CASE STUDY

Booking.com’s Adaptive Workforce Brings BlueJeans to the Home Office

Standing out as the foremost resource in travel and lodging reservations, Booking.com and its subsidiary companies are the world’s experts for vacation search and stay. Recognized by Forbes Magazine in recent years as the Top 100 Digital Companies, Best Employers, and Most Innovative Companies, Booking continues to grow and evolve with the dynamic digital travel industry.

Since its foundation in 1996, the company has grown to over 26,000 employees spread across 198 office locations around the globe. Meanwhile, its international web presence serves customers in 43 different languages advertising 28 million accommodations and destinations. Keeping up with a 24x7x365 work schedule has made Booking’s communication a top priority for internal users and external relationship management. The BlueJeans platform has successfully performed in a variety of use cases, including the challenging transition to remote work for the entire employee base during COVID-19.

The Overnight Move to Remote Work

As one of BlueJeans’ longest-served customers, the relationship with Booking.com has been solidified by many years of partnership through product development and problem solving. Far and away the greatest IT challenge in Booking’s history, COVID-19 forced an overnight move to remote work — first in Asia Pacific, and eventually across their 70 constituent countries.

Leading this mandated productivity shift was Tadeu Faedrich and the application management team. Prior to the pandemic, company-wide adoption of BlueJeans made the sudden work-from-home policy

Industry: Digital Travel
Challenge:
• COVID-19 forced an overnight move to remote work for over 26,000 employees across 198 offices and 70 countries

Solutions:
• Company-wide adoption and simplicity of BlueJeans Meetings made sudden work-from-home policy much easier to implement
• BlueJeans Events used to scale events and expand digital partner presence

Results:
• Volume of video meetings spiked 10x as a remote-only workforce and a 94% satisfaction rating
• Integrations like Workplace by Facebook, G-suite and Splash critical to keeping employees educated, connected and has elevated customer and partner engagement programs.
• Global pandemic has further emphasized the strength of BlueJeans and Booking partnership
“Our combined BlueJeans usage is now about 20 million meeting minutes per month. While many employees may have joined a BlueJeans Meeting every few weeks, they’re now on several per day.”

– TADEU FAEDRICH, BUSINESS APPLICATIONS & COLLABORATION MANAGER, BOOKING.COM

much easier to implement. “We aim for simplicity and to minimize friction in the training process. That means we only focus on the collaboration tools within BlueJeans that are most commonly used,” Faedrich said.

Although Booking had reached an average of 2–3 million minutes per month before COVID-19, their volume of video meetings spiked 10x as a remote-only workforce. “Our combined BlueJeans usage is now about 20 million meeting minutes per month. While many employees may have joined a BlueJeans Meeting every few weeks, they’re now on several per day,” Faedrich said.

Booking’s Customer Service department is represented by thousands of people and was the largest group that needed to migrate home. Before the pandemic, these teams worked at on-site call centers around the world. “Despite the massive move away from Booking’s office spaces, these customer service reps have had little-to-no problem adjusting to the change. They haven’t experienced pain in adopting BlueJeans and haven’t had any major complaints throughout the process,” Faedrich said.

Integrations for Collaboration and Streaming

Booking uses Workplace by Facebook for their internal communications, content sharing, and company updates. Booking’s executive teams stream BlueJeans Meetings and Events into department pages or the general news feed depending on the subject of the presentation. Given the valid concerns regarding the state of the business while physically distanced from managers and colleagues, BlueJeans and Workplace by Facebook are used for the delivery of time-sensitive information. “Our integration of BlueJeans and Workplace by Facebook has been a critical component of keeping all employees educated on the latest company news. “We’ve been active with Workplace since it was deployed a few years ago, but the growth of usage along with BlueJeans has been significant,” Faedrich said.

Booking is a G-Suite customer that leverages multiple applications for their business productivity, calendaring, and scheduling. Specifically, Gmail is used as the internal email provider and can be used for seamless scheduling of BlueJeans Meetings. “Employees can quickly find time on colleagues’ calendars and send a BlueJeans Meeting invitation in just a few steps,” Faedrich said.
Additionally, the Splash integration with BlueJeans Events has elevated Booking’s customer and partner engagement programs. Splash is an event management solution that allows webinar organizers to create highly customizable invitations, confirmations, event reminders, and follow-up for marketing purposes. Daalina Dinaali is Booking’s Program Manager for Partner and Event Exhibition Production and works closely with the two platforms to ensure quality promotion with the native integration. “Whether we’re looking to host 20 people or 12,000, BlueJeans has allowed us to scale our events and expand our digital partner presence. Using Splash with BlueJeans Events has allowed us to put a professional polish across each virtual event touchpoint to drive greater demand in our webinar content,” Dinaali said.

Productivity Partners — Help Us Help You

The stiff headwinds and relentless change management produced by the global pandemic has further emphasized the strength of BlueJeans and Booking, together. Highlighting the alliance is BlueJeans’ commitment to keeping Booking’s staff connected through video collaboration. The no-questions-asked, person-to-person empathy rather than business-to-business transaction, continues to describe the partnership in this time of disruption and uncertainty. In summary, Booking relies on BlueJeans to maintain and surpass productivity initiatives, while BlueJeans relies on Booking’s confidence of service as a trusted vendor.

ABOUT BOOKING.COM

Founded in 1996 in Amsterdam, Booking.com has grown from a small Dutch start-up to one of the world’s leading digital travel companies. Part of Booking Holdings Inc. (NASDAQ: BKNG), Booking.com’s mission is to make it easier for everyone to experience the world.

By investing in technology that takes the friction out of travel, Booking.com seamlessly connects millions of travelers to memorable experiences, a variety of transportation options, and incredible places to stay — from homes to hotels, and much more. As one of the world’s largest travel marketplaces for both established brands and entrepreneurs of all sizes, Booking.com enables properties around the world to reach a global audience and grow their businesses.

Booking.com is available in 43 languages and offers more than 28 million reported accommodation listings, including over 6.2 million homes, apartments, and other unique places to stay. Wherever you want to go and whatever you want to do, Booking.com makes it easy and supports you with 24/7 customer support.