

FORTUNE 500 TELECOM COMPANY RELIES ON DOUBLEDUTCH EVENT TECHNOLOGY



2,262
users



46
active sessions



386
survey responses

From Headcounts to Event Data: DoubleDutch Is a Game-Changer for CenturyLink

If the name CenturyLink sounds familiar, that's because CenturyLink Field is home to the Seattle Seahawks football team. And what started as a family-run telephone company in 1930—with 75 customers and a switchboard in the front parlor—is now one of the largest telecommunication companies in the country, with more than 43,000 employees and 55 data centers across North America, Asia, and Europe.

To keep on top of the ever-changing technology required to run a global telecom company, CenturyLink hosts monthly hands-on events held around the country where technologists swap information and network with each other. To bring these events alive, CenturyLink chose the leader in Live Engagement Marketing; the DoubleDutch Platform. Think of these events as a roadshow for community user groups.

Before we started using DoubleDutch, our metrics were basically, 'How many people came out to an event?' and 'How many butts in seats did we get?' But now that we use DoubleDutch, we have much richer metrics and data sets to get insights from.

Bob Stolzberg
Principle Engineer



CenturyLink™

Founded in 1930, CenturyLink is a global communications, hosting, cloud, and IT services company headquartered in Monroe, Louisiana. It's the third-largest telecommunications company in the US in terms of lines served, and currently operates 55 data centers in North America, Asia Pacific, and Europe. CenturyLink is a member of the S&P 500 index and, with more than 43,000 employees, is included on the Fortune 500 list of America's largest corporations.



The built-in analytics that show the interactions over a timeline is very beneficial. That's how we prove the ROI and make a lot of decisions around certain technologies, workshops, and what we're going to continue to do. That's something that we take seriously because we need to know how much we're going to continue to invest in a certain technology, a geography, or a specific event.

Bob Stolzberg
Principle Engineer

Connect, Interact, and Share With Ease: All in a Single App

For CenturyLink, the primary goal of an event app is to give workshop planners and attendees the information they need as quickly and easily as possible, and DoubleDutch delivers. From attendee lists and profiles to direct messaging, group forums, speaker profiles, and activity feeds, DoubleDutch gave the CenturyLink team the platform needed to drive meaningful interactions. The ability to read audience signals and quantify customer feedback is crucial for technology innovation. CenturyLink is proud to have DoubleDutch as a partner in prioritizing these efforts.

To me what's innovative and disruptive about digital event marketing is how people are using the technology in a common-sense simple way to get the information they've always wanted, as quickly as possible. CenturyLink will continue to use DoubleDutch in the future and scale as our specific user groups continue to come online.

Bob Stolzberg
Principle Engineer

It's All About Audience Engagement

So what does CenturyLink look for when determining an event app's success? Engagement. Which is why they chose DoubleDutch. By using surveys, polls, and topic channels, CenturyLink was able to get feedback from across the country regarding their technology and industry hot topics. Principle Engineer, Bob Stolzberg, was able to drive conversations to hundreds of people through topic channels broken out into the following successful categories: Cloud Services, Scrum, Innovation, CVOIP, Platform, Software Discussion, Internet of Things, and more. In the app, attendees can join in on these impassioned conversations continuing from city-to-city in each channel around these technology topics. Combining survey, poll, and topic conversation data, Bob was able to make adjustments to content, speakers, and experience from event-to-event.

Insightful Analytics for Planning Future Events

The amount of data that the DoubleDutch Live Engagement Event App gathers runs deep. Which is why CenturyLink relies on the app to track things like which event sessions attendees have added to their agenda and which ones they found valuable. By gathering insights into what people are interested in the app data can then be used to improve future events.