

Small Business Financial Services Company

Introduction

This case study of a small business financial services company is based on an August 2017 survey of BlueJeans Network customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Has allowed our team, which has several remote people, to meet and communicate without having to travel to the office. Also, the team member that primarily drives the meetings as the host is blind and uses screen reading software and this was the only product we could find that worked well, was easy to use, and was accessible with screen reading software.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select BlueJeans Network:

- Top drivers for purchasing BlueJeans was:
 - Poor usage, uptake and adoption of current video conferencing investments
 - The need to reduce travel expenditures
 - Poor collaboration across remote teams, external partners, agencies, and/or consultants
 - Accessible for blind users using screen reading software
- Purchased BlueJeans for it's:
 - Ease of use – requires little-to-no training
 - Accessible with screen reading software for blind users
- Replaced the following with BlueJeans:
 - GoToMeeting

Use Case

The key features and functionalities of BlueJeans Network that the surveyed company uses:

- Uses BlueJeans primarily in:
 - Hosting internal meetings (1-1, team meetings)
 - Video-enablement of conference rooms
 - Hosting external meetings with customers, vendors, partners

Results

The surveyed company achieved the following results with BlueJeans Network:

- Purchased BlueJeans over:
 - GoToMeeting
- Increased video conferencing by >100% (more than doubled) after implementing BlueJeans.
- Saw the following benefits with BlueJeans:
 - Improved usage of existing videoconferencing investments/technology
 - Improved collaboration across internal teams, external partners, agencies, consultants
 - Reduction in travel/budget
 - Reduction in trouble tickets for video conferencing support
 - Decreased wasted meeting minutes

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Financial Services

About BlueJeans Network

BlueJeans Network is the most advanced way to enable video conferencing in the workplace or on the road. The goal is to make video as easy and pervasive as audio communications and create visual experiences that people love. While the audience that uses BlueJeans has expanded to businesses of all sizes, the core customers are enterprises who need reliability, security, and scale they can trust.

Learn More:

[BlueJeans](#)

[BlueJeans Network](#)