# skedulo | common

# Common Reduces Scheduling Time by 94% to Accelerate Growth with Skedulo

## Summary

For the modern, mobile city dweller, Common's co-living buildings offer convenience and community. As demand for this innovative company's properties increased, Common's sales team was hindered by an inconsistent, manual process for scheduling tours that resulted in missed appointments and overall confusion. Automating their processes with Skedulo resulted in a 94% reduction in scheduling time, and now a process that once took 15 minutes now takes only one. Read on to learn how Common achieved these exceptional results.

**94%**
Reduction in
Scheduling Time
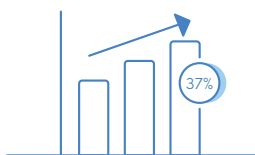
**37%**
Increase in Tours
Scheduled per Month

Reduced Costs +
Increased Productivity

## About Common

With its unique co-living offering in dense city centers like New York City, San Francisco, Chicago, and Washington, DC, Common is a company on the move. As described in the real estate publication *Curbed*, the co-living communities offered by Common solve an acute problem facing young professionals in cities: "Young adults, increasingly mobile and drawn into urban areas, find affordability and forming a community big challenges when moving into a new city. Offering shared expenses and a sense of belonging, coliving aims to fill that gap."

## Problems from Manual Scheduling on Multiple Systems

When Eric Rodriguez joined Common as director of sales, he saw that the manual process for organizing property tours for prospective clients was riddled with pain points that were all too familiar. "When a sales rep was on the phone with a lead, he'd have to open up a Google Calendar to see which tour slots were available. That would only work when everyone had updated the calendar correctly," Rodriguez recounts. "The person giving the tour and the lead being given the tour would receive the same Google Calendar invitation. There was a lot of room for error: addresses, times, and time zone confusion."

Even with a seemingly simple calendar tool, double bookings and miscommunications were frequent. Once a tour was booked, the sales person then needed to send an email manually to let the lead know when it was confirmed, and finally log all the activity in Salesforce. So at least three disparate systems were holding key details about leads and sales activities.

"When people would click the wrong thing on Google Calendar, two tours would get booked at the same time. Separately, the home manager needed to know when tours were coming and send an email to tenants for permission to enter," Rodriguez elaborates. So, in addition to creating confusion on the sales side, there was a risk of noncompliance in missing required notifications to existing customers.

## A Proven Solution for Common Problems

Rodriguez dealt with these exact problems before when working at an online marketplace for used cars. From that experience, he knew Skedulo could solve Common's challenges. "I knew I wanted to use Skedulo in the same way we had at my previous company and to take it a step further with client notifications," Rodriguez says.

With Skedulo integrated into its Salesforce instance, Common has consolidated all its critical sales information onto a single system of record. The result has been a host of operational improvements: dramatically faster scheduling, reduced risk through automatic permission-to-enter notifications, an end to double bookings, enhanced communication with leads, and more reliable data shared across the organization.

> *"Using Skedulo has made our data more trustworthy. Before, everything was done manually and people could enter things incorrectly or forget to do things. So there's been a lot of improvements from that perspective,."*
>
> *Eric Rodriguez, Director of Sales at Common*

At Common, Skedulo cut the time to schedule a single tour down from 15 minutes to only one, a reduction of 94%. Given the number of tours scheduled, that's a savings of nearly 18 hours of selling time per month.

"Success to me was driving down the time it took to book each tour and to scale the team effectively going forward. We were scheduling 55 tours manually a month, and now that number is 75. We will be able to get that number up to 100 by integrating Skedulo to our website," says Rodriguez.



## Smart Growth Fueled by Scalable Automation

Common opened three new properties in the first quarter of 2018 alone, attesting to the growing number of renters drawn to the convenience and community of co-living. With strong demand in its current locations and additional markets ready to be conquered, the company's leadership is strongly focused on scalable growth and solutions that will allow for repeatable processes no matter which city or neighborhood becomes the next target.

"The foundation we have in place is strong enough that when we get to four times the number of beds we currently have, we'll be able to use the exact same process. With Skedulo, you click a button, pick a time, and you're done. That's game changing for a high volume business like ours," Rodriguez emphasizes.

To scale any solution, it must be easy for the end-user to adopt and simple to incorporate into the business' tech stack. Common found Skedulo to deliver value both in usability and ease of implementation.

"We're a startup; we have a small engineering team. But we didn't need to do anything at all to get the system up and running. Skedulo handled it all: scoping it out, building it out, user acceptance testing, then quickly iterating. It was a very cost effective way to handle the launch and very fast and easy way to get this up and running," says Rodriguez.

As Rodriguez plans to scale Common's sales by incorporating a self-scheduling portal into the company's website, he says he looks forward to a long-term partnership with Skedulo.

> *"Skedulo helped us improve our processes, and the solutions that the team offered were very elegant for the issues we were having. We've lowered our costs in terms of headcount and increased productivity and efficiency from the sales team. It's been pretty revolutionary for our business."*
>
> *Eric Rodriguez, Director of Sales at Common*

## About Skedulo

Skedulo's mobile workforce management solution intelligently schedules, dispatches and tracks jobs in the field. Skedulo connects the office and field through real-time visibility and communication. For schedulers, we simplify matching the needs of complex jobs, worker skills, and customer preferences. Your teams in the field get a mobile app that helps deliver a first-class on-site experience. Reduce costs, improve productivity and make your employees and customers happier with Skedulo.

For more information, please visit www.skedulo.com