



Eliminating the busy work in booking crew [CASE STUDY]



As a high-growth, turnkey event production services company, SEAS Productions needed to create more efficient processes by taking the labor-intensive “busy work” out of booking crew and eliminate costly mistakes.

Here is SEAS Production’s story.



Meet
Zack Grant

President at
SEAS Productions

“We like LASSO because it **takes all of the busy work out of making crew calls**. The workflow is simple, communicating with vendors is easy, and it **keeps us on track** by showing what positions are filled or need to be filled in *real-time*. I can’t imagine going back to the way we used to book crew before LASSO. Thanks guys!”

BACKGROUND

SEAS Productions delivers expert service and state of the art technology specializing in event design and audio visual production. Since being founded over 25 years ago, SEAS Productions has produced thousands of successful events. Their team is extremely experienced and knowledgeable in what they do, as well as deeply passionate about offering the best service to their clients.

Prior to LASSO, SEAS Production's crewing processes were manual, and typically involved phone calls, texts, and emails as well as the use of spreadsheets. There was no central hub for the team to work from and crew were often double booked. Additionally, due to siloed processes, important event details would sometimes fall through the cracks or get overlooked.

"Prior to LASSO, there wasn't really a system for crewing. We would **call, text or email people**. We also had a spreadsheet, but really everyone had their own way of doing things and **there was no consistency.**"

~ Zach Grant, President

CHALLENGES

- Too much time was being eaten up by manual crewing processes such as calling, texting, and emailing to determine availability and schedule crew
- Manual processes and data entry left room for error and important details would be lost or forgotten
- Fragmented activities made it a challenge to scale their resources ahead of the competition
- Lacked a central hub for crewing which often resulted in crew double booking

“Crewing can be one of the most **tedious parts of producing a show**. Since we don’t have the same resources as the larger AV companies in our industry, we have to **work smarter and more efficiently** to compete.

~ Zach Grant, President

“I wanted to make sure that everyone – from sales people to production managers – **were on the same page** and that there **was no overlap**. For example, booking the same guy on different shows on the very same day. We also wanted to make sure that we **weren’t missing any more details**, like open positions needing to be filled.”

~ Zach Grant, President

THE RESULTS

SEAS Pro implemented LASSO. By doing so, they are able to:

- Take the busy work out of making crew calls
- Work both smarter and more efficiently than the competition, resulting in more business
- Enable a simple workflow and a central hub for their team that keeps everyone on track
- Quickly and easily communicate critical event details and job opportunities with their crew
- Eliminate crew double booking and the room for error in their processes

“LASSO **significantly cut down the time it took to book our crew**. There is no more overlap and **everyone is on the same page**. Communicating important details with crew in LASSO is better and we can even upload documents and rate crew – all in the same system. LASSO is our **home base for the entire team**.”

~ Zack Grant, President

“With LASSO, we
**aren’t missing
anything anymore.”**

~ Zack Grant, President

CONCLUSION

“LASSO streamlines the manual and mundane parts of booking crew, allowing our entire team to focus on more important tasks.”

“LASSO fits for how we do business. It has allowed us the opportunity to increase our efficiency, improve our communication with crew, and manage the complicated scheduling process with ease.”

“The LASSO team has been great to work with. They walked us through the process and tailored the platform to meet our needs. Through their partnership, we’ve been able to transform our crew booking processes.”

~ Zach Grant, President

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

Request a demo today at www.LASSO.io.