

# Matrix Booking

## Impact report 2024

Certified



Corporation



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## Introduction from our CEO

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I'm proud that Matrix Booking became B Corp certified in 2023. It's a fantastic achievement that our team has been striving towards.

Established in 2020, many of our people have been involved in shaping our organisation from day one. We've always believed in using our business as a force for good. Part of the reason we can be that is because we're employee-owned.

Our culture is one of placing maximum effort into our products, services, and corporate social responsibilities (CSR). We think long-term and make decisions based on what's right for our customers, society, and planet.

Although we've just started our B Corp journey, our determination and dedication will make the difference to looking after our planet, treating people well, and operating responsibly.



**Karl Breeze**  
CEO





# About us

## Who we are

We're a UK-based and employee-owned company that exists to help your people make the most of their time in the office.

Matrix Booking was carved out of a previous parent company in 2020 and some of our people have been involved in shaping our products and services from the inception of our core platform, back in 2013.

We've helped hundreds of customers successfully navigate the ever-changing world of work, including the enormous changes brought about by the covid pandemic.





# About us

## What we do

As a B2B Software as a Service (SaaS) provider, we produce resource booking software for our customers to manage their facilities and estates more effectively.

Along with our core platform, we have a series of intuitive booking management tools, services, and applications. This includes workplace sensors, visitor management, and booking software for desks, meeting rooms, car parking, EV chargers, and any other type of office resource.

These help organisations plan, operate, and optimise their buildings and workplace hubs, to support happy, cost-effective, and environmentally friendly hybrid working. Thus, keeping visitors safer and creating happier and more productive teams.

Matrix Booking empowers its users to find and book the resources they need, increase their utilisation, reduce unnecessary administration, and optimise workspaces.





# Our mission

## Vision

We make the office work for everyone.

## Mission

Through intelligent resource booking, we optimise hybrid working and reduce the environmental impact of the modern office.

