



WHY CONFERENCE & SECURITY STAFFING WILL NEVER BE THE SAME AGAIN [CASE STUDY]



Staff Scheduling and management is one of the most important parts of producing an event. However, it can also be the most tedious, labor intensive, and inefficient part of the entire process. So, how can technology help event staffing companies organize, schedule, and manage their staff more efficiently in order to realize more productivity and profitability?

Here is Tried and True Event Staff's Story



Meet
Kim Oskam

Director of Operations
Tried and True Staff, LLC

“LASSO has been a big win for us. We’re doing more and are **able to fill shifts faster**. We used to spend hours emailing staff, updating spreadsheets, and keying in data. With LASSO, this is automated. So not only does it save time, the data we have now is more thorough, useful, and timely.”

BACKGROUND

Tried and True Event Staff is a specialist in meeting and convention staffing as well as security. They are recognized by both meeting and show planners as “setting the standard” in the industry and offer consistent and quality performance that comes from knowing the special needs of the hospitality industry.

Prior to LASSO, Tried and True Event Staff’s processes were **based around manual procedures**, causing inefficiencies throughout the staffing experience. Spreadsheets and paper were widely used for staff scheduling, organization, and tracking time, resulting in **data needing to be keyed in individually and an overall lack of centralization**. Too much valuable time was taken up with tedious administrative tasks. They needed a seamless, mobile experience for their internal team and freelance staff.

“Our processes were effective, but **time consuming**. To fill open shifts, our team had to go through many steps including emails and confirmations. It was all done manually.”

~ Kim Oskam, Director of Operations



TriedandTrueStaff.com

CHALLENGES



“Prior to LASSO, we had to just know in our heads who would be the right person to fill a shifts, **we didn’t have a good way of capturing and using staff profiles.** Also, communicating with staff was incredibly time-consuming.”

~ Kim Oskam, Director of Operations

Tried and True Event Staff was faced with the heavy workload and complexities around staffing multiple, multi-day events

- Excel spreadsheets lacked dynamic reporting capabilities and they needed to better capture and manage data such as staff profiles, photos, and rates
- Manual processes forced the team to spend its ;time determining availability and confirming shifts instead of analyzing staffing and business decisions
- The administrative processes and data entry required resulted in errors and payroll delays

“We used paper timesheets and after an event, our supervisors would have to manually add up the hours worked to ensure that it matched with the show grid that our clients sign off on. Obviously, that was a lot of work, prone to errors, and made the payroll process much more difficult.”

~ Kim Oskam, Director of Operations

THE RESULTS

Tried and True Event Staff implemented LASSO's scheduling & time tracking solutions. By doing so, they are able to:

- Automate their heavy administrative workload, eliminating hours of manual data entry and work, and gaining the ability to fill open shifts faster
- Create a smoother experience for both their team and staff by integrating scheduling, time tracking, and communication in a simple, user-friendly, and mobile way
- Centralize their staffing processes and access to data for more consistent and accurate insights as well as streamlined collaboration

"I love the fact that we can **see pictures of our staff** so when we walk in the door, we know who they are. We can greet our staff by name, which is just great. And the **communication tools are wonderful**. We can easily add maps or other attachments. New staff added to an event can access all of this information without us having to send it out again."

~ Kim Oskam, Director of Operations

"One of my favorite features in LASSO is the **ability to text staff in real-time** if there is a call-off for an event. Or, if a client all of the sudden needs a shifts covered that afternoon, I can go into LASSO, no matter where I am and I can send out the opportunity. I usually can get that **shift covered and confirmed in less than 5 minutes**."

~ Kim Oskam, Director of Operations

CONCLUSION

“The support we have gotten from LASSO has been **hands-down the best**. I think that’s one of the most important things when you are going on-board with a new system is knowing that the support that you will get from them is solid. **LASSO’s support is exceptional.**”

~ Kim Oskam, Director of Operations

Would you like to learn how to automate and integrate your staff scheduling and management?

Request a demo today at **www.LASSO.io**.