



 **Firstbase**  **verse**

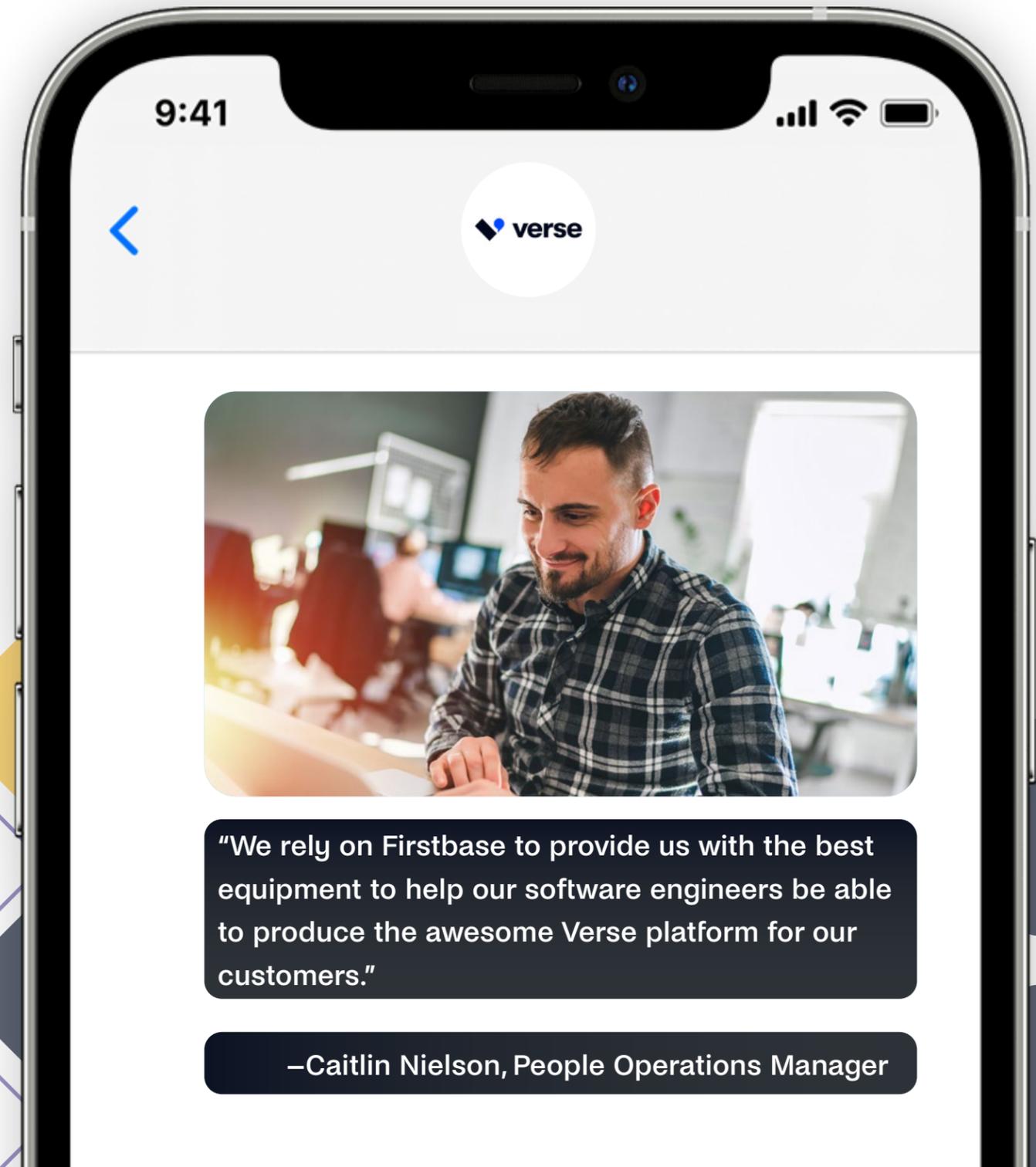
How Verse Improved the Remote Employee Experience & Saved Time Doing It

Automating the Full Lifecycle of Equipment Management

TEXTING AT WORK

Verse Turns SMS Conversations Into Customers

When sales reps aren't wasting time weeding through leads, they can focus on closing deals. [Verse](#) is a lead conversion platform that helps companies nurture and qualify their sales leads faster. To capture, engage, and convert more customers at scale, Verse holds 2-way text conversations with leads around the clock through human-guided AI. Only the qualified ones get pushed to your happy sales team.



"We rely on Firstbase to provide us with the best equipment to help our software engineers be able to produce the awesome Verse platform for our customers."

–Caitlin Nielson, People Operations Manager

THE CHALLENGE

Handling Equipment for a Distributed Workforce



Verse went fully remote in March 2020 and never looked back. Attracted to the idea of being able to hire talent across the country, they now operate in 25 US states with headquarters remaining in San Diego.

As People Operations Manager at Verse, Caitlin Nielson runs day-to-day HR for all Verse employees across these 25 states. You'll notice that Caitlin does not have IT in her title, yet she is responsible for handling the full lifecycle of equipment management. There is no IT team, and she sits in an HR team of 3, so someone has to manage this critical (yet time-consuming) task.

