

Case Study 1:

How a Simple Conversation
moved a furniture project to a
full Meeting Room Upgrade



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POWERING TECHNOLOGY GROWTH

“Honestly... it’s easier just to send an email.”

At the start of a meeting room refit discussion, the dealer overheard staff talking about frustrations with video calls.

- “Another embarrassing video call”
- “The speaker simply doesn’t work”
- “It’s a roulette whether the screenshare happens”
- “It’s easier just to send an email”

The conversation immediately highlighted an additional opportunity within the project.

Key fact: 67% of employees say poor meeting experiences reduce productivity and results.

Source: Poly

The technology conversation hadn't happened - yet!

The customer was already planning:

- New boardroom table
- Updated seating
- Improved workspace design

But the existing setup still relied on:

- Separate webcam
- Speakerphone
- Multiple cables
- Laptop-led meetings

The room was being upgraded.

The meeting experience wasn't.

Key fact: Employees lose an average of 31 hours per year due to poor meeting technology.

Source: Sharp Business

One simple question changed the direction of the project.

Before layouts and specifications were finalised, the dealer asked:

“How are your teams finding the functionality of your conferencing equipment day to day?”

That opened the conversation immediately.

The customer discussed:

- Delayed meeting starts
- Difficult screen sharing
- Poor remote engagement
- Frustration with the overall setup

The opportunity was uncovered early enough to become part of the project

Key fact: The hybrid workplace market is expected to exceed £80bn globally by 2030.

Source: Fortune Business Insights

The project naturally expanded.

What started as:

- Furniture
- Workspace design
- Meeting room improvements

Now included:

- Video conferencing
- Collaboration
- Install
- Service agreement

Not because the dealer “sold AV”.

Because the customer already had a workplace challenge.

Key fact: 73% of businesses are redesigning office spaces around hybrid collaboration.

Source: Microsoft

The recommended solution

A simple all-in-one collaboration solution has now been added into the meeting room project.

The recommendation included:

- Interactive display
- Built-in camera and audio
- Wireless sharing
- Integrated video conferencing

Simple to use.

Simple to supply.

Simple to add into the overall project.

Key fact: 80% of employees say better meeting technology improves the collaboration experience.

Source: Zoom

Same customer. Added opportunity.

The dealer was already in the conversation.

By asking the right questions early, they were able to:

- Increase project value
- Deliver a more complete solution
- Solve an additional customer frustration
- Open future workspace technology conversations

The opportunity already existed inside the project.

The conversation uncovered it.

This example added an additional £3,500 revenue to the project - easily!

Plus recurring revenue with the service agreement.



Add One Product. Complete the Room.

Modern collaboration solutions are becoming a natural extension of meeting room and workspace projects.

Products like this example are featured within the Workspace Technology Collection.

The Accelerator Kit provides:

- White label catalogue
- Simple conversation starters
- Easy route to supply
- Support with live opportunities
- Routes to install partners



Download the Accelerator Kit and start identifying additional opportunities within existing customer projects.