

# OxBlue Named Finalist in Ventana's 2017 Digital Leadership Awards

**OxBlue's integration of technology and service earns recognition for digital innovation in Customer Excellence.**



ATLANTA – Dec. 18, 2017 – OxBlue Corporation, a leading provider of construction time-lapse cameras, recognized as a finalist in the Ventana Digital Leadership Awards for Customer Excellence for its innovative omnichannel communication platform that uses technology to better assist clients.

OxBlue's dedication to quality client support led to the implementation of a digital suite of products that provides clients with convenient communication methods. Additionally, the company now has a process that internally measures effectiveness and efficiency of response time and frequency of conversations with clients. The platform uses several communication tools, including email response monitoring and ticketing systems, chat, text messaging, social media listening, and surveys.

By providing clients access to multiple channels of communication, OxBlue receives greater insight into the needs of the client and where the organization should concentrate its efforts going forward. The various communication outlets allow OxBlue to address areas of improvement, so the company can continue to provide, and advance, its high-quality service.

OxBlue was one of 27 finalists for the Ventana Awards, presented by Ventana Research. The awards recognize significant advancements in technology that improve efficiency, productivity, and performance of an organization. A team of business and IT experts score the awards based on four categories: people, processes, information, and technology. Finalists must demonstrate how digital innovation has maximized the entire organization's value.

**“OxBlue's goal has always been to make everything as easy as possible for the clients. Over the past year, we continued to elevate the client experience to levels previously unseen in the construction industry. We will continue to raise the bar even higher.”**

**–Daniel Roth, Director of Client Experience.**

OxBlue is a leading construction time-lapse camera service provider, serving clients globally. OxBlue's high-resolution images, high-definition time-lapse videos, and intuitive technologies connect everyone to the job site, as well as make it easy to monitor, document, and market your project. OxBlue emphasizes client services and continuous improvement, as well as holds multiple awards for technology, innovation, and workplace culture.