## Our values



RESPECT



INGENUITY



INTEGRITY



RESPONSIBILITY

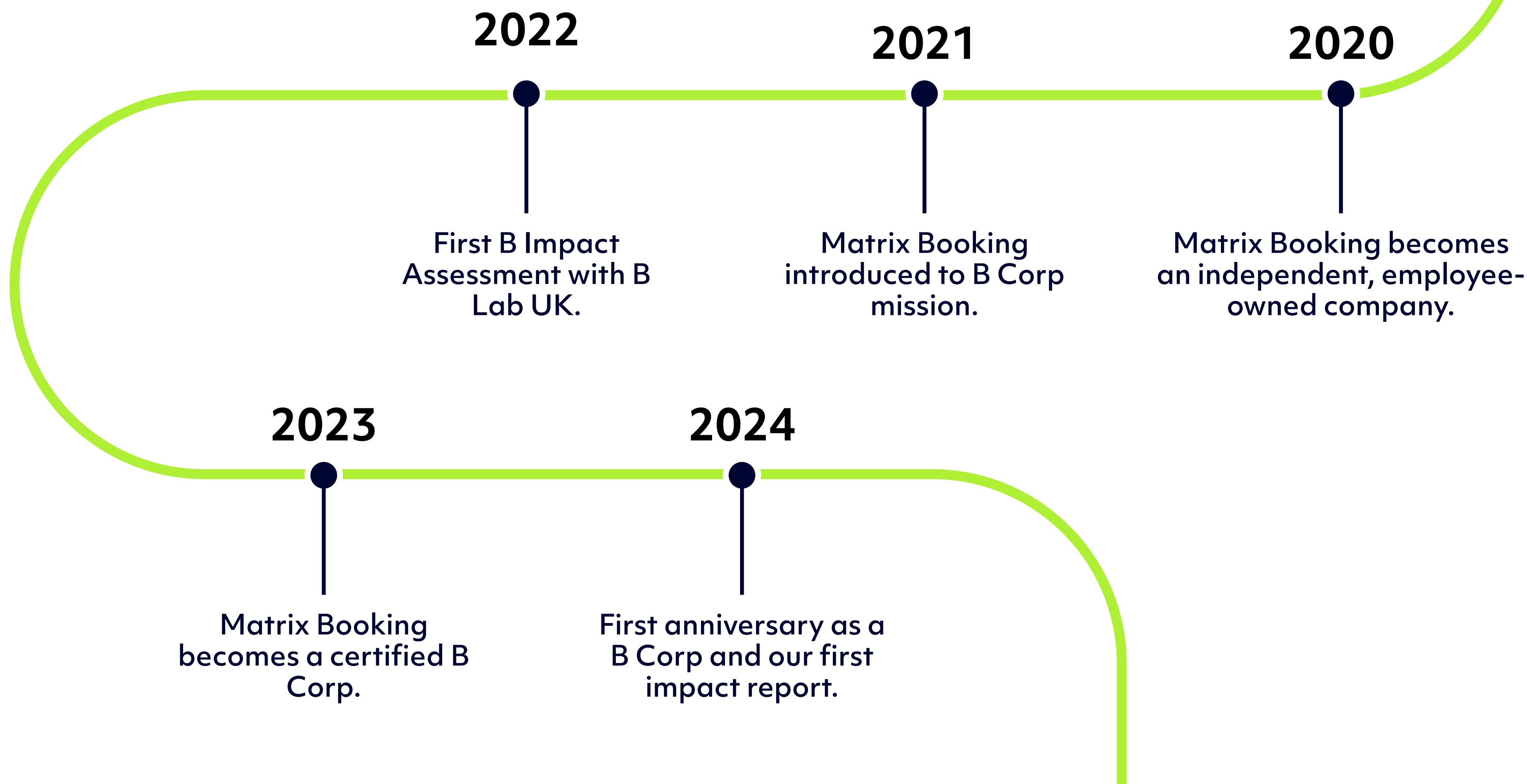


SIMPLICITY





# Our journey to B Corp



# Our verified B Corp score

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We were delighted to achieve a score of 106.1 when we officially became a B Corp in September 2023. This validates the hard work we've already put in across the company, but also demonstrates that there's more work for us to do. We're setting ourselves an ambitious target of increasing this score further for our recertification in 2025.

- 106.1 Matrix Booking's overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



# Governance

Governance evaluates a company's overall mission, engagement around its social and environmental impact, ethics, and transparency.

13.6





# Governance

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## What we said we'd do

We set out to put the ethos and values of being a B Corp at the heart of what we do. We want this to be embedded into our day-to-day activities and inform every aspect of our decision making.

In our first year as a B Corp, we wanted to make sure that we've got some of the fundamentals covered, such as stating our social and environmental aims in our mission statement, and having the right management structure.

## What we did

- Updated our mission statement to reflect our purpose and commitment to the environment.
- Appointed an Employee Trustee Director to provide a better link between staff members and the board.
- Updated our job descriptions and shared them with our employees so that we're all clear on our responsibilities and decision-making authority.
- Set up monthly Town Hall meetings that include regular updates of our CSR activities and any other progress related towards our B Corp objectives.
- Attended Purposefest 2024 in Bristol and engaged with local B Corps using B Hive.

## Goals for next year

- Set up a working group to monitor our social and environmental performance and share reports with stakeholders and our board of directors and employees.
- Strengthen our code of conduct and ethics by regularly reviewing it with our management team.



# Workers

Workers evaluates a company's contributions to its employees' financial security, health and safety, wellness, career development, and engagement and satisfaction.

64.7





# Workers

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## What we said we'd do

We want to make sure our employees are supported, connected, and engaged in what we do. This is especially important to us as an employee-owned company. We want Matrix Booking to be the best place to work, which can be a challenge where everyone works remotely most of the time.

## What we did

- Ensured that all staff are paid more than the Real Living Wage.
- Reacted to the cost of living crisis by increasing all employee salaries accordingly.
- Updated our flexible working policy to include nomadic working so that employees can choose to spend some time working in other places and cultures.
- Started to survey staff with employee surveys on wellbeing and engagement.
- Won a Culture 100 award as one of the UK's 100 greatest companies to work for.
- Trained 5 employees as Mental Health First Aiders to identify and support employees experiencing a mental health issue or emotional distress.

