

# CASE STUDY

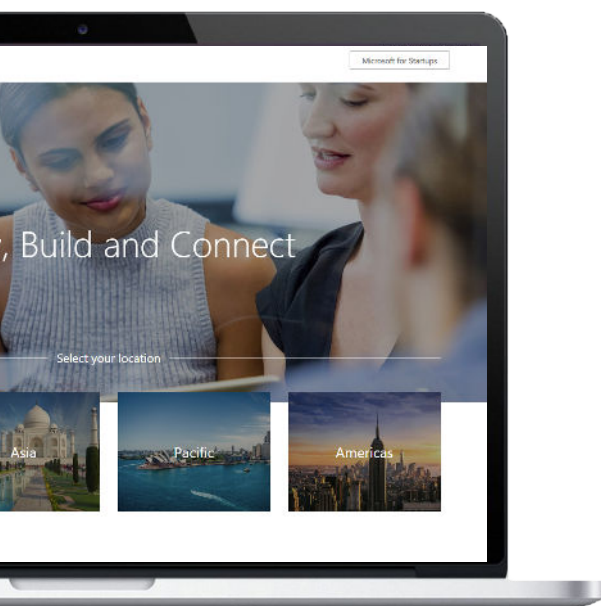
## MICROSOFT



**Industry:**  
Training/Courses/Events



**Dates:**  
Since September 2018



### BACKGROUND

Microsoft supports startup communities to grow, build and connect. With their 'Microsoft for Startups' programme, they offer free workshops all around the world with the objective of helping startup companies to increase their customer base and revenue streams, whilst improving lives inside and outside of work. Microsoft was looking for a scalable and bespoke solution that would help them to take bookings and reservations in a user-friendly and GDPR compliant way.

### CHALLENGES AND NEEDS

- Organising workshops was a very painful process for Microsoft, forcing organisers to use manual and slow methods such as email and phone call bookings.
- They needed to create an efficient, client facing and GDPR compliant booking process which would generate as few clicks as possible for the end user.
- They needed a highly customisable solution which would work globally, catering to different locations, cultures and time zones.

### OUTCOME AFTER USING BOOKINGLIVE

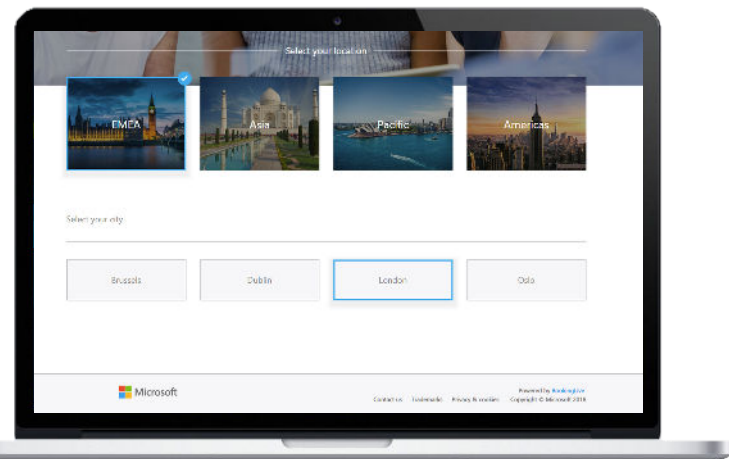
- BookingLive created a simple yet powerful booking system, enabling event organisers to advertise workshops, take bookings, email participants and produce GDPR compliant reports.
- Since the go live in September 2018, the BookingLive system has helped Microsoft to increase the number of participants exponentially - Rising from an average of 50 to 265 participants per event.
- A mutually beneficial partnership that goes beyond a standard supplier/client relationship, encompassing optimal support and professionalism as a preferred supplier.

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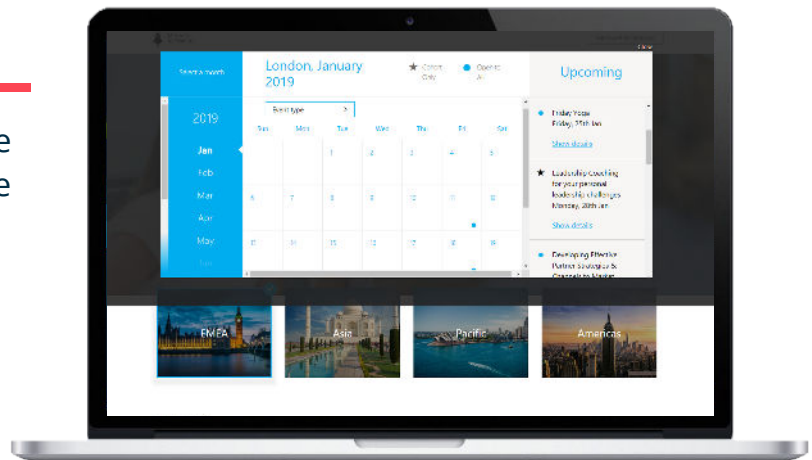
### LOCATION SELECTION

When a user lands on the booking page they'll have the option to choose from a variety of narrowing available locations, offering industry-leading user experience.



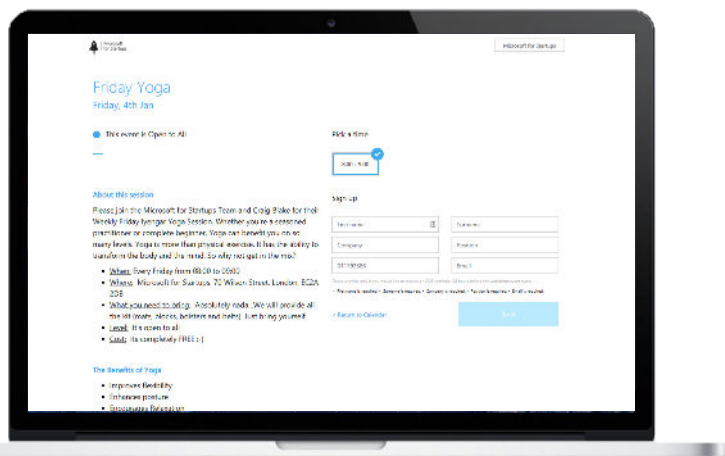
### DATE & PRODUCT SELECTION

After the user selects a date, they will then be able to read a short description alongside the available products/ events. They will then select their chosen product/event.



### TIME & DATA CAPTURE

Once they have chosen the desired date, course and a suitable time to attend - the user will fill in a short data capture form. Once this is complete they will receive an email confirmation.



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## MULTI DEVICE PLATFORM

Naturally, Microsoft's users expect a truly multi-device platform designed for the highest quality customer experiences. This is why Microsoft choose to work with BookingLive.



## REFERENCE

"Before discovering BookingLive it was extremely hard for us to compliantly manage bookings for events, socials and meetups. BookingLive has taken all that pain away from this process by providing a fully scalable, bespoke, GDPR compliant, online booking solution. The BookingLive team are very professional and they ensured that the end-to-end process of procurement-to-live ran smoothly and that all deadlines were met. We are now looking to make some enhancements to the solutions and feel confident that this will be painless and delivered to spec. I would thoroughly recommend the product and team to any organisation looking for a booking solution"

*Johnny Gorman*

Head of Operations for the Microsoft for Startups Western Europe Programme

## NEXT STEPS

We would love to find out more about your requirements.

Contact us today so we can arrange a demonstration and discuss further.

**Email:** [sales@bookinglive.com](mailto:sales@bookinglive.com)

**Tel:** 0117 933 8632

**Web:** [www.bookinglive.com](http://www.bookinglive.com)