Unfortunately, it became a part-time job for Caitlin to figure out what her employees needed, make sure new starters were ready for day-one onboarding, and collect equipment after employees left the company. Spreadsheets and asset management trackers weren't cutting it, and Verse needed to seek out a solution to help troubleshoot the following IT challenges:

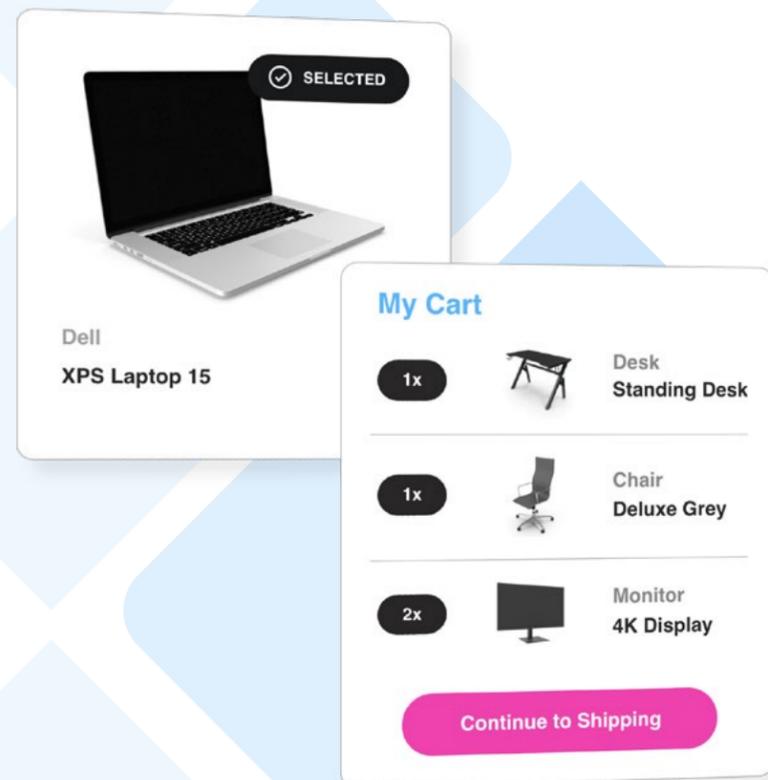
- Painful and manual coordination of sending IT equipment
- Difficult to keep track of assets across employees
- Friction in the remote employee experience, particularly "bare minimum" onboarding
- Difficulty with retrievals
- Managing refreshes
- Difficulty with managing break/fix and replacements

"Firstbase was the only platform we could find that took care of our needs."

–Caitlin Nielson, People Operations Manager

THE FIRSTBASE SOLUTION

Automating IT Ops to Support Verse's Growth



"Firstbase has saved us hundreds of hours dealing with equipment ordering and returns."

–Caitlin Nielson, People Operations Manager

Verse relies on the real-time inventory tracking and full lifecycle equipment management services provided by Firstbase to achieve the following benefits.

Better employee onboarding experience

Onboarding is such an important juncture for employee engagement and productivity, so it's detrimental when it misses the mark. In regards to Verse's onboarding, Caitlin admitted that they were struggling. Simply getting the new hire a working laptop by their start date was considered a success, and sometimes they couldn't achieve that with all the complicated logistics.

Caitlin no longer has to worry about a disrupted, frustrating onboarding experience. She doesn't need to spend time figuring out what the new hire needs, since employees can self-select in the Firstbase platform. She doesn't need to hunt down tracking numbers or answer "where is my order" emails, since the new hire has access to real-time processing and delivery tracking notifications.

Increased speed of delivering IT equipment to employees

"We had no solutions available for our fully remote company, without hiring a dedicated employee to deal with shipping things out of their home," Caitlin explained. "Firstbase provided a fantastic solution by storing, managing, and shipping equipment to all of our fully remote team members."

THE FIRSTBASE IMPACT

Improved rates of hardware collection and reuse

UP TO

75%

of employee equipment lifecycle management that is fully automated

NEARLY

100%

Retrieval rate of exiting employee's equipment

100s

Hours saved dealing with equipment ordering and returns

10-15

Hours per week the Verse team has gotten back to focus on more meaningful projects

The real-time asset tracking across all the IT equipment across every stage of its lifecycle—initial outfitting, replacements, upgrades, returns, repairs, and redeployment—meant that Verse was losing less assets. “We got almost 100% of our stuff back!” Caitlin said.

Firstbase helped ensure that employees had a positive exit from Verse by making it really easy to return their equipment without having to leave their house. Caitlin simply confirmed the address in the Firstbase platform, and then the return kit (boxes, shipping labels, etc.) gets sent to the residence. Then, UPS simply grabs it from the exiting employee's house.

“I love checking my inbox a week after an employee has left our company and seeing an email from somebody on the awesome customer service team at Firstbase that says, ‘Hey, this laptop is back at the warehouse. It's ready for reuse.’ I didn't have to lift a finger. I can totally trust that you guys are doing that for us and doing your best to get our assets back.”

—Caitlin Nielson, People Operations Manager



The Firstbase Advantage

Firstbase is the industry pioneer and leader in transforming employee equipment processes for the distributed work era.

Firstbase built the industry's most powerful, global platform that combines delightful employee experience and self-service, streamlined SaaS automation across administrative workflows and asset management, plus powerful integrations with Workday, BambooHR, Namely, ServiceNow, Oomnitza, and other leading HRIS and ITSM/ITAM platforms.

The Firstbase platform executes all your physical operations and logistics to support workers from before day one through to offboarding. And Firstbase offers a vendor-neutral, flexible procurement approach. Purchase or lease from Firstbase, or simply ship us your equipment. Finally, Firstbase can not only handle your new equipment, but your legacy fleet as well.

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