

# Customer Experience Enhanced Meeting Effectiveness Through Improved Collaboration

## Kaap Doorn Conference Centre, the Netherlands



16 rooms at the Kaap Doorn Conference Centre are equipped with SMART Board® interactive whiteboards.

Kaap Doorn is truly a specialist in arranging business meetings - whether a course, training, seminar, company presentation or other type of business meeting. The Conference Centre has 23 meeting rooms and 16 of their largest meeting spaces are equipped with SMART Board® interactive whiteboards at no additional charge to the customers.

Installed in August 2010, the SMART Board interactive whiteboards play a central role in improving meeting effectiveness and driving extraordinary results. It was the right solution for Kaap Doorn, allowing the conference centre to create user-friendly venues where individuals benefit from a multi-functional meeting or training environments.

### Golden Green Key status

The Kaap Doorn conference centre is considered a Golden Green Key property in the Netherlands, which is a degree of environmental friendliness. The selection of the SMART Board interactive whiteboard was part of the Green Key measurements. In order to achieve Green Key status, several mandatory measures must be met including gas, water and energy and waste separation. In addition, a number of optional measures are implemented, which ultimately determine the level of Green Key status: bronze, silver or gold. In the past there was extensive use of flip charts at Kaap Doorn, accompanied with lots of paper waste. Thanks to the SMART Board interactive whiteboard paper waste has decreased significantly and the conference centre has been awarded Gold Green Key status for its efforts.

### The Possibilities

Meeting participants can share computer desktops, use touch screen commands, simultaneously write in digital ink over any application from PDFs to PowerPoint, generate and integrate data as well as write, save and email notes immediately

### Challenge

Find a tool to improve meeting effectiveness and driving extraordinary results.

### Solution

16 rooms are equipped with a SMART Board® interactive whiteboard.

### Result

SMART solutions allow Kaap Doorn to create user-friendly venues where individuals benefit from a multi-functional meeting or training environment.

with colleagues, customers or suppliers anywhere in the world. Staff at the conference center is very service oriented. Kaap Doorn works to minimize the need for coaching to become acquainted with the SMART Board® interactive whiteboard. The aim is that training agencies will adapt the material they bring to their meetings, effectively using the interactive whiteboard technology. Companies are using training tools such as the traditional flip-chart less frequently. It is therefore important in that future trainers using meeting space at Kaap Doorn know the possibilities.

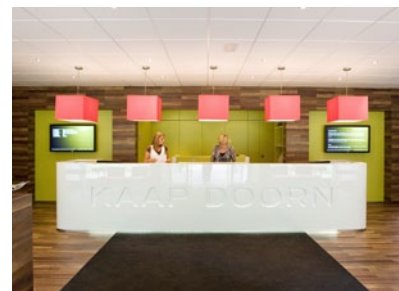
“Taking care is the key,” said Bob Nijhuis, Director of Kaap Doorn. “Trainers can send materials in advance so everything is ready when they arrive or insert a USB memory stick directly into the SMART Board interactive whiteboard and start the meeting right away. And if there are questions, the staff at Kaap Doorn is always available for support. There is always someone who can quickly orientate new users to the SMART Board interactive whiteboard and demonstrate what the benefits and features are and all the possibilities this powerful solution offers to our customers.”

## Customer feedback

Kaap Doorn has been working with SMART collaborative solutions for about 3.5 years with complete satisfaction. Customers increasingly are asking for a meeting space with a SMART Board interactive whiteboard. Many companies have held meetings here before and are so enthusiastic that they come back to do more meetings and experience the benefits.

Initially, the SMART Board has been used as a presentation screen, but as customers are becoming more familiar with the benefits and features of the solution, they understand how it can be used to enhance the business meeting experience with easy to use tools that improve team collaboration. Customers have indicated that the presence of the SMART Board interactive whiteboard is one of the reasons they return to the Kaap Doorn conference center.

There are more and more customers asking to book a meeting room with a SMART Board interactive whiteboard. “Trainers are no longer using pen and paper. This is not only much better for the environment, but also much more contemporary. The new generation is only digital.” said Bob Nijhuis, Director of Kaap Doorn.



The reception at the Kaap Doorn Conference Centre.

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**Bob Nijhuis,**  
Director of Kaap Doorn

### About SMART

SMART Technologies is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so collaborating and learning with digital resources are more natural.

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### SMART Technologies

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