

CASE STUDY

BlueJeans Satisfies Grubhub's Hunger for Modern Meetings

Whether connecting team members based in offices throughout the United States and United Kingdom, or collaborating with an abundance of restaurant partners, Grubhub is focused on customer satisfaction. For its business to run smoothly, Grubhub needs to facilitate authentic, fruitful communications between multiple parties based in numerous locations. Doing so is key not only to future innovation, but also to maintaining its strong company culture.

To this end, Grubhub began using the BlueJeans meetings platform to connect with its employees and customers in April 2013. Company leadership saw how video meetings helped Grubhub teams work together in a more collaborative, personal, and productive fashion than when left to rely on calls and emails alone. This was especially true as the company was expanding and rapidly adding employees and restaurant partners, both which required a tremendous amount of coordination across teams.

After Grubhub's leadership team identified video meetings as a tool that could improve the efficiency of business communications, they became an integral part of the work process and culture at the company. In order to foster even greater collaboration, Grubhub made sure to plan for plenty of video-equipped meeting spaces in its new renovated office in the Chicago Loop. Video systems for large group gatherings, conference rooms, and smaller huddle spaces were both welcomed and expected, along with foosball tables, pool tables, and an in-house restaurant.



Industry: Technology – Online Services

Challenge: Needed a meetings solution that would connect multiple offices with one another and with restaurant partners worldwide.

Solution: Implemented BlueJeans Meetings for team communication and BlueJeans Events for larger, company-wide meetings.

Results: Increased video conferencing usage by 188% over one year, effectively connecting teams on two continents.

Connected 3x as many huddle rooms as were available in the previous headquarters building.

Saved time for IT, since the team could analyze data and troubleshoot via Command Center.

As our employee base has grown, BlueJeans has been ready with a great solution—from facilitating small team meetings, to working with customers around the country, to supporting company-wide events.

– VAN RICHARDSON, DIRECTOR OF TECHNICAL OPERATIONS

Standardizing on BlueJeans Across Teams

When Van Richardson, Director of Technical Operations, joined Grubhub, the company was just starting to retrofit rooms across its headquarters. He wanted to ensure that its video meeting capabilities aligned with Grubhub's vision. "The Grubhub team believes in technology's ability to connect people, and any collaborative experience designed for internal and external teams needed to meet our standards," noted Richardson.

As a technology company itself, Grubhub is known for providing its customers and diners with an easy-to-use, intuitive, and personalized platform that works from any Internet-connected device. Because the company expects the same from its vendors, BlueJeans quickly became the obvious choice.

Once implemented, Richardson and his team steadily increased Grubhub's investment in the meetings platform and made BlueJeans a feature in the updated office space. Since the renovations at the headquarters building, more than three times as many rooms are now equipped with video endpoints and BlueJeans technology, creating a seamless one-touch join experience for users. Calendar applications and conference room systems are integrated in a user-friendly interface that makes entering BlueJeans Meetings automatic, regardless of which room people are meeting in.

Other Grubhub office locations equipped with legacy video conferencing systems were integrated as well, since the BlueJeans technology is fully interoperable with existing IT investments. Ever since, new employees have been able to get up-to-speed and fully integrated into the Grubhub network faster, and new restaurant partners have been able to easily access meetings with one click. With BlueJeans available on the desktop app, mobile app, and the web browser, potential customers have an easy joining experience, meaning that the focus stays on the business conversation—not the technology that enables it.

The standardization on BlueJeans has been huge from a satisfaction standpoint. In fact, overall meeting usage climbed by 188% in one year, showcasing how much teams enjoy using the platform. "We finally have a true collaborative solution that allows us to communicate effortlessly and move projects forward," Richardson said.

Promoting Company Culture with Events

After experiencing such success with video meetings, Grubhub decided to deepen its partnership with BlueJeans to encourage employee engagement and maintain its distinct culture. With the addition of BlueJeans Events, Grubhub found a way to unite the entire company. By relying on large-scale event technology in the cloud, the company could open local office events to the entire company.

On the surface, initiating a company-wide chicken wing eating contest with a distributed workforce seems like a logistical nightmare. But not for a company that loves food (and technology) like Grubhub. Combining a little creativity with the support offered by BlueJeans Events, the company was able to host Wing Fest 2016, featuring competitors from several different offices. Wing-eaters battled it out live, linked by interactive video so that everyone could cheer on their favorite contestant as they competed virtually.

This was one of the first major events that used the BlueJeans Events technology, and it marked a turning point for large-scale video usage at Grubhub. Since Wing Fest, the platform has been used to bolster employee engagement through company-wide “Fireside Chat” meetings, and Grubhub regularly enlists BlueJeans for recorded educational sessions that team members can later access and view. Coincidentally, one of the most-viewed presentations is how to effectively use BlueJeans Meetings.

Bringing It Together with Analytics and Insights

BlueJeans provided an immense productivity boost across all teams at Grubhub, but no team benefited more than IT. Richardson and his colleagues fully utilize BlueJeans Command Center, an analytics dashboard that provides a clear look at the details surrounding the company’s BlueJeans instance. By looking at who is using the tool, where it is being used, and how it is being used, the IT team can easily spot patterns, troubleshoot when necessary, and monitor the live meeting experience, without ever leaving the computer.

“Regardless of whether our people are using BlueJeans for daily meetings or large events, it’s critical for us to be able to manage meetings from a support perspective to make

sure they run smoothly,” Richardson said. The ability to act as a remote concierge and manage high-profile meetings live, mute/unmute participants, and manage video layouts remotely makes all the difference in the meetings experience.

For infrequent issues that cannot be resolved via Command Center, the IT team at Grubhub depends on BlueJeans Customer Success. By sharing new capabilities or suggesting modifications on how to use the platform, the BlueJeans team acts as a partner—not a typical vendor service. In this way, Grubhub ensures that they are always getting the best customer service so their employees (and their restaurant partners) have the experience they expect every meeting.

ABOUT GRUBHUB

Grubhub is the nation’s leading online and mobile food ordering company dedicated to connecting hungry diners with local takeout restaurants. The company’s online and mobile ordering platforms allow more than 14 million active customers to order directly from 80,000 restaurant partners in over 1,600 cities across the United States and United Kingdom.

Operating out of offices in Chicago, New York, and London, Grubhub employs more than 2,000 people and processes nearly 400,000 orders each day. The company’s portfolio of brands includes Grubhub, Seamless, Eat24, AllMenus, and MenuPages.