



“People finally had something they could trust.”

Since Yesware’s founding in 2010, their software has helped millions of sales teams sell smarter, by giving them the tools they need to close more deals. Some of their customers include DoorDash, Groupon, and Adroll.

Boston, MA

Sales Enablement

15+ Conference Rooms

Yesware is an all-in-one sales acceleration platform that helps salespeople connect with prospects, track engagement, and close more deals.



As Yesware grew its team, space in the office became harder to find, and when it was free, it wasn’t entirely clear that the room was truly available.

“Our previous system wasn’t syncing well with Google Apps, so we never had a great idea of what was truly happening in the office,” said Luke Bussey, Manager of SaaS Marketing at Yesware. “We wanted something that would actually work, and that would build back up the trust in the office.”

The solution

In just a few hours, Yesware was able to get Robin up and running in their Boston office, and immediately saw improvements.



“It was a much better interface than the one had been using, and people finally had something to trust,” Bussey said. “We knew that Robin was focused on building a really high quality product that was really easy to use.”

Next up

Yesware has since put iPads in their San Francisco office along with Robin to better track meeting usage and space optimization.

“Because space is at such a premium, the biggest features we use today are the ability to unbook no-show meetings, as well as booking impromptu meetings right from the display,” Bussey said. “We’re excited to see how we’ll be able to better optimize our space, and leverage Robin even further.”