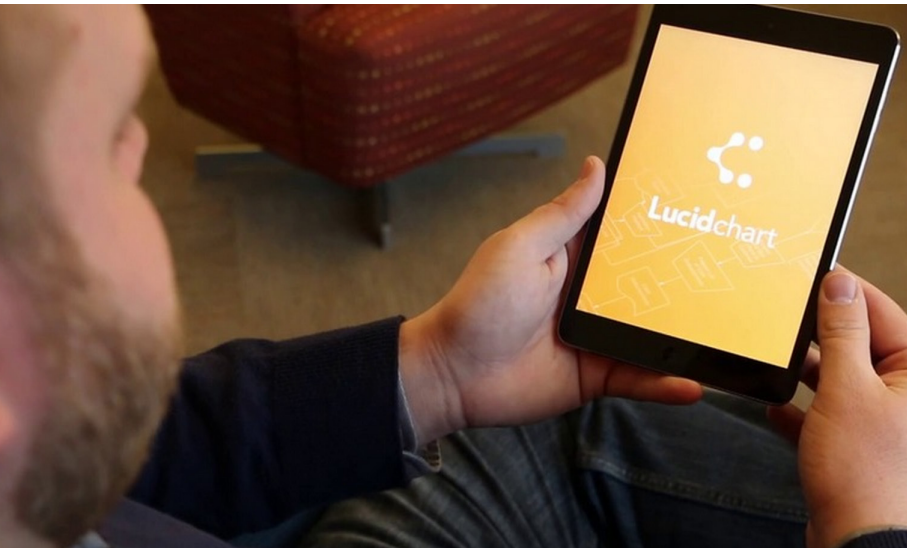


CASE STUDY

# Charting Through the Cloud

Lucid Software was born from a desire to simplify. Back in 2008, there was really only one option for businesses looking for a process-mapping tool—Microsoft Visio. Visio user licenses were expensive, especially for start-ups and other small businesses with small operating budgets, and collaboration and version control features were practically nonexistent. Lucid founders believed there had to be a better way. When there wasn't—they built it.



## A New Solution

Like many start-ups, Lucid Software was principally interested in their product—in building it, improving it, and then selling and supporting it. With high customer demand and rapid company growth, Lucid has been running to keep up with its success since day one.

What they were also doing was running to answer their phones. And as a company that wanted to match the quality of their product with the quality of their customer service, Lucid knew they needed to stop running and find a communications tool that was as dynamic as they were.



### Quick Facts

- 2008: First version of Lucidcharts developed
- 2009: First customer
- 2010: Launch partnership with Google Chrome Store
- 2011: First to import MS Visio documents
- 2012: 500K installs from Google Chrome Store
- 2013: Lucidchart for iPad released



Director of Customer Insight Spencer Mann said, “We knew we needed to make a change . . . . We essentially had five phone numbers and we never knew why someone was calling from any of those numbers. And so people weren’t answering the calls, things were being redirected, and consequently, a lot of customer calls, which we really valued, weren’t being answered.”

They were quickly drawn to Jive Communications because they recognized a kindred start-up spirit. Jive’s Cloud-based Hosted VoIP and Unified Communications platform had similar beginnings to Lucid’s own. Jive founders wanted to extend the same business communications features and tools, traditionally enjoyed only by large corporations with generous operating budgets, to businesses in the small and mid-sized market—ones that didn’t have thousands of dollars lying around. Finding that nonexistent, Jive developers built their own.

Further, members of the Lucid team were impressed to find that not only did Jive sell their solution—but they used it themselves. “It gave quite a bit of credibility to me when I saw that these guys were using the systems they were trying to sell me . . . the same headsets, the same phones, the same integrations,” said Mann.

But ultimately, the biggest selling points for the Jive solution were its simplicity, quality, and flexibility.

## SIMPLICITY

With Jive, Lucid was able to quickly deploy a full-featured solution that was easy to manage. From one browser window, user administrators can quickly configure complex, schedule-based dial plans, with multiple auto attendants, fully customized greetings and music on hold, advanced call filtering options, and more. No advanced training, no certified technicians, and no hassle.

## QUALITY

Jive delivers superior call quality and crystal clear audio that empowers Lucid employees to focus on their customers—and not their phones. And with Jive’s industry-leading uptime and system availability, system outages are not something that Lucid has to worry about either.

*“The thing that made us switch to Jive was the ease of use.”*

ANDY FOREE,  
OFFICE MANAGER

*“I don’t have to worry about the call getting cut off or not understanding the person on the other line . . . because with Jive the call quality is fantastic.”*

MONIKA GILMORE,  
CUSTOMER EXPERIENCE MANAGER



## FLEXIBILITY

As Lucid continues to grow, the Jive solution scales gracefully to meet their emerging needs. Whether members of the team are in the office, on the go, working from home or the road, the Jive solution allows them to flexibly connect with other team members, customers, and contacts. Lucid utilizes advanced features like Find Me/Follow Me to automatically route calls from the desktop, to a team member, a cell phone, or an auto attendant, before being forwarded to voicemail. Many employees rely on the Jive Mobility application, which allows employees to use their smartphones and tablet devices just like they would their desktop handsets.

## The Bottom Line

Since making the switch to Jive, Lucid has been able to extend the quality of their product to every interaction with every customer every time. And for the people tasked with making that a reality, the Jive solution makes their job easier, too. Now that they have Jive, there's no looking back.

*“Jive allows us to bring all of that together and have it in one system that gives us the flexibility to manage all of these different aspects to our business.”*

SPENCER MANN,  
DIRECTOR OF CUSTOMER INSIGHT

*“There’s a peace of mind that comes with Jive Communications.”*

ANDY FOREE,  
OFFICE MANAGER