



## SUCCESS STORY

# Bob's Furniture Case Study



Total Savings

**\$105,840/year**

# of Meetings Annually

**202**

# of Average Attendees

**36**

Average Air Savings

**18%**

Average Hotel Savings

**15%**

Labor Savings

**26+/hrs**

Bob's Furniture selected Groupize as the technology platform of choice to manage their events. The solution was going to automate a process that was currently managed manually.

Recognizing that today's workforce expects automation and quick results, the company decided to leverage technology with process improvements. Groupize is an easy to use, self-service solution that could be used by anyone in the company and easily adopted for each Use Case as it includes multiple modules including booking, sourcing, registration, housing, and attendee management.

In the past year, Bob's Furniture managed **167 events**, and **6,495 registered attendees**. Within the platform, eBids was used to source **120 events** across **315 hotel venues** and managed **\$1,431,769.00** in Air Travel for the year.

Based on industry benchmarking and best practices, it is estimated that the strategy with Groupize saved Bob's Furniture **\$105,840.00** on these events. The initial **\$35,199.00** investment was made back as well as bringing in an additional **\$70,641.00 of savings**. And the savings is estimated to triple as travel fully resumes in 2022 and beyond.

In addition to these savings, Bob's expanded the usage into other departments. The training department has begun managing their virtual training through the tool, saving on average **26+ hours of labor** per event. And the Deliver Operations team is managing their projects through the platform as well. More so, they have helped their organization **avoid unquantifiable risk** in contracting and brought **Duty of Care** to their most precious assets, their employees.

**What's Next?** This past year was a great start focused on registration and attendee management. As travel policies are updated, the portal will be used to automate further and gain full visibility with every group, project, meeting throughout the organization.