

CASE STUDY

State Government Agency Promotes Modern Workplace with BlueJeans

This government agency was ahead of its time when employees first started using a video conferencing service over landlines in the early-2000s. Unfortunately, the tool was difficult to use and led to frustration across the entire agency, among both users and video conferencing staff. After conducting surveys and gathering feedback, the organization decided to upgrade their systems and switch to BlueJeans in 2015—a move that has resulted in increased employee happiness, more work-life balance, and money saved for the agency.

Upgrading to Cloud-Based Video Conferencing

Video conferencing has been available to employees for 17 years, but it has not always been easy. Because it was only available in video-enabled conference rooms, and because there was only one conference room in each building, video meetings were reserved for the most important meetings, and rooms were booked out months in advance. But the frustration did not end there. Once employees were able to book the conference room for a video meeting, they then had to speak with technology specialists who would go into the room before each meeting to prepare the equipment and set up the call.

This dependent arrangement changed in 2015 when the agency purchased BlueJeans licenses for employees. After testing out multiple other providers, the organization picked BlueJeans because of its platform interoperability with current room system hardware and multi-endpoint flexibility across employee devices. As a result, video conferencing became self-service from any device, freeing up both the time of technology specialists and the conference room spaces.



Industry: Government

Challenge: Struggled with a legacy system that was cumbersome and confined to conference rooms.

Solution: Implemented BlueJeans to extend video meetings beyond conference rooms to laptops and mobile devices.

Results: Provides self-service and flexibility so employees can work where they want at anytime.

Facilitates depositions with inmates, saving attorneys 4+ commuting hours per visit.

Eliminated need for technology specialists to set up and facilitate every video call

We love working with everyone we've met at BlueJeans. The premier support—I can't say enough good things about the customer support. They're always more than willing to help, and you know they will always go that extra mile for you.

– TRAINING COORDINATOR AT STATE AGENCY

Promoting Widespread Adoption

Responsible for technology purchases, the trainers within the agency understand how important it is to promote adoption of tools. After all, it does not matter how useful something is if no one uses it. In order to ensure that employees throughout the agency knew how to use the new video conferencing tool, trainers within the organization partnered with BlueJeans to complete a state-wide adoption tour.

Two trainers, along with their BlueJeans Customer Success Manager, spent three weeks traveling throughout the state to each office. Once there, they would spend the morning conducting formal training for groups of 25+ employees, and then host drop-in office hours each afternoon. During this time, employees could get personalized help with the platform and learn how to easily start personal meetings, send meeting invitations via the Outlook integration, and share their screen from their desktop computers. In addition, employees were taught how to use the room systems and mobile applications, so they could conduct meetings from anywhere.

This tour really helped employees understand the breadth of BlueJeans' meetings platform and the variety of use cases it could support. The agency's Video Conference Coordinator stated, "I want to push the idea that you don't need to be in a conference room to have a meeting. You can be at your desk, you can use your phone, and no matter what, it's easy. I want to get rid of that intimidation of video conferencing that we've seen in the past." With this tour, that idea spread, with more employees adopting and using BlueJeans than ever before.

Using Video in Prisons

While BlueJeans is used among office employees for team and vendor meetings, the agency also uses video conferencing in unique ways. Their team of attorneys finds video conferencing useful for interacting with inmates, as they can easily meet with multiple clients in one day over BlueJeans, rather than drive hours for short meetings. One employee stated, "For attorneys who previously had to drive 4-5 hours to a prison to have a simple 15-minute meeting, BlueJeans just saves so much time and money."

The platform is also used as a secure meeting solution for depositions, where inmates meet with their attorneys and a court reporter over BlueJeans for oral testimonies. Additionally, attorneys meet among themselves prior to trial to practice opening and closing statements and use BlueJeans to screen share legal documents and edit in tandem before submission to the court. Attorneys even use the platform to conduct moot court arguments so they can be critiqued by their peers.

BlueJeans has multiple uses within the organization, and the transition to the platform has been a positive one, providing new ways of working together and saving time and money in the process. The organization is paving the way forward for the entire state government, showcasing how video technology can boost productivity, provide more work-life balance, and reduce the amount of travel required.

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