “But all of that really is included.” The all-inclusive subscription service combines BlueJeans Rooms licenses and Dolby Voice Room hardware with additional services to create a flexible, cost-effective solution that eliminates the ongoing burden of updating and maintaining hardware.

The facilities IT manager feels confident in the solution and the purchase model. The one-touch join feature makes attending a video meeting simple and fast—especially compared to the historically steep learning curve of legacy room-system hardware. BlueJeans provides employees from all teams and levels with a seamless way to collaborate, and the IT team enjoys the benefits of accessible, dedicated support.

“We love BlueJeans, and we have a great relationship with our account and tech support teams,” says the facilities IT manager.

The company is a consumer-centric digital health company that makes it easy for individuals to take charge of their health and collaborate with health plans, care providers and employers.

Training strategies to increase adoption

As part of the facilities IT manager’s efforts to get more out of the BlueJeans investment, the IT team decided to launch training sessions for employees to ensure that they understand the scope of what BlueJeans does and encourage them to use it more often for audio and video conferencing.

After a recent training, the facilities IT manager received overwhelmingly positive feedback, which will be integrated into future training. And as adoption increases across the business, the IT team can integrate insights derived from Command Center into employee training because it helps to identify areas where users may need help.

Now that the company is subscribing to BlueJeans Rooms-as-a-Service featuring Dolby Voice Room, the facilities IT manager is more determined than ever to make sure users can get the most out of the BlueJeans portfolio.

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