## Goals for next year

- Consider ways to offer more socially responsible investing options via company pension provisions.
- Consider the inclusion of dental cover and disability insurance as a potential staff benefits.
- Look to create a program to offer paid work experience to interns.
- Improve awareness and provision of training to ensure employees have the skills they need to keep pace with emerging technologies.
- Look to assist employees with young families via improved policies relating to issues such as childcare and breastfeeding.
- Improve monitoring of employee satisfaction and attrition against industry benchmarks.



# Community

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from.

19.3





# Community

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## What we said we'd do

Our employees are our biggest asset. They live in a wide range of locations, including some of the lowest income communities in the UK. Using their skills and enthusiasm, we empower them to give something back and make this an integral part of our company culture.

## What we did

- Took part in B Corp month by volunteering with other local B Corps at Avon Needs Trees and attended Purposefest 2024 in Bristol.
- Ran a volunteering day at Amelia Trust Farm near Barry in South Wales.
- Donated over £12,000 to charities suggested by employees in support of issues they feel connected to.
- Our Mo-trix team grew moustaches to varying degrees of success for Movember and raised £1,688 to fund projects that deal with men's mental health, prostate cancer, and testicular cancer.
- Recruited 17 new employees and enabled 4 others to move to change roles within the company.

## Goals for next year

- Establish a better understanding of diversity, equity, and inclusion in our team to support future growth.
- Consider more ethical providers for services we use such as banking.
- Create better engagements with charitable organisations and community organisations.
- Increase engagement with employees that live in other parts of the UK and find volunteering opportunities in their communities.



# Environment

Environment evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.





# Environment

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## What we said we'd do

We benefit from lower than average carbon emissions by embracing remote working and ensuring our cloud hosted services are provided via data centres that exclusively use renewable energy. All of our CO2 emissions fall under scope 3, which are the hardest to understand and measure, so we needed to take steps to measure them more accurately and reduce them where possible.

## What we did

- Informed employees as to how to best recycle in their home offices.
- Conducted employee surveys to get a better understanding of their energy usage in home offices.
- Reviewed our key activities and expenditure to identify hotspots of carbon emissions.
- Looked to benchmark our emissions against other businesses similar to ours.
- Focussed some volunteering activities around tree planting in sustainably managed environments.
- Allowed employees to vote on what projects we wanted to support to offset the remaining carbon footprint we haven't yet been able to eliminate.

## Goals for next year

- Improve understanding of the Carbon Dioxide Equivalent (tCO2e) emissions for our key suppliers.
- Consider the environmental impact of suppliers in our approved suppliers list.
- Continue to focus on carbon emission hotspots and create a strategy to future reduce or eliminate them.
- Create an e-waste policy for home offices and co-working suppliers.
- Better communicate environmental goals and initiatives with employees via activities such as brown bag lunch sessions.
- Create better documentation of our progress towards net zero and improve visibility with our employees.



# Customers

Customers evaluates a company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.





# Customers

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## What we said we'd do

We've always believed in using our business as a force for good. Being a certified by B Corp gives our customers, partners, and suppliers the assurance that we're living by our core values, and holding ourselves accountable to them.

## What we did

- Appointed a Head of Customer Success and further invested in the team by recruiting additional team members.
- Introduced a web chat service for customer support.
- Began measuring the satisfaction of customers beyond their initial onboarding and training.
- Improved the accessibility of our core applications to meet the level AA standard of WCAG 2.2 and worked with Digital Accessibility Centre (DAC) for testing by users with a wide range of disabilities.
- Conducted usability testing of designs for new features and applications before being developed.

## Goals for next year

- Explore options for a new customer incentive scheme to benefit the environment and/or local community.
- Improve measurement of customer satisfaction across all of our products and services.
- Create a customer panel to test new design ideas and conduct research for our products.
- Look into tools to better support our design research capability.
- Conduct accessibility audits on more of our existing applications.



# Thank you

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We've learned much in our first year as a B Corp. We'd like to thank all of our customers, partners, and suppliers for working with us over the past few years.

We're proud of the progress we've already made and know that there's still lots more for us to do. Listening and learning from other B Corps helps to motivate and inspire us to do better.

A big thank you most of all to all the fantastic people in our team that make this possible. This is very much a team effort and we're lucky to have you.

If you'd like to know more about what we do, please get in touch.



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