GoBright

Customer Case

Optimised meetings with smart room booking.

The Challenge

One of the key challenges The Dutch Railways faced was streamlining their meeting room booking process. With a multitude of employees and diverse needs, coordinating meeting spaces efficiently was proving to be a challenging task. There was a need for a solution that could simplify and optimise this process.

This solution itself had to seamlessly integrate with existing workflow processes while remaining user-friendly. Convincing all employees to embrace this new system and "winning them over for its usage" was exciting as well.

377	**103**	**1**
Room Booking Licences	Mapping Licences	Visitor Registration Licence

The Solution

NS found the answer in GoBright, especially in their room booking system and visitor registration software. This partnership began when they approached Ricoh AV services for guidance on their meeting room issues. Ricoh recommended GoBright as the best solution. Over time, what started as a small implementation with a few meeting rooms and external room displays has evolved into a complete solution. GoBright fully integrates with Microsoft Teams, Outlook and Exchange. Users can easily check room availability, book meetings, invite participants, live or remote, and initiate Microsoft Teams meetings with just a few clicks.

Results

The GoBright Room Booking system makes it easy to book meeting rooms, check availability, and confirm reservations to prevent unnecessary bookings. Data-driven insights have helped NS optimise room utilisation and reduce the need for excess office space. For example, while individual workspaces are used less, meeting rooms are consistently in high demand, indicating a shift in

'**Our partnership with GoBright has evolved from simplifying room bookings to a comprehensive solution, and it continues to benefit us in navigating the complexities of our organisation.'**

Barry Molenwijk, Solution Architect at NS

RESULTS

in office space utilisation. Larger rooms located closer to higher populated floors within the offices have proven to be the most popular.

"The implementation of a Smart Room Booking System has not only saved employees significant time and alleviated frustrations related to room availability but has also enhanced our professional image", according to Marco Kaptijn, Product Owner at NS.

About NS
NS is a massive organisation with complex operations. Their head office is located in Utrecht and holds approximately 1,800 employees utilising GoBright's services.

Advice for other organisations:
The Dutch Railways recommends involving the Facilities Department and Real Estate Department in the implementation process to ensure seamless adoption. It's not just an IT initiative; it impacts everyone in the organisation.

UTILISATION

CREATING AVAILABILITY

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