



MetriStar Top Provider Award

Meeting Applications

BlueJeans by Verizon

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Metrigy 2022 MetriStar Awards: BlueJeans by Verizon

Category: Meeting Applications

BlueJeans by Verizon has earned the Metrigy MetriStar Top Provider Award for meeting applications. The value of the MetriStar Award is that it is based on both customer ratings of providers and quantitative metrics correlating the use of a vendor's products and services with measurable business success. Companies use the BlueJeans meeting application to conduct virtual meetings with state-of-the-art voice and video quality, coupled with productivity features to improve meeting experiences.

Product Category

Meeting Applications: Meeting apps deliver applications for video and audio conferencing as well as screen and content sharing. Additional features may include integrated chat, meeting recording and transcription, webinar and virtual event hosting capabilities, whiteboarding, as well as connectivity to room video conferencing systems.

Award Description

MetriStar recognitions are as follows:

- **MetriStar Top Provider** – Recognizes technology providers whose customers achieved high business success *and* achieved above-average customer sentiment ratings
- **Top Business Success** – Highlights providers with above-average percentage of customers achieving business success
- **Top Customer Sentiment** – Highlights providers with above-average customer sentiment scores

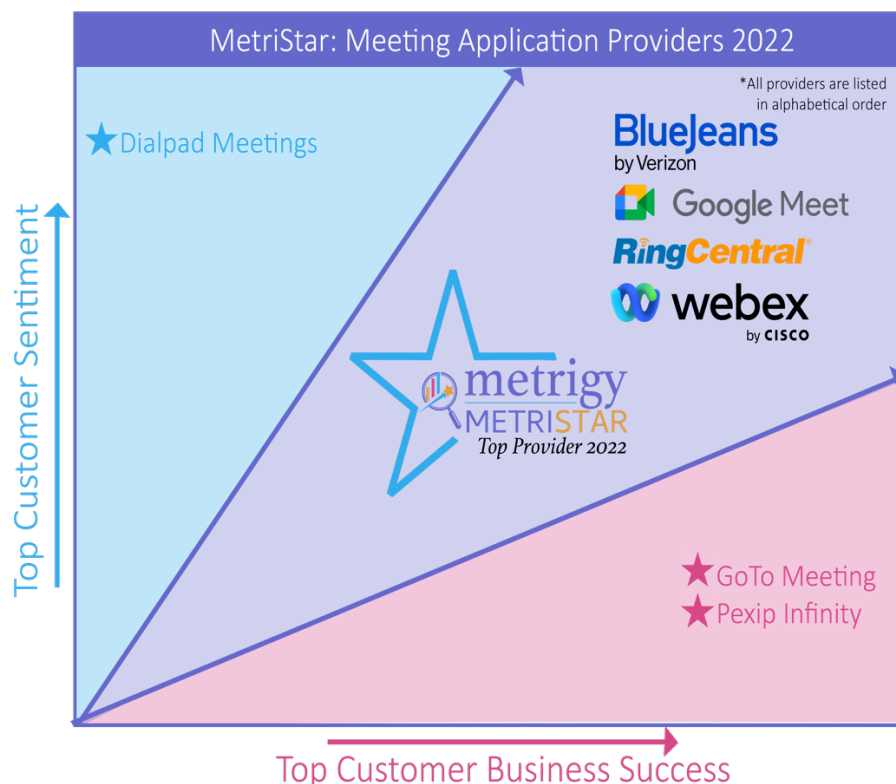


Figure 1: MetriStar Meeting Applications (Names in alphabetical order)

Research Methodology

Business Success

Research participants of our *Workplace Collaboration MetriCast 2022* study provide data on before-and-after changes in business metrics (revenue, costs, employee turnover, and employee productivity) resulting from the use of meeting applications.

In the first sub-column of each section in Figure 2 below, we show how many participants said their deployment of meeting applications improved the metric, made it worse, or resulted in no change. The second sub-column shows the percentage improvement or degradation for each metric. We calculate the overall mean for each metric using all figures—even 0% for those with no change—noted in the purple row below. Research participants with at least half of their metrics greater than or equal to the overall mean are placed in the success group.

