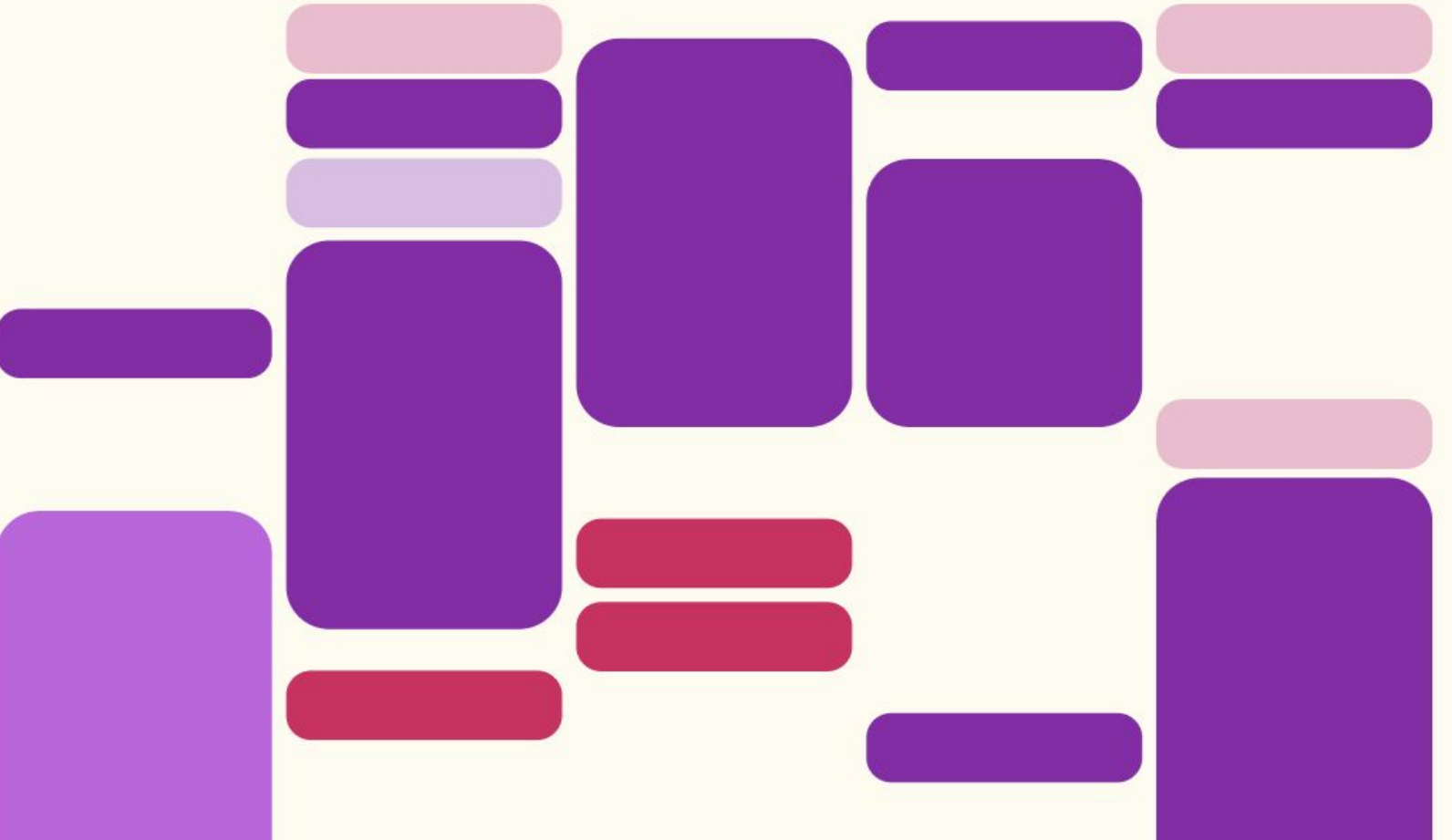
EX·CO

SynqUp

Case Study

Increasing operational velocity across a global workforce

EX.CO is the leading machine-learning video platform, operating across multiple global offices. EX.CO needed to enhance its operational efficiency to outpace its rivals in a highly competitive landscape. The company identified meeting overload as a strategic roadblock, leading to lost capacity, duplicated efforts, and extremely costly and wasteful meetings, which hampered their ability to move faster and smarter.



Challenge

Where (and how) to start?

