

CASE STUDY

WESTGATE HALL

/// Clearvision





ABOUT Westgate Hall

Westgate Hall is a vibrant community venue located in Canterbury, Kent, where the village meets the city. The venue hosts everything from markets, fairs, festivals, performances, meetings, training, celebrations, commemorations, parties and weddings to community, education, and health and wellbeing events.



The Challenge

Being a venue, face to face dealings were standard before the pandemic, making the team at Westgate Hall unprepared for remote working when it became a legal requirement in the UK.

At the same time as adjusting to homeworking, the team was downsized, and the outdated communication methods they had relied on for so long were under review.

"We were using email as a means to communicate with each other and our clients, which was clunky and took too much of our time to manage." - Westgate Hall CEO, Clare Millett

When the team at Westgate Hall saw the impact this was having on clients, i.e. delays in response times, which was highlighted by the effects of the pandemic, they knew something had to be done.



The Solution

When Clearvision consultant, Gary Blower, heard about the collaboration challenges the team at Westgate Hall were facing, he evaluated their existing processes and workflow, assessed what needed to be achieved, and explained how Jira Service Management might help. The team consequently piloted the product for six months for event bookings, and on seeing improvements to processes, decided to launch the platform as their main booking system with Clearvision managing their account and community licensing.

“Jira Service Management has completely transformed the way we operate. It seems complex, but it is so user-friendly compared to the booking systems I’ve used in the past. What stood out most for me was the audit and trackable features within the application. Clearvision provided great value by helping us transition to working online exclusively.” - Westgate Hall CEO, Clare Millett



⚡ Jira Service Management



Westgate Hall Today

Efficiency improvements can be felt by all at Westgate Hall, with Jira Service Management acting as a one-stop shop.

“We can now track workflows instead of sifting through emails to stay on top of enquiries and respond and attach documents faster. Clearvision has provided us with a fail-safe solution that’s had an excellent online response. Our customers are now directed to the Jira booking enquiry platform, making for a seamless experience that complements the recent refresh of our website. Jira Service Management has enabled us to work faster and smarter.” - Westgate Hall CEO, Clare Millett

The team at Westgate Hall is growing along with its customer base, thanks to Jira Service Management. Not only do their clients find it easier to make enquiries and online bookings, but the team can stay ahead of the curve with quicker response times.

“It has changed the way our clients look at us. Having a sleek customer-facing booking system has not only improved our online presence but complemented the service we provide.” - Westgate Hall CEO, Clare Millett

The team at Westgate Hall is looking to expand their knowledge of the application following ‘stop and share’ moments of “Did you know Jira does this as well?”

Further training will improve their usage and free up their time to convert larger clients and increase revenue.



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