

Case Study

Q&A with Return Path CMO

A global data solutions company discusses how Lifesize aids and accelerates company-wide collaboration

Overview

Return Path is a global data solutions provider, helping the world's leading companies promote and protect their brands and brand image. With nearly 500 employees across 13 offices around the world, the organization's global network gives them the expertise and perspective from different markets, but they are also faced with one great challenge — how can they communicate better, faster and more efficiently than before?

Scott Roth, the Chief Marketing Officer at Return Path, works with a team of 50 employees spread across seven locations. With Lifesize, Roth and his team are able to overcome their communication challenges with high-quality video conferencing that strengthens their team culture and enables true face-to-face collaboration.

What is Return Path's greatest challenge today?

Return Path has been around for 20 years. As most companies mature, their growth rate slows, but we're trying to buck that trend by actually accelerating our growth. We provide a suite of software and data that helps companies optimize the performance of their email marketing campaigns, protect their brands from fraudulent emails and get deeper insights into consumer behavior. There's a huge demand for what we do, but our real challenge is how to innovate so we can continue our growth rate over time.

How are you addressing this challenge?

To be successful, we need to collaborate and rapidly change our teams' direction in response to market and customer demands. We need to move quickly to build new products, put new processes in place and enter into new markets. We're combining the wisdom of being a mature company with a culture of innovation to have a nimble reaction time and capitalize on new trends in the market.

Key Elements

Industry

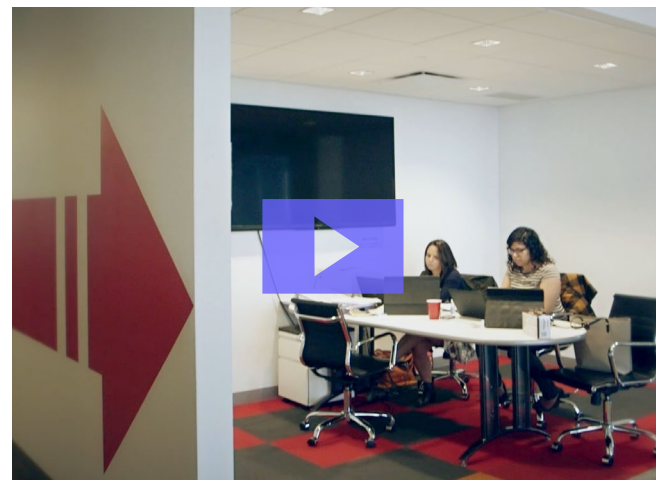
Global data solutions

Employee Count

500

Customer Since

2015



[Watch full video case study.](#)

Return Path Case Study

How can a company of your size and global scope be nimble?

We're focused on accelerating the pace at which we collaborate, which is where video comes in — it's become the lifeblood of how we work. Now, we are able to have deeper, richer conversations via video, and the ability to see each other face to face holds the team more accountable for what needs to be done.

Video conversations — whether within the company or with external partners and clients — give you the ability to read nonverbal cues. In audio conferencing, you don't see body language, and you can't read what's actually happening in the room. Lifesize gives you the advantage of seeing people's reactions in real time: did they receive the message positively or negatively? Do they look confused or are they questioning what I'm saying? With this insight, you can hone your message and change the course of where you're going in real time to have a more productive conversation.

How has this played out specifically?

One of the most exciting projects I've been a part of was our brand relaunch, which consisted of creating a new visual identity, new messaging and new company positioning with help from several third-party companies. With video, we were able to collaborate with an agency seamlessly as they learned our new branding and company strategy. The presence of video made us feel like one single team and one single business, and it became a central factor to our project's success.

Another great example is how the executives collaborate internally with video. Our executive team is spread across five different locations, and video-enabled meeting rooms make meeting easy. Whether it's scheduled or impromptu, we like being able to pop into the room and connect with each other anytime — we like it so much that it's become a foundation to our company's agility. When you're having tough critical conversations or important meetings, you want to be face to face — and that's where the quality of Lifesize really stands out. With Lifesize, we always have a crystal clear picture that's never choppy or delayed. The quality is there, and it really feels like we're meeting face to face.

How has video affected you personally?

I'm a remote employee, so video is a top priority for me. It's so easy for me to be out of sight and out of mind — video helps me counter this plight, which has paid huge dividends.

Video is a critical component in how I communicate with my peers, with my boss and with my team: everyone knows they have an open door to connect with me via video any time. My colleagues say we have higher quality conversations because there are no barriers to our ability to meet face to face and to see eye to eye.



Tens of thousands of organizations around the world use Lifesize. Get your team started on Lifesize today. Visit www.lifesize.com for more information.

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