

## CASE STUDY

# Acxiom Powers Worldwide Employee Meeting Productivity Using BlueJeans

A leader in its industry for over 50 years, Acxiom helps marketers achieve superior business results by creating experiences that deepen customer connections. Inside Acxiom, improving employee efficiency and enabling a better work experience is the aim of Brad Thessing, Senior Manager of IT. He leads a department known as AWE (Acxiom Workplace Experience) created to optimize the employee experience across desktops and endpoints. This includes selecting and managing technology vendors. A third of Acxiom's workforce is remote, and many frequently travel, making seamless mobile access to company software tools especially important. This is where BlueJeans Meetings deliver reliability and simplicity.

### **Making Conference Rooms Simple to Use and Consistent**

Prior to BlueJeans, Acxiom employees used another popular platform for desktop video calling, along with traditional conference room hardware. These setups proved problematic and frustrating for users. Few knew how to properly use the room systems, resulting in numerous IT support tickets being opened. With 125 conference rooms in need of an update at their Conway, Arkansas headquarters, Thessing explored best of breed, SaaS-based, video communication to improve usability and productivity. BlueJeans simplifies room meetings, making it easy to walk in and start a video call with one click. "Once we started deploying BlueJeans Rooms, positive user ratings went through the roof," says Thessing.



**Industry:** Internet Technology

**Challenges:** Optimize Polycom room systems for ease of use.

Enable a frictionless join experience across devices and endpoints.

Improve town hall engagement and experience.

**Solutions:** BlueJeans' interoperability works with legacy video systems.

BlueJeans Meetings support one-touch join from any device.

BlueJeans Events support interactive town halls.

**Results:** In 2019, conducted over 200,000 BlueJeans meetings.

Used 30 million minutes across 81 countries.

Received a 97% positive user rating.

“You could be using BlueJeans for the first time and you’ll know instinctively how it works. It’s part of our everyday life.”

– BART THESSING, SENIOR DIRECTOR OF IT, ACXIOM

BlueJeans provides deployment planning, training programs, technical account managers and 24/7 support. To drive BlueJeans adoption internally, the IT team created a company-wide initiative called “BlueJeans Day”, featuring complimentary t-shirts and cookies, along with new headsets, for users. To speed the transition, an Acxiom technology representative visited every office to deliver BlueJeans training for IT technicians and support teams. To support users, a Slack channel was designated for BlueJeans related questions. Using Slack, employees can also transition easily from a text chat to an on-the-fly, BlueJeans video call using a short command.

For meetings with attendees outside Acxiom, BlueJeans’ URL links, supported by webRTC, are easy to share. For candidate interviews, the recruiting team relies on BlueJeans, as do sales teams, who use it for prospecting and touching base with prospective clients. “I can’t remember a time when a client had issues using the link to join a meeting,” notes Thessing. “For me, it’s the simplicity and how easy it is to join, for anyone.”

### **Software Stack Integration and Collaboration Benefits**

BlueJeans has become a core part of Acxiom’s software stack and collaboration infrastructure. Keeping up with BlueJeans’ integrations, the IT team has added BlueJeans to Outlook 365 for easy scheduling and a seamless, in app meeting join. “People hop on a BlueJeans call. It’s that easy. That’s just what they do,” asserts Thessing. Chief among BlueJeans benefits, users cite simplicity and time savings. People also love the multi-platform convenience. For mid-meeting transitions - from desktop or mobile device to a room system - BlueJeans is seamless.

In 2019 alone, Acxiom conducted over 200,000 BlueJeans meetings, totaling 30 million minutes in 81 countries, resulting in a 97% positive user rating. “It’s like turning the lights on. They just know it’s going to work,” observes Thessing. “You could be using BlueJeans for the first time and you’ll know instinctively how it works,” he explains. “It’s part of everyday life.”

## Modernizing Company Town Halls for Remote Attendees

Acxiom town halls occur quarterly and span every U.S. time zone, as well as offices in the United Kingdom, Germany, Poland, and China. They are livestreamed from a room that accommodates 500-600 attendees, and is equipped with numerous speakers and monitors. This is where BlueJeans Events deliver an interactive, virtual town hall experience for remote employees. “When we have those meetings, BlueJeans Events is the backbone. It just works,” explains Thessing.

Prior to BlueJeans Events, employees relied on traditional, point-to-point conference calling, resulting in town halls that failed to sustain engagement. According to Thessing, “the collaboration part of Events is huge. Anytime the whole company can get together easily, without dropped connections or noise concerns, is great.” Past town halls also suffered from unpredictable bandwidth. To remedy this, Acxiom adopted BlueJeans Accelerator, which optimizes network bandwidth ensuring a consistent, reliable connection for all attendees.

When engaging BlueJeans’ customer support, Thessing offers high marks on the prompt service. “Responses are always quick. Once, we had a firewall issue, but it was on our side. The BlueJeans rep worked with our team and stayed on top of it until it was fixed,” he says.

## Next Steps

Thessing now pilots BlueJeans Smart Meetings for key users and teams. BlueJeans Smart Meetings capture meeting highlights through crowd-sourcing and automated transcription. This helps teams collectively emphasize important meeting moments, assign action items, and manage post-meeting accountability. For internal and client meetings, it supports social tagging with @ mentions, highlights commentary, and indicates key moments to prioritize next steps. Afterward, an auto-generated highlight reel, with comments and transcriptions, enables those who missed the meeting to “binge watch” pivotal moments in a fraction of the time. Acxiom anticipates that BlueJeans Smart Meetings will improve meeting productivity, giving employees more time to innovate for Acxiom clients.

### ABOUT ACXIOM

Based in Conway, Arkansas, Acxiom provides data and technology for the world’s best marketers. Acxiom enables people-based marketing everywhere through a simple, open approach to connecting systems and data that drive seamless customer experiences and higher ROI. A leader in identity and ethical data use for more than 50 years, Acxiom helps thousands of clients and partners worldwide work together to create a world where all marketing is relevant.