CASE STUDY

HOW LEADING PHARMACEUTICAL COMPANY SAVES OVER $300,000 WITH CROWDCOMFORT

WORKPLACE REQUEST MOBILE APP

CrowdComfort

CASE STUDY

CrowdComfort

COMPANY OVERVIEW

Industry: Biotechnology
Ranking: Fortune 500
Employees: 20,000+
Square Footage Deployed: 1 million
Customer Since: 2018

CHALLENGES

In 2018, the company was facing significant issues with their service request processes. They were leveraging their GMP system for every employee service request, which provided a poor employee experience as well as incurred large administration costs.

It was estimated that they were spending $150 for each request they processed with their GMP for over 2,500 annual requests.

KEY PAIN POINTS

The organization was facing multiple pain points with their current processes and technology:

- Employees were not submitting requests due to difficulty with GMP
- 90% of their employee requests didn't require the validated process
- Employees had low satisfaction scores for workplace requests

This led the company to search for a system outside the GMP system to drive better employee adoption, improve the overall experience and make it easier for the facilities team to quickly and easily respond to employee requests.
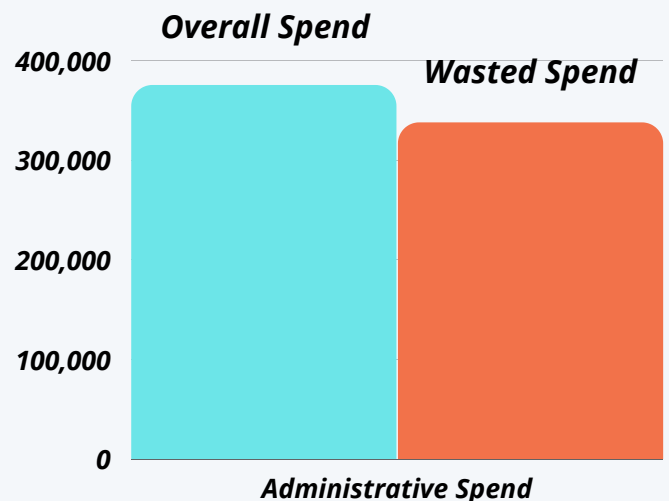
THE PROBLEM

$375,000

in administration cost for employee service requests in GMP for space

90%

of employee requests were not required to go through validated process

Overall Spend / **Wasted Spend**

400,000 / 300,000 / 200,000 / 100,000 / 0

Administrative Spend

www.crowdcomfort.com

CASE STUDY

THE SOLUTION

Upon selection, the company launched a pilot project with CrowdComfort within two buildings across 250,000 square feet and 400 employees.

The project was live in less than 30 days including:

- Digitization of floor plans and customization of solution for company's unique needs including Voice of Customer surveys.

- Promotion and training of employees and facilities management team for their unique mobile apps.

- Setup process with facilities management team to easily identify requests that needed to be manually entered into GMP system.

The technology and process was set up so that if an employee request did not require to be validated (i.e. broken coffee makers, lightbulb replacements, etc.), the request was managed and completed directly through CrowdComfort

After initial success, CrowdComfort completed two key integrations launching Single Sign On (SSO) and embedding the CrowdComfort service request experience within their employee experience app. This led to a 1 million square feet expansion.

PROJECT GOALS

- Validate potential for $250,000+ annual administration savings
- 80%+ satisfaction scores
- 15%+ employee adoption rate

PROJECT TIMELINE

01
EVALUATION
Determined current process and bottlenecks for launch.

02
LAUNCH
Promoted new process to team and ensured customized setup for company.

03
COLLECTION
Facilities management team began collecting and responding to requests.

04
EVALUATION
CrowdComfort reviewed data with facilities management leadership.

05
EXPANSION
Increase of square footage based on success and technology integration.

THE RESULTS

$337K ANNUAL SAVINGS

In reviewing the new process with CrowdComfort, the company realized that over 90% of requests did not require the validated process. With an administration cost of $150 per request for the GMP system, this meant cost savings of over $337K for the deployed square footage and $1.35M potential cost savings across the entire portfolio.

97% SATISFACTION SCORE

An important feature for the company was the CrowdComfort Voice of Customer survey. After every completed service request, the employee was asked to rate their satisfaction with 1) The Service Level and 2) The Mobile App Experience. Not only did this greatly increase employee survey completion by over 30% but employee sentiment was 87% and 97% positive, respectively.
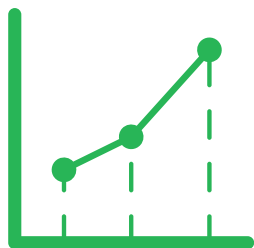
25% ADOPTION RATE

Prior to CrowdComfort, the company rarely received requests from employees and these requests came in through several channels (email, in-person, call, etc.) With the CrowdComfort solution and SSO in place, they saw an employee adoption rate of over 25% as the single place to submit workplace requests.

IMPROVED STAFFING

The company is also increasingly using the data & analytics around workplace requests to better deploy and evaluate their staff. This includes right sizing teams during historic times and days where they experience high volumes of tickets as well as reviewing response times to understand technicians that are taking on a larger workload and are better at quickly responding to requests.

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WHY CROWDCOMFORT?

The company site leaders validated the value-add of CrowdComfort on a single-site and multi-site scale both quantitatively and qualitatively.

General feedback is that there is significant improvement in responsiveness, transparency and accountability across real estate operations.

Reasons for selecting CrowdComfort over more traditional CMMS, can be attributed to a combination of four factors:

- **Ease of deployment** – on average a new site can be added in less than 30 days.

- **Ease of use** – Employees and the facilities management team love using the app because it is simple and natively mobile.

- **Flexibility** – CrowdComfort platform can be configured on the fly to align with appropriate workflows and hierarchies.

- **Customer service** – The CrowdComfort team is very hands-on and incredibly responsive as a trusted partner.

CONTACT CROWDCOMFORT

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