

How Sonos lent an ear to our office insights to be smarter about room usage

Ghost meetings removed
35K+ annually

Ad hoc meetings started at the door
44% impromptu

Company size
14 Buildings / 240+ rooms

Challenge

Represented in more than 60 countries, seven languages and thousands of retailers, Sonos is changing the way people listen to music. As Sonos built out office space for its ever-expanding workforce, it was impossible to understand how each office was being used and optimized. Already familiar with another room scheduling software solution, Sonos looked to us to get better data and information missing from their previous solution.



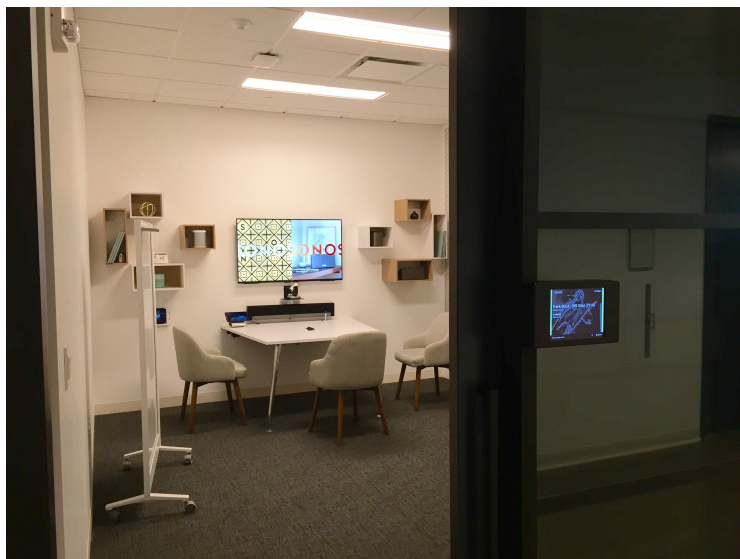
“We wanted something that was more than a room display. We not only wanted to know what was going on in each meeting, but how each space was being used, and we didn’t have a great way to do that previously”

— Johny Jacques,
Solutions Engineer

The Solution

Sonos dropped the zero to get with the hero: Robin, because we provide the best transparency in the office and useful analytics to help the growing organization. The team gleaned insights on their most popular amenity — video conferencing, a must for team spread across the world.

Planning ahead is great in theory, but folks don’t always show up to rooms they reserve in advance. About 50% of pre-planned events at Sonos are ghost meetings: removed from calendar and freeing up space for the large amount of impromptu meetings.



“We never had a way to gauge how many meetings were being booked as impromptu meetings, or which parts of the office and space types were being used most often,” said Jacques. “With Robin, we do.”

With over 40 percent of meetings being impromptu, the Room Display is one of the most popular ways to book a meeting room at Sonos.

“We have a lot of face-to-face meetings in the office, and it’s important for the room to have exactly what you need for the meeting you’re going to have,” says Jacques.

With locations all over the world Sonos is looking to see how they can best optimize each space they’ve built out.

“Data is huge for us, as we’re constantly asking ‘why’ when it comes to adding or removing something,” Jacques said. “We’re excited to grow with Robin, and better tell a cohesive story of how our space is being used.”

Space ^	Meetings	Change ⓘ	Share Of All Meetings (%)	Occupancy ⓘ	Total Meeting Hours ⓘ
Biggie 📅	7	+4 (233%)	3%	11%	5.4 hours
Black Sabbath (Audio Lab) 📅	7	+2 (140%)	3%	336%	168 hours
Celine Dion 📅	6	+2 (150%)	2%	11%	5.6 hours

Sonos features favorite bands as conference room names, so you’ll want to head to Mighty Mighty Bosstones for the weekly planning meeting if Biggie is already booked (which it notoriously is).

Interested in using Robin in your office?

Schedule a Demo