

Case Study

consulting

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Consulting Firm Gives Employees More Room to Succeed

This large consulting firm introduced new room booking software at its corporate headquarters so its employees can collaborate with each other freely and effectively.

ABOUT THE CUSTOMER

This successful consulting firm in Canada knows how valuable loyalty is in business. After all, it's helped a wide range of global clients capture new clients — and keep them — for more than two decades. Most of the success was attributed to knowledgeable employees that collaborated regularly to deliver best outcomes consistently. So when a growing room scheduling problem compromised how often those employees could meet, the company realized it needed to simplify the room booking process — or risk losing employees.

CHALLENGE

Every employee wants to be heard. So what happens when the place where they're used to being noticed is taken away? Frustrations mounted at the consulting firm as employees struggled to find available meeting rooms.

The company encourages collaboration between employees to resolve its customers' pressing business needs. Dozens of meetings are scheduled every day to bring key team members together where they can openly share best ideas and practices. But a lack of meeting room availability became a recurring problem.

The company didn't have a consistent or coordinated process for reserving rooms. Many rooms were often double-booked. Rooms were reserved on an extended basis whether it was needed or not. Sometimes, those employees would leave the company, but the booked room remained on the schedule. The most familiar refrain from unhappy employees was "I can't find an available room, but I see empty rooms all over the place." The company had no idea what its actual meeting space utilization was.

CHALLENGE

- No coordinated process for reserving meeting room space
- Employees had to manually search for availability
- Company continued to expand its physical space to accommodate meeting requests

SOLUTION

- Condeco room booking software
- Digital display room screens
- Full, customized reports of room utilization

RESULTS

- Fewer double bookings
- Fewer empty rooms
- Happier, less frustrated employees and customers

Case Study



With complaints about a lack of available meeting room space escalating, the company added more meeting rooms. When it was met with more complaints about a lack of space, the company added even more meeting rooms. Eventually, company leaders had a facility with 65 meeting rooms, but a frustrated workforce was still unable to book an available room when they needed it most.

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It turns out that a lack of space wasn't the primary problem. The company simply didn't know how to use it.

SOLUTION

Ricoh, as it turned out, experienced the same meeting room issue as the company's employees. When a Ricoh Strategic Account Executive wanted to meet with key contacts at the consulting firm, they couldn't find an available room. That's when Ricoh proved that it's like nobody else. The SAE suggested Ricoh intervene and collaborate with the company to resolve its room scheduling needs.

Ricoh already had a strong relationship with the company. For more than six years, Ricoh Managed Services has handled the company's copy and mail processing services, as well as other support services. Key decision-makers at the company trusted Ricoh and agreed to meet to discuss new scheduling strategies.

Ricoh worked closely with the company to analyze the current meeting room environment and to gauge utilization rates. The assessment extended far beyond counting the number of overbooked or empty rooms. Ricoh studied how often meeting rooms were reserved but remained unused, when larger rooms were reserved for smaller groups of people and other unique situations that compromised efficiency for the company's workforce.

The manual room booking process was proven to be highly inefficient. Ricoh collaborated with the company's IT team to customize Condeco room booking software and digital display screens to improve meeting room utilization throughout company headquarters. The new application includes full utilization reporting so the IT team can follow room-booking trends and minimize potential scheduling bottlenecks.



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RESULTS

The Ricoh representative no longer has any problems when he visits the company's headquarters to meet with the client. With the customized solution, rooms are more readily available. Plus, it's been almost universally praised, so the Ricoh representative is pretty popular when he visits.

Company employees can locate available meeting rooms and book them in moments whether from their desktop, mobile phone or digital display screens located outside each meeting room. The status of the room is changed in real time, so everybody can see when the room is booked with a single glance.

A joint training effort between Ricoh and the consulting firm's IT team provided technical training to the workforce. The system is integrated with Microsoft Outlook and Lotus Notes, so workers can book a meeting room directly from their calendars with incredible ease. Meeting reminders are sent out to invitees ahead of time to ensure higher participation rates.



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With multiple configurations available, the company can scale the room booking software to meet emerging business demands for users, groups, administrators and even multiple offices. They can manage no-shows and release the rooms for others easily. Plus, the company can use the application to access and order resources for the room, such as AV equipment, or to reserve catering services.

The digital displays are located outside each room and add a professional, technologically advanced look to corporate headquarters. Users can check room availability, reserve meeting room space and more via an easy-to-use touchscreen. Key meeting details are readily available. Most important, employees are meeting again — and thriving.

Best of all, Condeco's room booking solution enables the company to access real-time data, so administrators can track traffic patterns, activity, resource usage and much more. A full library of customized reports is available. The company hopes to study this data and develop long-term strategies to further reduce costs while improving sustainability.

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