

CAPITA

Success story

High online adoption through strong strategic meetings management



Developing an effective strategic meetings management programme to drive online adoption and increase the use of internal meetings space.



Savings over three years.



Online adoption.



Internal meeting rooms utilised.

Strong business growth can result in pressure on a company's internal meetings space and increase the requirement for external venues and the costs associated with them. One of the UK's leading professional services firm, faced with this same challenge and recognised the need to negotiate a preferred venue programme.

The firm's aspiration was to achieve 'total space management', with a policy that takes into account a strong internal regulatory system while maximising the use of internal office meeting space in all locations.

The situation

The major considerations identified were:

- Internal space was at a premium, but existing booking systems used by employees did not control yield during peak usage times/days.
- Existing technology was expensive to adapt and required significant customer internal resource.

- There was no consolidated view of office and external venue meeting space demand and use, leading to ineffective monitoring of external meetings and events spend.
- There was a lack of a co-ordinated delivery for logistical and creative event services.
- There was no negotiated programme of preferred external venues, resulting in limited due diligence, exposure to unnecessary risk and costs.

Software development

The firm has almost 30 UK office locations, 168 internal meeting rooms and 320 meeting room configurations.

With this level of complexity in mind, bespoke specification software was needed to drive optimal use of the customer's internal meeting space.

New software was developed and built to allow for:

- Automated authorisation processes to drive policy compliance.

- Live internal room availability and booking.
- Wait list functionality and diary management.
- Catering requests.
- AV equipment requirements.
- Video conferencing.
- Access for external venue sourcing team to check internal meeting space availability.
- Compatibility with IBM Lotus, Notes and Microsoft Outlook.

“To support the new technology, we developed a policy and programme review to consolidate internal and external meetings space demand.

“We ran an extensive stakeholder engagement programme, reaching out to key service-user communities at offices throughout the UK and Ireland.

“We ran a series of educational road shows, seminars, workshops and webcasts.

“The new self-booking system was really intuitive and easy to use, but the engagement programme allowed us to deliver effective implementation of the technology, alongside an explanation of the new policies and preferred venue programme.”

Account Manager,
Capita Travel and Events

Proven success

The success of the software development and the implementation and engagement programme is proven by 90% online adoption, with the final 10% managed through a dedicated central reservations team.

85% of the internal meeting space is utilised, leading to savings of over £7m within three years.

Highlights

- 480,000 meetings booked each year by this customer.
- 85% of the customer's internal meeting space is utilised, leading to £3m savings within three years.
- Development of a meetings self-booking tool which allowed for automated authorisation, live availability and booking, video conferencing, and ability to request catering and AV requirements.
- 90% of bookings made online, 10% made through a central reservations team.
- £7m of savings made within one year by optimising the customer's internal meeting space.

“At the beginning of the process there was a clear disconnection between the internal and external meetings space strategies. Our overall strategy was to ensure both internal and external objectives were achieved through a holistic approach.”

M&E Account Manager, Capita Travel and Events

If you'd like to know more, get in touch with a member of the team:

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