

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.

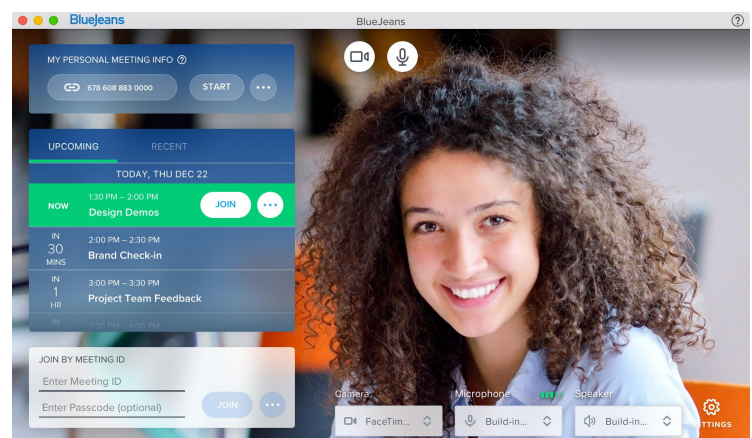
Email and In-App Messages

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.

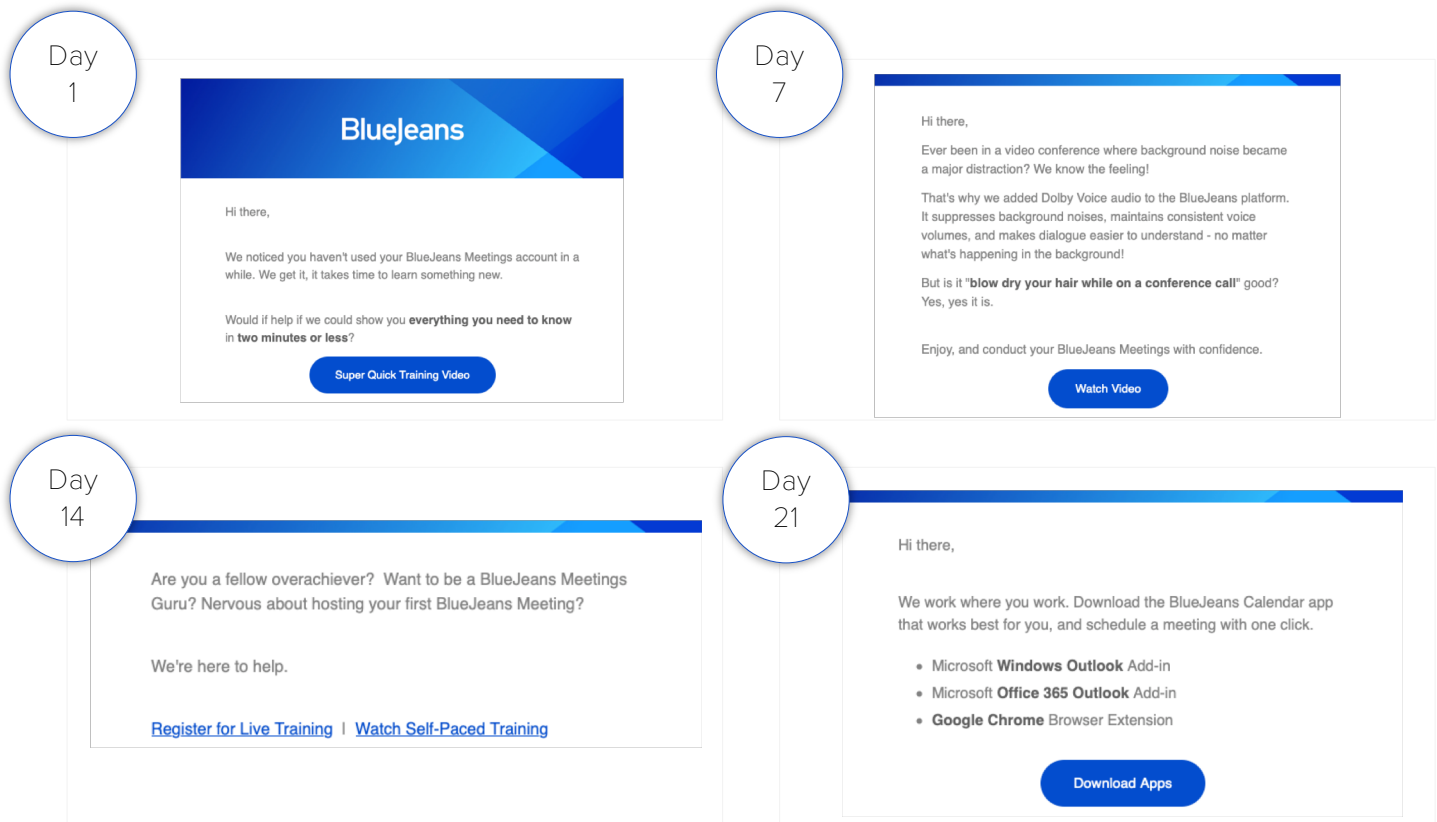


Contact your BlueJeans Customer Success Manager to get started.

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In-App Messages

In-App messages appear as a chat icon  when the users logs in to their bluejeans.com account online.

