

Electrolux boosts collaboration, customer service and efficiency with BlueJeans by Verizon.

Case study

As a leading appliance company, Electrolux needed an enterprise-grade collaboration solution to support its globally dispersed workforce. Today, the company is a BlueJeans by Verizon power user—connecting thousands of endpoints via video and averaging millions of meeting minutes every week.

Moving employee communications forward with BlueJeans

Peo Enea, Electrolux's Team Leader, for Global Voice and Multimedia, turned to BlueJeans to scale Electrolux's global communications technology as the company's business and headcount continued to expand.

"Electrolux uses BlueJeans Meetings and BlueJeans Events because real-time video communications is critical for our internal collaboration. All departments need an easy-to-join meeting solution to maintain and improve productivity company-wide," Enea said.

Training employees that need instant access to video meetings was critical to driving collaboration with a best-in-class video conferencing platform. "We successfully deployed BlueJeans to 24,000 users in campuses, offices and remote sites worldwide because our team used training videos, onboarding documentation and best-practice guides to ensure widespread adoption of BlueJeans," Enea said.

Electrolux maintains an unwavering commitment to customer excellence by using BlueJeans to remedy product questions and concerns. "Our customer-facing employees use screen share to assist and troubleshoot for Electrolux users in their homes. Two-way video gives our support and installation teams a great option to walk new customers through our products and appliances," Enea said.

Global town halls and all hands

Connecting with a large, globally dispersed workforce is challenging and only possible with a large-scale streaming solution. "We use BlueJeans Events for large presentations that are typically hosted by our C-level executives, such as CEO/CFO quarterly town halls, product launches and HR sustainability initiatives," Enea said.

He values the BlueJeans Events connectivity options that address network challenges in different locations. "Parts of Latin America have limited local access points and bandwidth constraints," Enea said. "We use BlueJeans Accelerator for bandwidth management in Brazil because it reduces internet streams and maximizes event quality so that employees can watch high-quality video presentations without compromising the local area network."

"We've opened a few offices in Brazil and have utilized BlueJeans Accelerator for bandwidth management. Brazil and other parts of Latin America have more limited local access points and bandwidth constraints. Accelerator reduces internet streams to maximize event quality."

— Peo Enea, Team Leader, Global Voice and Multimedia, Electrolux

Success metrics and satisfaction

Before switching to BlueJeans, Electrolux used another solution for its communications needs. According to Enea, the previous solution's video quality was too poor for general use, and external meeting participants had to download an app to make the solution work.

"We really like the BlueJeans browser-based option for those joining from outside our organization," Enea said. "Another reason we switched from our previous traditional audio conferencing solution to BlueJeans was to reduce dial-in calls and increase VoIP usage."

Electrolux surveyed 3,600 users two years post-implementation and found that 95% of users are satisfied with their BlueJeans experience. That compares with just 50% of employees who were satisfied with the previous solution.

Monthly minutes spent in meetings, endpoints used and the number of meetings have more than doubled since the majority of Electrolux's workforce shifted to working from home because of COVID-19. Although average meeting size has increased, average meeting time has declined by five minutes, which speaks to productivity gains. Electrolux has also seen a 17% increase in employee video usage, likely because employees want to connect with colleagues that they can no longer see in person.

Remote work and cultural continuity

Maintaining employee engagement is mission critical for Electrolux's HR team, particularly as much of the company's workforce has shifted to working remotely. Konstantina Held, Electrolux Global Learning and Development Specialist, has moved several in-person new hire and manager training programs to BlueJeans.

"We're able to host these meetings on BlueJeans as if we're joining from the same office location," Held said. "For more personalized learning, we've used BlueJeans Breakout Rooms to divide the class into smaller sections."

Industry: Appliance manufacturing

Challenges: Outfitting 55,000 globally dispersed on-site and remote employees and offices in 150 countries with video-first communications to replace a hard-to-use assortment of legacy conferencing technology

Solutions:

- BlueJeans Meetings for internal collaboration organization-wide and usage by customer-facing teams for external appliance support
- BlueJeans Events for large-scale town halls, streaming, training and bandwidth management
- BlueJeans Accelerator for bandwidth management in Brazil

Results:

95% satisfaction with BlueJeans based on a survey of 3,600 users

24,000 BlueJeans end users at Electrolux

58,000 BlueJeans meetings per month at Electrolux

11 million BlueJeans meeting minutes used monthly at Electrolux

17% increase in number of video users

The Electrolux HR team has also found creative ways to engage employees via video conferencing with positive results. "We invite employees to virtual coffee breaks and conduct frequent 'pulse checks' to ensure no one misses the interaction and friendliness experienced when we're in the office," Held said.

About Electrolux

Within a family of brands including AEG, Anova, Frigidaire, Westinghouse and Zanussi, Electrolux produces refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances. The Electrolux Group is the only appliance manufacturer in the world to offer complete solutions for both consumers and professionals. The business continues to delight customers in Europe, North America, Latin America, Asia-Pacific, the Middle East and Africa.

Learn more:

To find out how BlueJeans solutions can help your organization collaborate and serve customers more efficiently, contact your Verizon Business Account Executive.