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Bank Taps RoomReady to Overhaul Meeting Rooms and Provide a Simple, Consistent User Experience

There is something to be said about simplicity. And when a financial institution headquartered in the Northeastern United States decided it was time to update its under-functioning meeting rooms, it wanted just that: simple meeting room experiences.

The bank, which employs more than 18,000 tellers, loan officers, corporate support professionals and customer service representatives, was also looking for consistent meeting room experiences free from the complexities of its current room set up.

The search for a customer-focused AV integrator begins

Part of the challenge the company faced was that it had been using at least three different vendors to do its AV room installations, which led to inconsistent results. So, the financial institution, which operates in more than 15 states with more than 1,100 branches, started its search for an AV integrator that would respond to service requests promptly and deliver consistent, quality results every time.

It found that technology partner in RoomReady, which has the unique philosophy that simple meeting spaces are better and that the speed is king when it comes to installing and responding to service requests. Further, RoomReady strives to be more than a vendor, but a trusted partner that delivers exactly what an organization needs.

The numbers speak for themselves

RoomReady earned the bank's business by pitching a multi-tiered approach to updating its meeting spaces. The AV integrator started by completing a comprehensive audit of every video collaboration room in the company – 350 rooms across 44 buildings in 38 cities in 16 states. RoomReady's large network of geo-dispersed employees reduced travel expenses while still allowing the integrator to deliver a quality evaluation.

During its audit, RoomReady determined many of the bank's collaboration spaces were over-engineered with extraneous equipment. And, they found a safety concern

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as some projectors had been improperly installed. It found a common issue that occurs in large organizations with multiple meeting rooms – undocumented technology changes. RoomReady discovered 50 rooms the bank was unaware were video-enabled and in doing so provided an updated technology inventory. They then used the data from the final audit report to develop a prioritization matrix, showing the bank which spaces should be upgraded first.

Finally, RoomReady set up a new dedicated support team to ensure the bank would never have to wait days or weeks for a technician. It deployed a team of seven embedded technicians: three to the bank's highest areas of need in Johnston, RI; Stamford, CT; and Boston, MA; three working remotely to assist in virtual resolutions and scheduling service calls; and one in New York City with easy access to branches in the Northeast and an airport for travel to more remote locations.

Despite the intensive room audit, and the additional 50 spaces not included in the original RFP, RoomReady completed the project from selection to full operations in just two months – ahead of schedule and under budget.

Setting new meeting room standards

RoomReady successfully re-engineered the bank's entire meeting room inventory with simplicity in mind. The integrator updated 108 codecs across 12 buildings to get each room on the same firmware and technology. Since the installation, average ticket response time has dropped to 15 minutes, while average resolution time is 2 hours and 22 minutes.

Further, RoomReady streamlined technology in 53 meeting rooms, removing unnecessary existing equipment without functionality loss, and has plans to do the same in 41 more rooms by the year's end. RoomReady's new standards for room integration saved the bank more than $2 million by decreasing costs associated with meeting room construction at a single location.

Based on the success of RoomReady's simpler room installations and superior support team, the bank has selected RoomReady as its sole integrator for room construction moving forward.

Providing excellent customer service

After successfully completing an in-depth, multi-location audit identifying rooms that needed the most attention, RoomReady knocked the customer experience out of the proverbial park by building a team of technicians capable of quickly and consistently responding to support requests.

With RoomReady, every aspect of the bank's meeting rooms – from the design to the in-meeting user experience and the support process – can be summed up with one word: simple.

The Results

Average ticket response time has dropped to **15 minutes**

Streamlined technology in **53 meeting rooms**

More than $2 million saved from one project alone

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