



# Co-Working Space elevates its Client Engagement - A Customer Case Study

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**On-boarding a consumer on to a digital platform without developers has never been so easy.**

**The list of pre-packaged services to meet our needs was more than we asked for.**

**Anees  
CEO, Rent A Desk**

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## ABOUT RENT A DESK



*Rent a Desk (RAD) is one of kind a co-working space with over 300 seats and 4 locations in prime areas of Hyderabad and Mumbai. It caters to customers with needs for long term office space and also serves clients who would like to use the office resources for hours.*

*Rent a Desk wanted to create environment that allows them to encourage collaboration amongst its clients. As the company grew they found a need for a digital platform that can improve and elevate their client experience.*

*Rent a Desk chose Hooper Ace, which is a cloud enabled mobile consumer engagement platform to serve their needs*

## HOW WAS HOOPER ACE USED?

*Rent A Desk used Hooper Ace solution to centrally record and follow-up customer enquiries and track Desk availability.*

*Rent A Desk use Hooper Ace to optimize proper usage its shared resources such as conference rooms and meeting rooms. They wanted to maximize rental return of hours used in such conference rooms by their clients. They wanted to avoid over subscribing and conflicts.*

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**We started bringing elevated client experience with Hooper Ace mobile and web app and thereby increased client retention for longer periods of time**

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**Kazim  
Chairman, Rent A Desk**

*Rent A Desk wanted to keep a cohesive work environment by performing team building activities and they used newsletter and announcement service in Hooper Ace to achieve that.*

*RAD realized that there were several of their clients who need complementary services and such services were available with in their client directory. RAD used Hooper ACE to create directory of clients and their portfolio and discussion group for RAD clients to collaborate and avail such services.*

*RAD wanted their clients to make support requests and they used Hooper ACE platform to handle requests and resolutions and notifications.*

### **BENEFITS TO RENT A DESK**

*Rent A Desk customer followups increased by 55% and their requests for new bookings increased significantly.*

*Rent a Desk increased its client satisfaction level in booking shared resources and made it very easy to book and avoid conflicts. They additionally, realized revenue on un-utilized conference room slots.*

*Rent a Desk reduced the customer support requests and resolution by 30%.*

### **ABOUT HOOPER ACE**

*Hooper Ace is consumer engagement platform addressing verticals like Co-Working spaces to provide a elevated level of experience and professionalism to their clients.*



*It provides wide class of services from new enquiries, resource management, customer support, discussion groups, feedback and followups. It gives the business a complete 360-degree visibility to the customer and a continuous engagement platform with their customers.*

*This helps in customer retention, repeat business, brand value and operational efficiencies.*