Background

Coventry-based **Event Support Team** consults on and provides Hostile Vehicle Mitigation, Match Day and Event Parking, Advanced Ticket Sales, Traffic Management and Stewarding Services for large festivals, concerts and sports events across the UK. They have provided these services for the 2012 Olympics, Rugby World Cup, Radio 1's Big Weekend and Tramlines Festival. They operate in 55 locations, 18 of which are top flight sports stadiums.

"We went from 50 staff members to 387 in less than two years"

– **Jade Haverty**
Recruitment & Training Manager

Partner Success Story
Event Support Team
estuk.co.uk

The Challenge

With previous staff scheduling software, the Event Support Team's staff size was limited to 50 employees. For each new staff member, the company needed to remove a previous one. This hampered their growth. Event Support Team Recruitment & Training Manager Jade Haverty explained, "Limitation was a massive issue for us. At the time, our sales team just wanted to get more and more clients, but with the system we had in place, it just wouldn't work."

Another issue the company faced was monitoring staff attendance. "We found it quite difficult when clients came to us to say that an individual had not turned up on the day. There was no way to prove it," described Jade.

The Solution

No per-user pricing eliminated Event Support Team's staff size restrictions and accelerated their growth rapidly as the company could add as many staff members as needed to meet the demands of their potential clients. "We went from 50 staff members to 387 in less than two years, and we've had about 1200 employees go through the PARiM system," demonstrated Jade. With the pricing tied to actual scheduled hours, the costs would only increase together with the company's revenue.

To combat disputes about staff attendance, a location-based Time Clock provides exact information about staff's whereabouts. Additionally, this solution allows the approval of unproblematic timesheets in bulk. "Previously, we did all of our payroll information on spreadsheets, which probably required somebody's full-time salary. With PARiM, we can export that straight to payroll, which has saved a massive amount of time," Jade explained.

Having implemented PARiM, management freed up time and invested in growth. Jade told us their team had learned new skills from that free time. "The progression through new ideas for the company has been massive because of the free time they now have," she added.