



## Case Study

# Commercial Relocation Services

Relocation companies have become an increasingly important business, acting as a one stop shop for all of their customers' moving needs. Commercial Relocation Services is a national company that has helped other businesses take care of all the details for office moves, relieving individual team members from needing to put on another hat to manage the project. These moves include many changes for their customers, including renovations and technology for their new space.

After being introduced to Profound Technologies, they recognized the opportunity to fill the AV gap with an authorized partner. Profound's Account Executive Dan Shadow explained why we were a good fit to partner with Commercial Relocation Services. "When companies move they typically have a clean slate and restart at ground zero, which is a perfect time for us to come in. This is the opportunity for them to upgrade their conference room technology, so by bringing us in on their projects, Commercial Relocation Services is able to expand their offerings to include AV services."

Commercial Relocation Services had an opportunity for a previous customer. The client explained, "We were able to bring Profound Technologies in to handle the upgrades for their

training rooms and our customer had subsidiaries that needed more conference rooms. They deployed quickly and met project deadlines, so before we knew it, Profound was giving satisfying technology results for two projects!"

The training rooms and conference rooms were integrated with Profound Technologies' collaboration platform that standardizes and simplifies the meeting experience. Everyone was happy with the rooms and how easy they were to use, especially with Zoom.

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Commercial Relocation Services was also thrilled with the results. "We can tell that Profound will be a valuable partner," the client said. "I understand where they fit in for our customers and I appreciate their desire to build a trusting relationship with both their partners and their clients. Our main goal is for our customer to be taken care of, and Profound provides the solutions every time."

For the future, Dan sees potential for more work with the end users as well as referrals with Commercial Relocation Services. "The partner and I touch base every month to see if there is anyone we can refer to each other, and we both appreciate the connection. The customers they have brought so far have continual projects and a genuine need for our solutions. I look forward to more opportunities to come."

\*Pseudonyms have been given to protect the privacy of persons and organizations.