# BlueJeans

## Reengaging Non-Using Hosts Email and In-App Messages Campaign

One of the challenges of navigating the shift from using an old antiquated tool to exciting new solution is getting user buy-in.

Users who don't understand the value of a new tool are unlikely change. Why should they interrupt their status quo when what they have now is working (even if it's not working well)? Your BlueJeans Customer Success Manager can help you navigate these type of culture shifts with ease.

#### **Reengagement Campaign**

This program enrolls non-using hosts in a series of Email and In-App messages designed to reigniting user interest and curiosity, while addressing the two most common barriers to adoption: perceived usefulness and ease of use. The full series is completed in four weeks.

#### **Benefits**

- Unifies the solutions end users take advantage of.
- Drive meeting productivity within the digital workplace.
- Remove the technical barriers between conference room
  systems, computers, mobile devices, browsers and applications.
- Increased return on your companies investment.



#### **Email and In-App Messages**

#### **Email Series**

- 1. Training in Two Minutes: Learn everything you need to know to get started in less than two minutes.
- 2. The Hair Dryer Test Featuring Dolby Audio: Have confidence in your audio experience.
- 3. Get Your Learn On: Live and self-paced training options are available for those who would like to know more.
- 4. Make Scheduling Easy: Download the calendar app that works best for you to schedule meetings with one click.

#### In-App Messages

- 1. Welcome Back: Reminds users to download the Desktop and Calendar Apps.
- 2. First Meeting Scheduled: Encourages training and reviews support resources.
- 3. Meeting Recordings: Reminder on how to access and share meeting recordings.

## Contact your Blue Jeans Customer Success Manager to get started.

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# **Reengaging Non-Using Hosts**

Email and In-App Messages Campaign

Email Series			
Day 1	BlueJeans	Day 7	Hi there, Ever been in a video conference where background noise became a major distraction? We know the feeling!
	Hi there, We noticed you haven't used your BlueJeans Meetings account in a while. We get it, it takes time to learn something new. Would if help if we could show you <b>everything you need to know</b> in <b>two minutes or less</b> ? Super Quick Training Video		That's why we added Dolby Voice audio to the BlueJeans platform. It suppresses background noises, maintains consistent voice volumes, and makes dialogue easier to understand - no matter what's happening in the background! But is it <b>"blow dry your hair while on a conference call"</b> good? Yes, yes it is. Enjoy, and conduct your BlueJeans Meetings with confidence. Watch Video
Day      14      Are you a fellow overachiever? Want to be a BlueJeans Meetings      Guru? Nervous about hosting your first BlueJeans Meeting?      We're here to help.      Register for Live Training   Watch Self-Paced Training		Day 21	Hi there, We work where you work. Download the BlueJeans Calendar app that works best for you, and schedule a meeting with one click. • Microsoft <b>Windows Outlook</b> Add-in • Microsoft <b>Office 365 Outlook</b> Add-in • <b>Google Chrome</b> Browser Extension

## In-App Messages

