

## CASE STUDY

# Toptal Helps Organizations Hire Top Talent With BlueJeans Video Calling

Organizations around the world are finding out what it means to embrace a modern, global workforce. Toptal does precisely that — they are a 100% remote tech company that matches organizations with top talent in business, design, and technology, from their global network.

Integrating BlueJeans' effective, easy-to-use communication infrastructure, Toptal now offers a much more seamless experience connecting top talent and organizations alike, increasing quality and satisfaction metrics across the board.

## Integrated Meeting Experience and Analytics

Before BlueJeans, Toptal primarily used another popular platform for video communication and collaboration. With no API integration, ever-changing software issues, and less-than-ideal technical support, the platform proved to be a burden on time and resources.

Christos Stamatelos, Senior Product Manager, and team evaluated new video conferencing solutions from popular vendors — searching for a platform that offered a sophisticated yet intuitive user experience, a unified API integration, and the ability to join directly from a browser.

Leveraging BlueJeans' API capabilities, Toptal's engineering team created an integrated product experience with two key features: to allow their platform to auto-generate and share BlueJeans links for all upcoming meetings and interviews; and to let clients and talent interact with the rest of the Toptal platform in a seamless fashion while in a browser-based interview. At the same time, Toptal could begin to gather vital usage analytics, providing the team with a wealth of insight into opportunities for future enhancements.



**Industry:** Internet Services

**Challenges:** Supporting a simpler, reliable meetings experience for teams, clients, and talent. Tracking meeting data to streamline operations and improve the user experience. Finding an API integration for syncing meetings with internal booking tools, and simplifying the internal communication experience.

**Solutions:** BlueJeans one-touch join and webRTC improve ease of use. BlueJeans Command Center provides live meeting intelligence and analytics. BlueJeans supports API development for internal platforms, enabling easy integrations.

**Results:** Delivered a seamless user experience. Increased overall call satisfaction by 30-40% in 6-months. BlueJeans' API and integrations are the most useful features.

“The fact that BlueJeans integrates seamlessly with the platforms we already use is the single most useful feature.”

– CHRISTOS STAMATELOS, SENIOR PRODUCT MANAGER AT TOPTAL

### API Support and Management Tools

In addition to customized API integrations, BlueJeans also supports many popular workplace tools, like Slack and Google calendar. This opened the door for Toptal to sync its internal portal, integrating user availability, time zone, messaging, and other data, to bolster core elements of their platform functionality.

Preferring a gradual implementation, Toptal introduced BlueJeans internally on a team-by-team basis, allowing gradual testing of the new service, steadily soliciting employee feedback without requiring the entire suite of integrations to be in place.

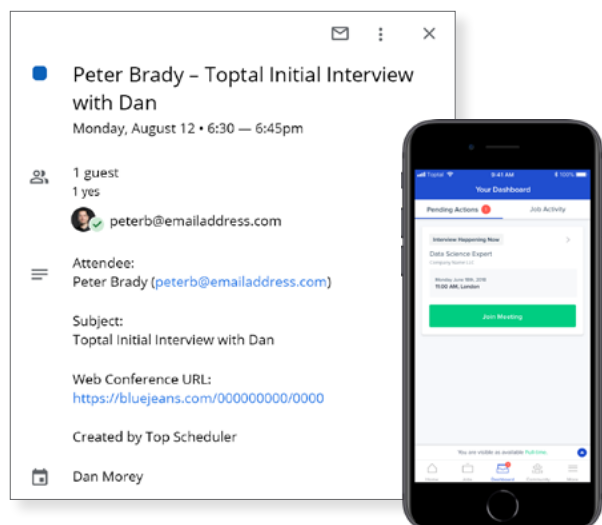
With any modern, SaaS-based platform, data insights are paramount. For this, Toptal uses Command Center and pulls meeting and participant information into their data warehouse via the BlueJeans API. This lets the team easily

monitor call quality and evaluate usage. With BlueJeans, overall call satisfaction has increased by 30–40% over a six-month timeframe.

### The Value of Browser-Based Meetings

Toptal finds BlueJeans’ browser-based meetings to be seamless and convenient. “Our internal teams, clients, and talent are all reporting back the value of zero downloads and the one-touch join feature,” remarked Kleanthis Georgaris, VP of Product at Toptal. Zero downloads mean that attendees can join a BlueJeans meeting with a single click, not requiring additional software downloads or waiting for people to get set up.

BlueJeans also gets high marks for reliability, a priority for Toptal that previous solutions failed to deliver. Georgaris added, “We’re excited about the successes with BlueJeans to date and predict even more innovative integrations and applications within our platform.”



### ABOUT TOPTAL

Toptal is an elite network of the world’s top talent in business, design, and technology that enables companies to scale their teams, on demand. Toptal serves over ten thousand clients, including many Fortune 500 companies, delivering expertise and world-class solutions at an unparalleled success rate.