



# The Power of Integration [CASE STUDY]

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The evolving event industry is creating unique challenges for both production companies and their teams. A lack of integrated solutions makes it difficult to obtain complete financial transparency and it becomes problematic to keep costs under control and produce highly profitable events. Teams often get caught in labor-intensive and unnecessary repetitive processes and end up not having enough time to effectively manage and grow their labor pool. So, how do event companies streamline and integrate their processes in order to improve overall productivity and profitability?

**Here is Quest AV's story.**



Meet  
**Ryan Peddigrew**

Director, Business Development  
at Quest Audio Visual

“A solution like **LASSO** will **free up your team** from spending unnecessary time on repetitive tasks and allowing them to **streamline the entire labor process**. The result for Quest AV?  
**We can now take on more work.**”

# BACKGROUND

Quest Audio Visual provides complete A/V solutions for corporate events, product launches, galas, trade shows, & much more – from the Toronto, Ontario area to across the world. Their primary goal is to provide their clients with outstanding results by working with their teams to brainstorm ideas, develop a setup strategy, and bring those ideas to life in a cost-effective manner.

Prior to LASSO, Quest AV used another application to schedule staff and record information about their events and crew. They were looking for a solution to **connect and streamline** their processes and enable their team to focus on their core functions rather than dealing with invoices, reconciling hours, and other fragmented and time-consuming tasks.

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“Prior to LASSO, we used another application to schedule necessary staff, but the **synchronicity between our quoting software and our billing**, well, there was a **bit of a disconnect there**. So, it was proving to be extremely resource heavy.”

~ Ryan Peddigrew, Director of Business Development



<https://www.questrental.com>

# CHALLENGES

- There was a lack of synchronicity between quoting and billing software resulting in resource heavy processes and reduced overall productivity
- Limited financial transparency which made managing their costs a challenge
- Lacked a dynamic way of building their freelance roster and recruiting more skilled and better customer-service oriented crew

“We were just getting by with our old platform. We were looking for something to help us **streamline our process**, which LASSO is proving to do.”

~ Ryan Peddigrew, Director of Business Development

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“Our logistics coordinators were spending way too much time dealing with invoices, cross-referencing hours, and other post-show tasks. We **needed them to get back to their core functions** of managing and growing our freelance pool and making sure our clients are happy.”

~ Ryan Peddigrew, Director of Business Development

# THE RESULTS

Quest AV implemented LASSO's scheduling and time & attendance solutions. By doing so, they are able to:

- Streamline labor booking and eliminate unnecessary manual work resulting in improved productivity
- Gain more control and insight into their financial decisions, making it easier to keep overtime costs down, which has resulted in more profitable events
- Enable straightforward and timely crew communication
- Provide their team with a central hub for crew profiles, notes, feedback, event recaps, and activity
- Recruit and train skilled crew across the globe

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“**Our crew loves LASSO.** They tell us that LASSO streamlines everything for them as well, making it easier to work with us. We also like that our crew interacts with our brand and not just a random scheduling software. It just adds to their overall experience from start to finish.”

“LASSO has **integrated our workflow** and gives us more financial transparency. We also now have a tool that helps us **recruit and train freelancers** wherever we may have an event. It's night and day for a company like ours, who needs a strong and consistent labor pool across the whole world.”

~ Ryan Peddigrew, Director of Business Development

# CONCLUSION

“On the very first day, we were able to utilize LASSO’s applicant tracking to post our jobs through social media and were able to more **easily secure freelancers** across the world.”

“My favorite LASSO features would simply be the **timeliness of the platform, the ease of communication**, and the **efficiencies** it brings.”

“The addition of crew profiles with contact information, history, and notes has made things a **whole lot easier for us**. Before, we’d have these things in an email. There wasn’t a central home for that information.”

~ Ryan Peddigrew, Director of Business Development

Would you like to learn how to improve your processes and streamline labor-intensive tasks?

Request a demo today at **[www.LASSO.io](http://www.LASSO.io)**.