We then calculate the percent of each provider's customers in our study that are in the success group. For meeting application providers, 0% to 66.7% of each company's customers were in the success group, with the average at 22.9%. *BlueJeans' customers saw measurable success: 33.3% of them were in the research success group. Specifically, BlueJean's success group saw a 48.3% revenue increase, 51% cost decrease, 25% employee turnover decrease, and 40.5% improvement in employee productivity.*

Meeting Applications Business Metric Changes								
Change	Revenue		Costs		Employee Turnover		Employee Productivity	
	How many?	Mean change	How many?	Mean change	How many?	Mean change	How many?	Mean change
Improved	54.9%	30.0%	44.8%	-27.5%	43.0%	-27.2%	63.9%	28.8%
Made worse	5.4%	-36.7%	12.6%	28.2%	4.7%	33.6%	6.9%	-21.5%
No change	34.7%	0.0%	35.4%	0.0%	44.8%	0.0%	22.7%	0.0%
Success Group ≥ overall mean change	30.8%		-25.1%		-29.8%		33.7%	
Unsure responses may result in "How many?" columns totaling < 100%								

Figure 2: Meeting Applications Business Metric Changes

The majority of companies across all categories in the Workplace Collaboration MetriCast study see improvements in their business metrics. But some find their metrics either stay flat or worsen with the addition of a new technology. For example, the cost of buying, implementing, and training may increase costs before savings emerge. Employee productivity and/or revenue may drop as companies adjust to new collaboration tools, the technology is not implemented or integrated well, or it doesn't save them time.

Customer Sentiment

In addition to business success, we ask research participants rate providers on a variety of areas, as noted in Figure 3 on the following page. The rating scale is 4 = Excellent, 3 = Good, 2 = Just OK, and 1 = Poor. For all meeting application providers, overall average customer sentiment score is 3.29; individual company scores range from 2.71 to 3.75.

BlueJeans' overall score was 3.30, with voice and video quality (3.67), technical features of the platform (3.44), response time to problems or questions (3.44), reliability of the platform (3.44), and ease of use (3.44) as its top-performing areas. Figure 3 shows how each rated provider scored relative to the average across each of the metrics rated.

Meeting Applications MetriStar: Customer Sentiment Ratings vs. Average										
Provider	Technical features of the platform	Response time to problems and questions	Reliability of the platform	Value of the product and/or service (bang for the buck)	Voice and video quality	Performance and Administrative management	Innovation	Ease of use	Security features / options / controls	Average Score
Avaya Spaces	▼	▼	▼	▼	▼	▼	▼	▼	▼	▼
BlueJeans Meetings (by Verizon)	▲	▲	▲	▼	▲	▼	▼	▲	▼	▲
Dialpad Meetings (formerly Uberconference)	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
Google Meet	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
GoTo Meeting	▲	▼	▼	●	▼	▲	▲	▼	▲	●
Microsoft Teams	●	▼	▼	▼	▼	▼	▲	▲	▲	▼
Pexip Infinity	▲	▼	▲	▼	▼	▲	▲	▼	▲	▼
RingCentral Video	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
Webex by Cisco	▼	▲	▲	▼	▼	▲	▲	▲	▼	▼
Zoom Meetings	▼	▼	▼	▼	▼	▼	▼	▲	▼	▼
Average Score	3.29	3.16	3.34	3.34	3.37	3.29	3.22	3.32	3.30	3.29
Other providers were rated and factored into the average scores, but they didn't garner enough responses to be counted individually. LEGEND ▲ = Above average. ▼ = Below average. ● = At average.										

Figure 3: Meeting Applications Ratings vs. Average, by Provider

MetriStar Summary of Results

The results for the categories that comprise the meeting applications MetriStar are described here:

- **MetriStar Top Provider.** Research participants rate these providers at least 3.29, and at least 22.9% of each provider's customers are in the Metrigy Success Group. These providers, BlueJeans by Verizon, Google Meet, RingCentral, and Webex by Cisco, have earned a **MetriStar Award**. All four received high sentiment scores, and customers documented business success through the use of their products and services.
- **Top Business Success.** At least 22.9% of these providers' customers achieved above-average business success while using their products or services. Providers recognized are GoTo Meeting and Pexip Infinity.
- **Top Customer Sentiment.** Only one additional provider, Dialpad Meetings, earned at least a 3.29 average score for the customer sentiment categories in Figure 3.

