

CASE STUDY

ConectUS Wireless Engages Sales Partners with Stunning Videos

ConectUS is an exclusive distributor of Verizon Wireless products and services that it sells through a network of 100 partners across the United States. Agents at these firms rely on quick bites of information from ConectUS to learn about new products and promotions, and to sell them to small and midsize businesses.

To create content for these agents pre-pandemic, ConectUS would invite telecommunications experts to its studio or travel to see them a few times a month for an interview.

“Salespeople are very busy, and they generally don’t have time to read long PDFs and acquaint themselves with every product to the level they want,” says Director of Marketing Neil Farquharson.

So instead of giving them a long list of a product’s value propositions, ConectUS picks out the two or three most salient ones and present them in a video, typically featuring a Verizon expert. The content is exclusively available to partner agents on ConectUS websites.

“We want them to absorb enough to say, ‘Yes, I can sell that. I have enough information to speak to a client and get them interested.’”

Sales for ConectUS very much depend on its ability to provide regular content. So when COVID-19 hit, the company had to urgently shift its strategy of talking with experts in person. It explored virtual interviews and was especially keen to find a solution that would deliver high-quality recording capabilities.



Industry: Telecommunications

Challenge: Telecoms product distributor ConectUS Wireless needed a platform to conduct and record virtual interviews and to present to larger groups.

Solution: The Texas-based company adopted BlueJeans Events for video content production and for organizing larger events such as webinars.

Results: ConectUS now offers more content to its partner agents, producing eight videos a month.

The average number of viewers for each video has soared 400%, contributing to a threefold rise in the overall traffic to its websites.

By switching to virtual interviews, the company has saved over \$600 per video.

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– NEIL FARQUHARSON, DIRECTOR OF MARKETING, CONECTUS WIRELESS

Easing Production with BlueJeans Events

The company was already using the video conferencing platform BlueJeans Meetings for internal communication and to meet with partners and prospects. So one of the first things it did was to try BlueJeans Events for recording content and presenting to larger groups.

“BlueJeans was the most innovative of the solutions we looked at,” says Farquharson. “The standout feature was that BlueJeans Events records two video streams. There’s the shared display and then the face of the presenter. Other platforms supply only one.”

Both streams are downloadable as MP4s, making it easier to edit them and create professional-looking videos.

“Because the Gallery View’s resolution is so good, I can take that stream and magnify it in post-production to create multiple streams. That is, I take the MP4 stream showing the interviewer and interviewee side by side and create two new views — the interviewer only and the interviewee only.”

Delivering Excellent Content

ConectUS typically now records with one audio track and four video streams: the shared display, separate streams of the interviewer and the interviewee, and a stream showing both participants. Having multiple video streams to choose from makes it easy to create seamless content.

“We edit out verbal ticks, retakes, and any content that’s not absolutely on point. So we take 40 minutes of good content and edit it down to 12 minutes of fantastic content.”

One particular BlueJeans feature that helps transform content is the absence of thumbnails in shared screens.

“That’s very useful because with other applications, whenever you get to that part where somebody’s sharing, you’re stuck with a picture. And as a result, the header is usually cut off. With BlueJeans, the thumbnail isn’t there, and that gives us more flexibility.”

“We attribute the 400% increase in the average number of viewers who watch each video to the high resolution of our source material from BlueJeans.”

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Producing More Videos and Attracting More Viewers

Since adopting BlueJeans Events, ConectUS has been creating more videos on demand. It averages eight a month, up from two to three previously. These include interviews where Verizon experts talk about new products and promotions, as well as edited recordings of live webinars.

“We attribute the 400% increase in the average number of viewers who watch each video to the high resolution of our source material from BlueJeans,” says Farquharson.

With more viewers — and with more videos being created — traffic to ConectUS sites has tripled. “Agents are finding more great content and that helps them go out there and have more conversations with clients.”

Saving Time and Reducing Costs

More than just increased views and traffic, ConectUS has saved time and money.

Post-production can be done a lot faster now as BlueJeans Events delivers synchronized audio and video. Gone are the days when Farquharson and his team would spend a long time trying to get the sound and picture to sync.

“When I drag and drop three audios, they all match, so I just delete the two. That saves a lot of time,” he says.

The company has also cut its production costs. In the past, it would pay a videographer \$600 or more to record an interview in studio. Now, it can run as many interviews as it wants and pay for just one BlueJeans Events license.

“It’s a fabulous amount of money to save,” according to Farquharson. “The other wonderful thing is that, if I want to use my own professional camera, I can just plug it into BlueJeans and BlueJeans will use it to record an interview or event. The camera acts like a webcam, but I can zoom in and zoom out and move around from person to person.”

Continuing with the Virtual Option

While physical meetings have become possible again, Farquharson doesn’t expect to fully go back to the old ways of filming interviews and events.

“If we’re meeting people in person, we’ll probably use a video camera with an SD card and BlueJeans. But I feel that the days of traveling so much are gone. So I think we’re going to continue using BlueJeans almost as much as we did during the COVID-19 crisis.”

He's now looking forward to using BlueJeans Studio to take content production to a higher, more professional level.

The new BlueJeans Studio platform is an all-in-one solution for creating content and livestreams. It brings powerful production tools to BlueJeans Events to let users create television-quality content and virtual events with a few clicks, and without needing technical knowledge or experience. For ConectUS, this means being able to replace the solution it uses for post-production and engage its audience with even more stunning videos.

“We're just very excited to try BlueJeans Studio and transform how we create content for our partner agents.”

ABOUT CONECTUS WIRELESS

ConectUS Wireless is a national distributor of mobility-focused wireless products. Established in 1974 and based in Dallas, Texas, the company has enjoyed an exclusive distribution partnership with Verizon for more than 10 years. It has 100 channel partners or agents that sell Verizon products and services to small and midsize businesses across the United States.