Case Study – Asian Pacific Serviced Offices Meeting Room Booking Software

Client and Project Information

Company name: Asian Pacific Serviced Offices (APSO)

Website address: http://www.apso.com.au

Type of Business: Serviced Office, Executive Suites, Co-Working, Virtual Offices, Meeting Rooms, Conference Rooms, Training Rooms

Client names/positions: Assistant Business Manager and
Conferencing Sales Co-ordinator

Dates of project: July 2016 - Ongoing

Name of project: Meeting Hub Meeting Room Booking Software

The Challenge

APSO
APSO provide flexible fully furnished serviced offices in a variety of locations Australia wide, as well as virtual offices and an array of meeting room, boardroom and conferencing facilities all for hire by the hour, half day and full day.

The Situation
Less than a year ago, the Melbourne based Australian serviced office provider was still using a manual system to book its meeting rooms, charge clients for them, and keep track of usage and revenue.

Needless to say, the 'system' wasn't very efficient.

They had one outlook calendar for each boardroom where they manually placed bookings into for their clients. When you have locations spread across Australia and 6 – 8 meeting and boardrooms which needed to be booked in each location, and a few thousand clients this solution clearly would not scale.

After manually entering the booking into the calendar, their process was to send credit card authorization forms, and when returned they would manually prepare an invoice and charge the end client. An incredibly labour-intensive process which could be prone to error & delay.

With such a manual process, they could not track revenue, which meant they were unable to deploy revenue strategies to reach or exceed monthly sales goals. They had no way of measuring ROI, profit & performance of each one of their locations. Yield management & optimization was impossible.

When you consider meeting room bookings represents 20% of APSO's revenue, this is a significant strategic challenge they needed to overcome.

The Solution

APSO deployed the Meeting Hub meeting room booking software into each of their business center locations to manage all aspects of their meeting room bookings and conference room bookings.

The Meeting Hub software is a white label meeting room booking system designed specifically for flexible workspace providers in the Serviced Office, Executive Suite, Co-Working and Training or Conference center business, or anyone who has space that needs to be booked.

Meeting Hub is a turn-key, SaaS solution which requires no onsite hardware or software to be installed on the operator's premises allowing them to start taking bookings & payments the same day they sign-up for the service.

The solution is branded as the operator and provides the ability to convert their existing web visitors into paying customers increasing the traffic into their centres, where they can sell more offices & co-working memberships. The booking process is seamless with Meeting Hub integrated into the booking flow acting as an extension of the operator's main company website.

Meeting Hub handles all credit card payments via Stripe with funds remitted directly into APSO's bank account. Booking confirmations and invoices are sent via email (branded as APSO) and the booking data is integrated with APSO's own accounting, CRM & ERP systems.

Technical Solution

Meeting Hub provides for an enterprise level, scalable solution built on the Microsoft Azure platform with the use of common frameworks and techniques including API integration for 3rd party applications and external integrations with industry solutions such as Hosted Suite by EVO Technologies. In order to provide maximum choice & global coverage for customers, Stripe payments is used to process payments in over 120 different currencies worldwide.

By using Stripe funds are remitted directly into the end customers account vs. sitting in an intermediary clearance house account incurring unnecessary fees and remittance delays.

The Results

The new Meeting Room booking software went live in July 2016 and is considered by all APSO stakeholders and management to be a vast improvement and overall success.

Since implementing Meeting Hub, APSO report a 10% increase in meeting room bookings whilst at the same time reducing administrative overhead by 70% allowing them to focus on servicing, and growing other areas of the APSO business.

Meeting Hub has provided APSO with a valuable insight into how their meeting room business is performing at the Organization, Center and Room level. They know what rooms are most popular when, and they can react quickly to customer and market needs.

By knowing what rooms are more popular with their customers, and which rooms generate the greatest revenue yield APSO are able to plan their space and fit-outs to meet their customer's needs, and ensure they maximize profitability at the same time.

Quotes

Assistant Business Manager and Conferencing Sales Co-ordinator.

"We now have the tools and the ability to track as we go, to see where we're sitting at any time. It's also provided us with valuable data about how our clients use our meeting rooms, when they use them the most, and the most popular type of meeting room."

"For example, we now know that our most popular sized bookings are in our 12-14 seat boardrooms, with the average meeting being 10 people. We also know that these bookings tend to be a half-day or full day booking. Knowing this allows us to make better and informed decisions on how to improve our services and offerings."

Want more information?

For more information regarding this success story and others, contact the team at Meeting Hub.

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www.meetinghub.com.au