

The Importance of a Meeting Room Booking App for Your Business

TechRounder PDF Edition

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In brief

A meeting room booking app helps your business save time, prevent double-booking, eliminate no-show meetings, and manage office space more efficiently.

Meetings are highly beneficial to business success. Essential members of a firm bring forward ideas and their implementations during a meeting which sometimes generates revenue for the business.

Suppose you consider whether your office gets the most out of your meetings. In that case, you're probably not using the right environment. \$37 billion annually is the estimated value lost when businesses hold fruitless meetings.

When dynamics surrounding office meetings are observed, it is not difficult to understand why some meetings don't boost a company's value. For one, employees can show up in the wrong room and take minutes to locate where a meeting is held.

Meetings could also get canceled at short notice because of various reasons. That's why there are add-on products to help you conduct meetings efficiently.

Understanding conference room apps

A conference room app is software that allows organizations to find and book optimal meeting spaces. Meeting room apps connect offices with spaces that boost interaction and several features that make setting up a meeting convenient.

Suppose you want to get a meeting room app. In that case, you need to check for those that integrate with calendar tools and facilitate video calls for employees that are working remotely.

Advantages of using meeting room booking software

Leveraging meeting room apps to book conferences positively impacts how your employees view a meeting. It helps you save time and select a suitable space for your colleagues. This way, there'd be an increased flow of ideas.

Reduces time spent on booking meetings

Statistics estimate that an employee's average time on booking meeting spaces is 30 minutes. If a meeting is held each day, that translates to 2.5 hours of valuable work hours used to find conference rooms.

When you utilize meeting room software, you can quickly book the right space in advance and then get back to work. In addition, meeting room apps typically come with a map that directs employees to the room where the meeting will be held. This way, fewer employees will get lost when heading to conference rooms.

Prevents double-booking of conference rooms

If you've booked meetings several times, you'll know that double booking happens occasionally. For example, it sucks to book meeting space and have your employees appear at the location only to see another group already using it.

It can be embarrassing for the employee who booked it and the meeting's participants. Furthermore, it dulls the presentation of the ideas that your colleagues wanted to put forward and could negatively impact business success.

Leveraging the power of a meeting room app helps you avoid double-booking. The moment you log into the app, you'd spot a variety of available rooms for you to make a reservation.

Eradicates no-show meetings

A no-show meeting is an issue that continues to plague offices each year. When you get dressed up for a meeting, navigate traffic, and then get to the location on record time only to find no one else, it demoralizes your work spirit.

However, no-show meetings get eradicated through effective business communication if you leverage meeting room apps. All meeting participants would be notified when a meeting is canceled or rescheduled.

Meeting room apps also make it easier for other offices to rent a space. For example, suppose another office reschedules or cancels a meeting. In that case, it becomes freed up and will be marked as available for your office.

Managing meeting room space efficiently

Efficient space management is crucial to setting up an atmosphere for workers to perform optimally. Wasted rooms affect an organization in two ways.

First, it negatively impacts employee productivity.

Second, there's a significant opportunity cost in terms of rent when you don't effectively utilize meeting room space.

Leveraging meeting room apps helps you better understand how your office space is utilized. For example, if your office has a rarely occupied room, it could be used to generate revenue for the firm by being rented out.

The strategies businesses implements are an offshoot of the ideas brought up by employees during meetings.

However, without the right meeting room space, employees are bound to come up with different excuses for being late. This negatively impacts productivity.

The benefits of using meeting room software include reducing time and effort spent booking meetings and avoiding double-booking spaces. Other advantages are eradicating no-show meetings and managing meeting rooms efficiently.

References

1. add-on.com - <https://www.add-on.com/>