

The Verizon logo, featuring the word "verizon" in a red, lowercase, sans-serif font. The background of the entire slide is a blue-tinted photograph of a woman in a professional setting, smiling and holding a tablet, with other people blurred in the background.

**verizon**

The YAROOMS logo, featuring the word "YAROOMS" in a white, uppercase, sans-serif font. The "O" is replaced by a teal square icon containing two white arrows pointing in opposite horizontal directions.

**YAROOMS**

# **Verizon** and YAROOMS

A streamlined solution for event space booking & coordination





# About Verizon

Verizon Communications Inc. is an American telecommunications company headquartered in New York City. It is the world's second-largest telecommunications company by revenue, and its mobile network is the largest wireless carrier in the United States.

Verizon Communications Inc. (NYSE, Nasdaq: VZ) powers and empowers how its millions of customers live, work and play, delivering on their demand for mobility, reliable network connectivity and security. Headquartered in New York City, serving countries worldwide and nearly all of the Fortune 500, Verizon generated revenues of \$134.0 billion in 2023. Verizon's world-class team never stops innovating to meet customers where they are today and equip them for the needs of tomorrow.



# The challenge

Every year, Verizon participates in 7–9 strategic third-party events, where having a clear view of available spaces and an easy way to book them is essential. Sales teams rely on having the right meeting rooms accessible at the right time to engage with customers in the most suitable environments.

For years, Verizon relied on Excel and Google Sheets to organize and manage these event spaces. However, this approach proved to be problematic:

- **No calendar integration** made booking a tedious process.
- Tasks like checking availability, sending invites, and updating spreadsheets were **time-consuming and error-prone**.
- **Reporting was limited** to tracking basic space availability, with no tools to evaluate or optimize space utilization.



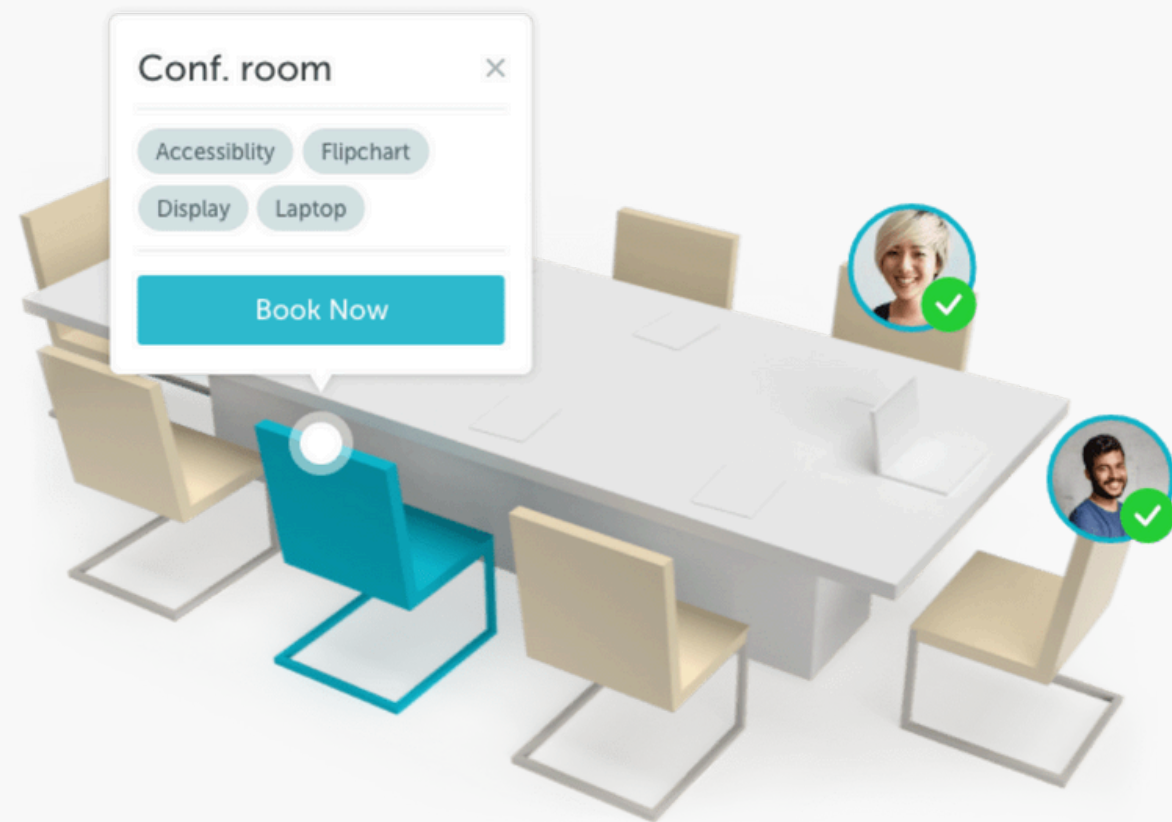


# The solution

Verizon explored several meeting room booking tools, ultimately selecting YAROOMS for its intuitive interface and ease of use.

With YAROOMS, all event meeting facilities are added as bookable locations within the system, allowing the sales team to secure rooms on the spot and focus on engaging with customers without logistical hurdles.

The solution provides real-time updates on room availability in one centralized place, making space management during events much easier. Moreover, administrators can effortlessly add or adjust meeting spaces as needed.



# Results with YAROOMS

## Real-Time Visibility

With YAROOMS, Verizon gained centralized, real-time visibility of available meeting rooms, streamlining space management in high-pressure event environments.

## Effortless Space Management

YAROOMS's interface's simplicity empowered Verizon's team to manage event spaces easily. Without needing complex technical expertise, managers can efficiently handle user roles and event access.

## Time Savings and Operational Efficiency

YAROOMS simplifies tasks like creating floor plans, managing meeting rooms, and setting scheduling limits, providing a faster and more efficient solution than manual work in Excel or Google Sheets.

## Enhanced Reporting

YAROOMS' reporting features allowed Verizon to connect to customer conversations in meetings to sales opportunities faster. This enhanced the strategic value of onsite meetings, helping the team measure and improve the success of their events.



*"The YAROOMS team was incredibly supportive throughout the entire implementation process. They guided us every step of the way and made sure we fully understood how to use the platform for our specific needs. Whenever we had questions or weren't sure how certain features worked, they were always available to help and problem-solve. Even when we encountered issues, their commitment to resolving them reinforced our trust in our partnership. Plus, the user interface is super intuitive, which has made it a breeze for our team to use."*

**Hector Garcia**

Assoc. Director, Marketing Customer and Employee Engagement

**verizon**





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