

## How The Bainey Group Uses the Meeting Owl to Support Its Distributed Staff and Clients

### The Bainey Group

30 employees  
bainey.com

#### KEY RESULTS

- Supports The Bainey Group's hybrid workforce
- Enables engaging and collaborative hybrid meetings between in-person and remote employees, clients, and partners
- Helps The Bainey Group team lead and attend more client and partner-facing meetings without having to travel to meet face-to-face

#### CHALLENGE

The Bainey Group, a general contracting company in the greater Minneapolis area of Minnesota, hired Billy Erickson as Director of Business Transformation in 2019 to lead all operational and business updates and changes to help optimize company processes to support workplace productivity.

"We needed a company-wide video conferencing solution. With employees working out in the field and clients and partners, we needed a better way to hold meetings when we couldn't all be together."

#### SOLUTION

Before purchasing the Meeting Owl, The Bainey Group used Microsoft Teams for video conferencing when they needed to hold hybrid meetings, but they didn't have a video conferencing camera in their conference rooms, so employees would join meetings from their laptops at their desks.

Billy purchased the Meeting Owl in early 2020 at the beginning of the COVID-19 pandemic, when every meeting at The Bainey Group became hybrid.

"We're a construction company, not a technology company, so ease of use was the most important criteria when choosing the Meeting Owl. I wanted something that was easy for all of our employees to use and that didn't require a lot of management to operate. We also wanted a 360° camera for our large conference room that seats 15 people so everyone in attendance would be visible."

After learning about the Meeting Owl on Amazon and purchasing it, Billy tested it out before deploying it in the office.

"From unboxing and setting it up to using it in meetings, the Meeting Owl has been simple to use and smooth sailing. I'm the go-to person in the office if something breaks in a conference room, and I haven't had a single person ask me how to use it."

Billy has heard nothing but positive feedback since the Meeting Owl joined The Bainey Group.

"Before getting the Meeting Owl, we held a lot of phone meetings, or meetings where people were joining from their desks and not gathering together. People didn't feel engaged and a part of the discussion, especially if they were joining remotely. Now, remote employees love being able to see everyone in the room, and in-person employees are eager to be a part of discussions with their coworkers and clients."

In addition to internal feedback, The Bainey Group's clients have also enjoyed the new technology.

"Our clients love being able to see everyone in the office on one screen in the 360° panoramic view. They like knowing who's in the room and being able to see who's speaking when we're talking about their projects. We also hold a lot of meetings with our partners, such as subcontractors and architects, where it's valuable to be able to communicate effectively face-to-face."



**OWL LABS**

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When we acknowledged that meetings with the Meeting Owl were not only just as good, but that they're arguably vastly better in terms of the range of people who could attend and contribute, our ability to work well across our team and our organization was completely transformed."

—BILLY ERICKSON, DIRECTOR OF BUSINESS TRANSFORMATION

"The construction industry has historically relied heavily on face-to-face meetings and networking with clients. The Meeting Owl bridges the gap so we can still be personable and meet face-to-face with our clients while still being safe and logistically feasible."

"Additionally, with the Meeting Owl, we can hold more meetings and get more done with our employees and clients than if we were attending in-person. Instead of driving all over town, we can hold three meetings with the Meeting Owl in the time that it would take us to attend one in-person. We're more productive while still maintaining our personal client relationships, and we're planning to purchase more Meeting Owls to set up in more conference spaces for that reason."

The Meeting Owl helps connect distributed workforces and external partners for highly productive and effective hybrid meetings.

The Meeting Owl helps connect distributed AEC teams and external partners for highly productive and effective hybrid meetings.

See it to believe it. Visit [owllabs.com](https://owllabs.com) to schedule a demo.