

CASE STUDY

Frucor Suntory Streamlines Video Conferencing with BlueJeans and Dolby

Frucor Suntory is a leading Australasian beverage company and a leader in energy drinks in Australia and New Zealand. An entrepreneurial, inventive company from the get-go, their flagship brand V first hit New Zealand's fridges in 1997. They became part of the Japanese Suntory Group in 2009.

Ashley Robson, IT Service Delivery Manager for Frucor Suntory, is passionate about driving solutions that improve employee experiences. He wanted a video conferencing solution to minimise effort and maximise productivity for their employees across 38 conference rooms in New Zealand and Australia. BlueJeans Rooms featuring Dolby Voice Room, provides an intuitive user interface, high-quality audio and video, and a simple room setup, which enabled Robson and the team to remove the meeting obstacles employees faced every day.

Before rolling out BlueJeans in 2019, the use of video in meeting rooms was minimal, and the IT team would frequently receive complaints about video buffering, slow connectivity, and sudden dropouts. Because of these problems, the team decided to move away from traditional video conferencing units and invest in newer, more reliable, and intuitive devices.

Smarter Rooms for a Dynamic Business

As an AV expert, Robson has had the opportunity to evaluate multiple room options for numerous organisations throughout his career. He has typically been unimpressed with the variety of set up processes, additional overheads and accessories required by traditional room systems, which fail on functionality and only add clutter and



Industry: Beverages

Challenges: Provide a streamlined, simple video conferencing experience with conference room systems, laptops and mobile devices, whether in an office or working remotely.

Solutions: BlueJeans Rooms featuring Dolby Voice Room with one touch-join, huddle quick, immersive audio and video, and stress-free room installation and management.

BlueJeans Meetings in desktop, mobile and room systems as an end-to-end collaboration platform in the office or at home.

Results: Enhanced workplace experience with better collaboration and communication — experiencing 875% increase in collaboration hours.

Ensured high user satisfaction with BlueJeans, with most employees working from home for months due to the pandemic.

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– ASHLEY ROBSON, IT SERVICE DELIVERY MANAGER, FRUCOR SUNTORY

complication to the experience. After discovering BlueJeans Rooms with Dolby, Robson felt he could fully endorse this system to support better meeting experiences for everyone.

“I want to share how good the end-to-end experience has been,” Robson says. “We are removing all other hardware to deliver a standard experience across our whole business. The Dolby unit is pretty much the perfect device.”

Customised Rooms for Frucor Suntory’s Culture Fit

Always looking to improve, Robson took inspiration from BlueJeans and Dolby to outfit their meeting rooms in a way that resonated with the company’s culture. He incorporated simple changes — like adding join instructions on customisable room backgrounds and introduced background themes for different conference rooms to simplify the experience and align it with Frucor Suntory’s brand. The devices were incredibly easy to install and use, and the team decided to outfit all 39 of their meeting rooms with BlueJeans Rooms with Dolby.

The Frucor Suntory team is spread across NZ and Australia and shares the same resources, so it was critical for Robson to provide a communication platform that enabled a simple collaboration experience. BlueJeans makes it easy and seamless for participants to join meetings and collaborate. Attendees can join from a meeting room equipped with Dolby Voice Room, and then shift to the mobile app if needed without any hurdles. Robson believes that BlueJeans makes multi-party collaboration across offices seamless by successfully removing the typical barriers of video conferencing.

Before switching to BlueJeans, the IT team found it challenging to determine the cause of conferencing issues. Without knowing the source of the problem, it was impossible to find the solution. Now, thanks to BlueJeans Command Center — an analytics dashboard providing a comprehensive overview of the company’s BlueJeans deployment — the team has access to a vast amount of data for every call made that makes troubleshooting manageable and effective.

Since deployment, video call use has increased significantly. In the first 18 months of having BlueJeans, collaboration hours have increased by 875% — a fact Frucor Suntory credits to the ease of use and reliability of the solution.

Streamlined and Flexible Work-from-home Strategy

In March 2020, like many organisations worldwide impacted by the pandemic, Frucor Suntory had to enable employees to work from home quickly and decisively to keep everyone safe. Luckily, Robson and his team were fully prepared to activate a remote strategy before the pandemic hit — all of Frucor Suntory's office staff were trained to use BlueJeans Meetings since they deployed the solution throughout the organisation. The company had also recently upgraded its VPN and had provided approved mobile phones to all employees. Within a month of the shift to remote work, collaboration hours increased 214% from what they were doing pre-pandemic — a 2400% increase since deployment.

Additionally, Frucor Suntory enabled essential workers in manufacturing facilities to communicate with the rest of the organisation using BlueJeans Rooms featuring Dolby Voice Rooms. The company was able to transition their training programs from being in-person to be fully remote over BlueJeans and expects to continue using the same method in the future even with employees returning to offices.

As a manager, Robson experienced the same benefit while leading his team. He empowered team members, who normally would not speak up in an in-person meeting, by giving them the floor during BlueJeans video meetings.

He could look at everyone on the gallery view and make sure everyone had had a chance to speak up and contribute to the discussion. This participation was especially crucial with the loss of in-person interactions that would typically happen in an office setting.

Overall, BlueJeans' excellent track record before the pandemic and continued support during the shift to working from home enabled large scale adoption by everyone working remotely. However, Robson and his team wanted to gather feedback to identify opportunities for improvement. The team conducted an NPS survey to understand everyone's work from home experience. Robson is happy to report an incredibly high score — a testament to the team's preparedness and the consistent video conferencing experience provided by BlueJeans and Dolby.

ABOUT FRUCOR SUNTORY

Frucor Suntory is a leading Australasian drinks company with origins dating back to the early 1960s when they made juice from surplus export fruit. Frucor Suntory's brands include V Energy, Just Juice, Fresh Up, Simply Squeezed, h2go, NZ Natural and Suntory BOSS Coffee.