

CASE STUDY

ServiceRocket Accelerates Global Employee Productivity with BlueJeans

Since ServiceRocket was founded in 2001, the company has been focused on supporting distributed collaboration for employees, who are much more likely to use a Wiki or Workplace by Facebook for sharing information than traditional email. “Having great collaborative technology is core to our culture and critical to responding to different people who, at any point in time, may be added to projects,” explained Rob Castaneda, CEO.

Workstream Collaboration for Meeting Productivity

Prior to adopting BlueJeans, ServiceRocket had been using GoToMeeting as the primary tool for internal and external collaboration. However, with the rising communication demands of an increasingly distributed workforce, along with their existing partnership with Workplace, ServiceRocket viewed BlueJeans as a natural fit for what they were looking for – better meeting productivity and a more efficient exchange of ideas. “BlueJeans is on the forefront of innovation. That’s what we look for in our vendors,” said Castaneda.

By using BlueJeans in tandem with Workplace, globally dispersed executive team members can easily join important stand up meetings. BlueJeans meetings are livestreamed directly to Workplace groups so people have easy access to a central repository of archived meetings with comments for additional context. Conversely, a conversation that starts as a text-based Workplace chat can move to a face-to-face video meeting with an @BlueJeans command and one click.



Industry: Technology – Client Services

Challenge: Needed to support distributed team collaboration and find a modern, easy to use video, audio, and web meetings platform.

Solution: Implemented BlueJeans to improve collaboration among distributed employees and customers as well as integrate existing video rooms.

Results: Increased productivity by integrating with applications like Google Suite, Workplace by Facebook, and Okta.

Streamlined customer feedback loop by having engineers virtually meet face-to-face with customers.

Ensured employees stay up-to-speed by utilizing recording and annotating features to easily reference missed meetings.

Being able to connect to people in real time and get their input, and communicate, is paramount to what we do. BlueJeans keeps meetings focused and projects moving forward.

– ROB CASTANEDA, CEO, SERVICEROCKET

Holistic Solution for Every Business Scenario

Now a natural part of their day-to-day rhythms, BlueJeans is used for executive board meetings, team project updates, and customer demos. To Castaneda, it is a holistic meeting solution, not just a handful of shared tools employees use. With employees joining from a variety of devices, including from the road via the BlueJeans mobile app, video meetings have become the de facto way to get work done. “BlueJeans is like the phone on everybody’s desk. Anything that is scheduled, that goes into a calendar – it is BlueJeans.”

With most of their engineering team working in Australia, Chile, and Malaysia, BlueJeans tightens the feedback loop between customers and the product team when it comes to gathering product feedback and doing demos. Face-to-face meetings make communicating the nuances of specific product features much easier when everyone involved can clearly see, communicate, and experience

what is being discussed, whether in real time or by quickly referencing an annotated recording.

Livestreaming and Recorded Meeting Efficiencies

As ServiceRocket continues to scale, their service-based offerings will rely increasingly upon the efforts and continued collaboration of their dispersed workforce. Having BlueJeans integrate with popular apps like Okta, Google Calendar, Workplace by Facebook, and Atlassian helps streamline daily workflows while supporting more convenient communication and widespread productivity.

The flexibility of BlueJeans lets smaller, more efficient groups of people attend meetings, while also providing a highly effective recorded version for later viewing in Workplace. In addition, people who may have missed the meeting can easily catch up and even comment on what was said despite their absence. “The business goes on; the meeting still happens no matter who’s there,” adds Castaneda.

ABOUT SERVICEROCKET

ServiceRocket helps software companies and their customers successfully adopt the software they use, to achieve desired outcomes, whatever they may be. Since 2001, thousands of organizations have trusted ServiceRocket with their software implementation, support, and training needs. Headquartered in Palo Alto, ServiceRocket also has offices in Sydney, Santiago, and Kuala Lumpur. Learn more at servicerocket.com.