For EX.CO, the need to reduce meeting overload across its multi-office, global operations had become a strategic business objective. The organization recognized that an overwhelming number of meetings lacked a clear purpose. Employees repeatedly met with the same colleagues about the same topics multiple times a week, and for very long durations. These inefficiencies translated to a heavy financial burden, delayed decisions, reduced productivity, and frustrated employees. To remain competitive, EX.CO needed a systematic and scalable solution to optimize meeting practices and free up capacity.

But, it was apparent that traditional methods of behavior change management and enforcement would not be sufficient, or practical across a global footprint.

Approach / Methodology

Finding the Root Cause.

EX.CO partnered with SynqUp to identify the root causes of meeting inefficiencies using SynqUp's meeting change management platform.

The SynqUp Instant Evaluation revealed three key areas for improvement:

- **Long meetings don't have agendas**
- **Recurring meetings are blocking calendars**
- **Duplicate meetings with the same attendees**

Key Root Causes informed implementation of new meeting guidelines

Agendas for Long Meetings
Requirement to include agendas for meetings over 30 minutes long to ensure clear objectives and preparation.

Recurring Meeting Reviews
Employees were guided to review recurring meetings every three months to assess their necessity, forums, and formats.

Duplication Reduction
Employees were encouraged to identify and reduce meetings involving the same forum within the same week.

Solution

Gamifying Behavioral Change.

Successfully implementing the new guidelines required ongoing training and behavioral change management. Employees needed clear guidance, timely nudges, and actionable recommendations to align with the new policies.

SynqUp's platform seamlessly integrated with EX.CO's calendar to provide AI-driven coaching, gamification, and real-time insights on meeting efficiency.

SynqUp Platform Features Implemented

- **AI-Driven Coaching:** Personalized, real-time nudges and habit-building recommendations.
- **Employee Habit Gamification:** Individual and social incentives to encourage policy adherence.
- **Meeting Data Analysis:** Granular visibility into meeting trends, costs, and compliance metrics.

Key Takeaways

- Overcoming meeting overload is possible. It requires a deep understanding of root causes that create it across the organization, and real-time, personalized and ongoing management to assure it changes.
- SynqUp and EX.CO demonstrated that scalable data-driven root cause analysis and gamified behavioral change management deliver tangible cost savings, improve efficiency, and create a more productive and engaged workforce.

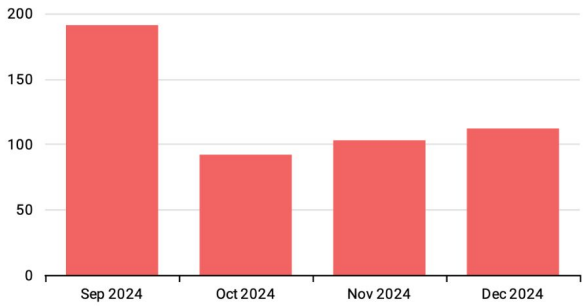
Results & Impact

The SynqUp solution delivered

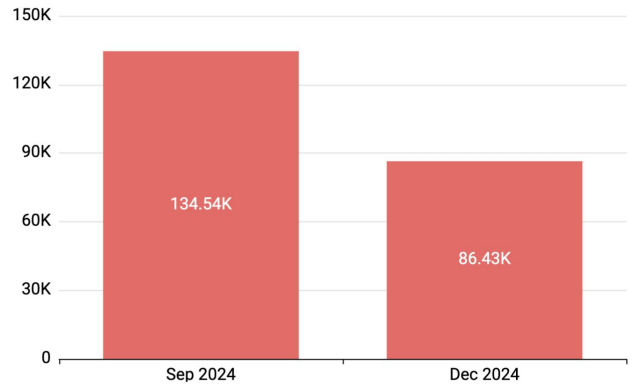
Over 50X ROI:

- $500 per Employee per Month: Reduction in meeting costs, equating to $50,000 monthly savings.
- 46.5% Reduction in Agenda-Less Meetings: Significant progress in ensuring meeting preparedness.
- 24% Drop in Overload Days: Fewer days with packed schedules, improving employee focus and productivity.

Number of Overload Days Per Month



Meeting Cost Per Month (Normalized)



"Meetings should drive progress, and work for us. Reducing meeting costs by $500 per employee each month shows significant monthly savings. Smart meeting management has a direct impact on our work efficiency and our bottom line."

Tom Pachys - CEO, EX.CO