

CASE STUDY

Electrolux Delivers the World's Best Appliances with Premium Collaboration from BlueJeans

As a leading global appliance company, Electrolux's family of brands provide over 60 million household and professional products every year to customers in 150 countries. Founded in 1919 and headquartered in Stockholm, Sweden, their business has grown to 55,000 employees. Building, selling, and supporting appliances internationally required an enterprise-grade collaboration solution for the workforce. Today, Electrolux is a BlueJeans power user — connecting thousands of endpoints via video and averaging millions of meeting minutes every week.

Moving Employee Communications Forward with BlueJeans

Peo Enea is Electrolux's Team leader for Global Voice and Multimedia, responsible for future-proofing the workforce with IT acquisitions. To scale their communications technology, Enea turned to BlueJeans as business and headcount continued to expand across the world. "Electrolux uses BlueJeans Meetings and Events for a variety of use cases across the company. Real-time video communication has become critical for our internal collaboration. All departments need an easy-to-join meeting solution to maintain and improve productivity across the company," Enea said.

Driving collaboration with a best-in-class video conferencing platform required some training for different organizations — sales, marketing, engineering, HR, finance, and others needed instant access to video meetings. "Our team used a combination of training videos, onboarding



Industry: Appliance Manufacturing

Challenges: Outfitting 55,000 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 across all departments and usage among customer-facing teams for on-site appliance support. BlueJeans Events for large-scale streaming, training, town halls, and bandwidth management.

Results: Achieved a 95% satisfaction rating across 3,600 surveyed end users. Widespread adoption drives 11 million meeting minutes per month, 58,000 meetings per month, and over 280K participant endpoints joining per month.

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documentation, and best-practice guides to ensure widespread adoption of BlueJeans. We also created a special SharePoint site to house all associated files and to keep track of user satisfaction. In all, we deployed BlueJeans to 24,000 end users across our global network of campuses, office locations, and remote sites,” Enea Said.

Additionally, Electrolux’s unwavering commitment to customer excellence has included the use of BlueJeans to remedy on-site product questions and concerns. “Our customer-facing employees have used screen share to assist and troubleshoot for Electrolux users in their homes. Two-way video has given 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

Reaching a 55,000-strong workforce takes a concerted effort by the communications and IT departments and is only possible with a large-scale streaming solution. “The BlueJeans Events solution is used for any large presentation, typically hosted by our C-level executives. CEO/CFO quarterly town halls, business performance, product launches, and sustainability of HR initiatives — we use BlueJeans Events for all of these,” Enea said.

To address network challenges in different office locations, Enea has found value in the connectivity options offered with BlueJeans Events. “For a few of our offices in Brazil we 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, so end users can watch a high-quality video presentation without compromising the local area network,” Enea said.

Success Metrics and Satisfaction

Prior to partnering with BlueJeans, Electrolux used ATT Connect for their communications needs. According to Enea, the video quality was too poor for general adoption and external meeting participants needed to download an app to make it work. “We’ve really liked the BlueJeans browser-based option for those joining outside our organization. Another reason we switched our conferencing to BlueJeans was to reduce dial-in calls and increase VoIP usage. That has been a benefit of leveraging a SaaS product rather than a traditional audio carrier like ATT,” Enea said.

Two years after implementation, Electrolux surveyed 3,600 end users about their experience with BlueJeans. Enea is extremely happy with the results — a 95% satisfaction rating among respondents. “We’ve compared this metric to our previous survey when we were using Skype for Business. At it’s very best, our employees only rated Skype with a 50% acceptance rate. Even before mandatory work-from-home measures, we experienced a very high volume of usage with 11 million meeting minutes per month, 58,000 meetings per month, and over 280K participant endpoints joining per month.”

Since the majority of the 55,000 workforce has shifted to working from home due to the global pandemic, meeting minutes, endpoints, and monthly meetings have increased by more than 2X. Meetings have also increased in terms of size, yet decreased in time on average of 5 minutes per meeting which speaks to the increased productivity. In March alone, that’s 605,000 minutes/10,000 hours saved just by being at home and focusing on essentials. Electrolux has also seen a 17% increase in user population now using video, likely because employees want to connect with colleagues that they can no longer see in person.

COVID-19 and Cultural Continuity

Maintaining employee engagement in spite of physical distancing mandates has been mission critical for the Electrolux HR team. Global Learning and Development Specialist Konstantina Held has moved several in-person professional development programs to BlueJeans. These virtual workshops for new hires and manager training

are critical to reinforce the Electrolux mission and collaborative mantra. According to Held, these sessions have created a welcoming and educational atmosphere. “We’re able to host these meetings on BlueJeans as if we’re all joining in the same office location. For more personalized learning, we’ve used BlueJeans Breakout Rooms to divide the class into smaller sections.”

Feedback from both new and seasoned employees has been positive as the Electrolux HR team has found creative ways to keep people social, even via video conference. “We invite groups to virtual happy hours, coffee breaks, and conduct frequent ‘pulse checks’ to make sure no one misses out on the interaction and friendliness normally experienced when people visit 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. Their business continues to delight customers in Europe, North America, Latin America, Asia-Pacific, Middle East, and Africa.