Companies Rated

Metrigy received input for a total of 10 meeting application providers, as shown in Figure 3.

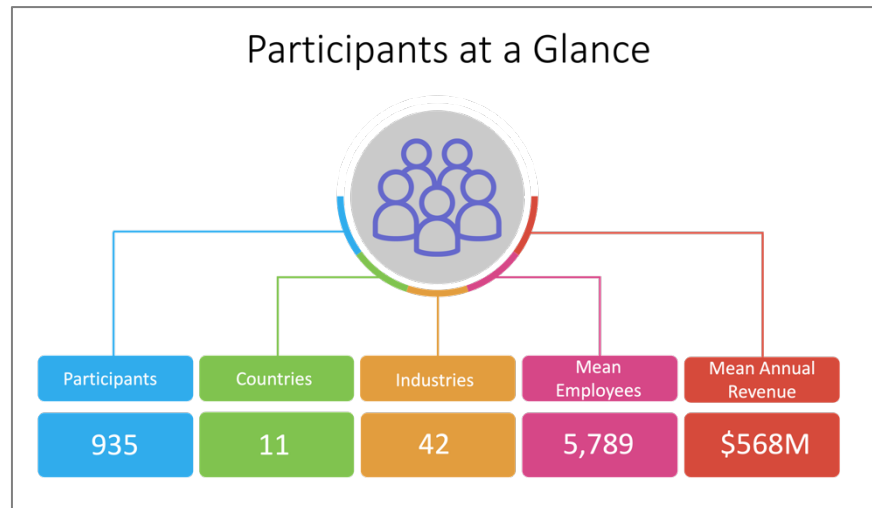
Metrigy's Take

BlueJeans' customers include some of the largest businesses in the world. As a pioneer in the video meetings space, BlueJeans has consistently delivered innovative features including background noise cancellation, spatial audio, and tools to enable meeting participants to easily capture notes and highlight key meeting points. Backed by the network and services capabilities of its parent company, Verizon, BlueJeans delivers a meeting app experience that achieved high customer sentiment ratings and that its customers are using to deliver measurable business success. Specific benefits of the BlueJeans app include:

- Dolby Voice and HD video for high-quality audio and video experiences
- In-meeting features to enable content tagging, action item assignment, and the automated creation of meeting highlights
- Support for hybrid and remote workers, including supporting meeting join from Portal by Facebook devices

Study Overview

Metrigy conducted our global **Workplace Collaboration MetriCast 2022** research study in March and April 2022. We surveyed 935 IT leaders responsible for communications and collaboration purchasing and/or operations from organizations headquartered in 11 countries in Asia, Australia, Europe, and North America. In this study, we gathered detailed information on workplace collaboration technology adoption plans, current and planned spending, provider adoption, plans for changing providers (and why), applications in use, provider ratings, business success, and more. We analyzed both quantitative and open-ended and qualitative commentary from IT leaders on what they like most and least about their providers. The MetriStar output from the study focuses on the provider ratings and associated business success for areas including cloud phone systems, meeting and video conferencing, video room systems, team collaboration, headsets, UC administration management, UC performance management, UC security management, and virtual whiteboard.



For more details on this and other research, please visit www.metrigy.com.

Additional Information

Metrigy has detailed information on each provider to help enterprise organizations make decisions based on real-world data from companies already using these providers. Those interested in learning more about the specific numeric ratings for each provider, along with other pertinent insight and analysis about the providers, can inquire about a strategy session.

Metrigy will design an in-depth and customized session to review the meeting applications landscape, relying heavily upon research insights and our knowledge of the industry. For more information on this and other services, please reach out to research@metrigy.com.

ABOUT METRIGY: Metrigy is an innovative research firm focusing on the rapidly changing areas of Unified Communications & Collaboration (UCC), digital workplace, digital transformation, and Customer Experience (CX)/contact center—along with several related technologies. Metrigy delivers strategic guidance and informative content, backed by primary research metrics and analysis, for technology providers and enterprise organizations.