

The Eight Pillars of the Tenant Experience: Navigating the Return to Work with HqO



Table of Contents

1. Introduction	
The Evolution of TeX	3
Beginning with Tenant Experience	4
2. The Eight Pillars of Tenant Experience	5
3. Making the Experience Tech-Enabled	14
TeX Software	15
4. Thinking Ahead	
The Phases of Return to Work	17
Planning Your Return to Work	19
5. Moving Forward	
Deploying the HqO “Back-to-Work” Solution	21
6. Conclusion	25

Introduction

Beginning with Tenant Experience

The commercial real estate industry is undergoing unprecedented change at a breakneck pace. Even before COVID-19 hit the industry and sent millions of tenants and their employees scrambling to enable remote work environments, the rise of technology and data were transforming the industry.

Despite all of the change, the simple fact remains that buildings are only valuable if there are people in them. In order to best serve the needs of tenants and employees while keeping them safe in the “new normal,” there needs to be a more strategic focus on the end user through something we refer to as tenant experience (TeX).

This means that in our current experience-focused economy, office owners must create future business value by using technology to collect data on -- and engage with -- the people who occupy their buildings.

When you believe in tenant experience as a value proposition, you'll do everything you can to shape that concept into reality in your assets. In this ebook, we break down the eight pillars of the tenant experience, how to create tech-enabled experiences through TeX software, and how you can leverage HqO's technology to drive your safe return to office.



What is Tenant Experience?

Tenant experience is the sum of every touchpoint your customers have with your property and its team—from the beginning of their day to the end and digital touchpoints while they are away from your property.

Every property has a tenant experience (so long as it has tenants). When many people return to work as non-essential business resumes, there is not only an opportunity, but a need to provide an incredible return to work experience that helps people transition back to work. Based on our data, we **have broken tenant experience in to eight pillars:**

- Workplace Services
- Accessibility
- Entertainment & Education
- Food & Beverage
- Mobility
- Security
- Sustainability
- Wellness

A day in the life of a tenant



Morning

- Push notification: "This week at [property name]" with relevant building programming
- Scan into building via Access integration
- Order coffee through app from on-site or neighborhood retailers



Noon

- Book and attend fitness class through app
- Order lunch through app from on-site or neighborhood retailers



Afternoon

- Get notification your dry cleaning is ready – pick up and pay through app
- Check conference center schedule and book room for a team training session



Night

- Message Executive concierge about special events
- Use Neighborhood Guide to identify restaurant options and discounts through app
- Open transportation information in app to plan travel to restaurants and events

The Eight Pillars of Tenant Experience

Workplace Services

Workplace Services include retail, building services, and certain amenities that aim to provide tenants with the essential offerings and services they need throughout the week in order to be as productive as possible. Bringing “second shift” services to your tenants that save them the time and hassle of going to these services after work or on the weekends has become as important as WiFi connectivity to users.

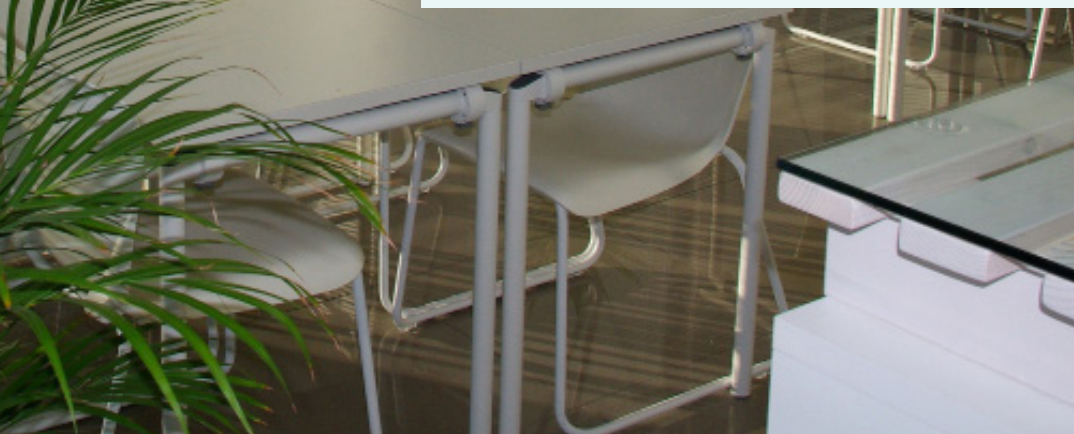
Examples

Conference space: Conference rooms are always in high-demand, so providing extra space for tenants whose in-office rooms might be unavailable or too small is an appreciated perk.

WiFi and AV connectivity: In 2020, if your tenants can't connect, they can't work -- period. Poor connectivity on its own is enough reason to leave a commercial office space in search of another, regardless of other amenities onsite. It's even better when strong connections are available across the property, including outdoor spaces, allowing employees to roam freely and stay connected.

Event production: Providing valuable programming to tenants, planning community events and forums, and assisting tenants in hosting events in your building are all modern expectations.

Office supplies: Everything from notebooks and pens to tissues, paper towels, and cleaning supplies can fall under this category. Providing the tools that help tenants get through their days successfully and efficiently is certainly an amenity.



Accessibility

Accessibility is the practice of making your property as usable by as many people as possible.

Examples

Access Handbook: One centralized location in your branded building app can be dedicated to your building's accessibility features such as locations of accessible bathrooms, emergency evacuation plans, accessible transportation options to get to the building, any outside features, and more.

Empowerment: From wayfinding to simply having access, anything you can do to empower tenants and make your building completely accessible falls in here.



Entertainment & Education

The entertainment pillar includes event programming, educational offerings, and content services that aim to provide tenants with a fun, informative, and educational property experience.

Examples

Tenant events: Programming hosted by a property management or other internal team, such as an executive bar crawl or wine tasting, organized community groups such as running or cycling clubs, or cooking classes.

Classes: Educational career development offerings – anything that can enrich a tenant and pique their interest. Providing convenient access to such events shows a level of thoughtfulness that is greatly appreciated by those who attend and an effort by landlords to help employee career development.

Speaker series: This can cover a broad array of options, from bringing in an outside speaker of interest, providing a space and opportunity for tenants and occupants to share their expertise with one another, or creating a Lunch-and-Learn series for tenants.

Captivate content and screens: Even simple perks like weekly in-app trivia, updates on building construction, or details on the artwork and the significance it holds in a lobby can increase tenant engagement and build a greater feeling of connection to a space.



Food & Beverage

Food plays a major part in our daily life, and the way we access and consume it can shape the experience we have – both positively and negatively. From building community to simply providing convenient, healthy options for consumers, the food and beverage pillar includes everything from mobile order ahead to activating local neighborhood food and beverage retailers (potentially with discounted items).

Next to fitness and wellness, food and beverage services are typically among the **most popular** amenities tenants request.

Examples

Healthier options: 2019 data from HqO's customers showed that when faced with the choice or polled with options, tenants more often chose healthier options or fitness classes over the standard ice cream social, a longstanding pillar in landlord hospitality.

Availability: In today's modern workplace, the average employee eats two of their three core meals in the office, which doesn't even include coffee or snack breaks they may take. Reducing the time between purchase and consumption of a meal gives tenants back valuable time throughout their day.

Mobile order ahead: View menu options, skip the line, and have your order ready by the time you take the elevator downstairs.

Food trucks onsite: For suburban office spaces without many nearby restaurant options -- or at least not any that are quickly walkable -- this is an appreciated convenience. And communication abilities through the app make sure tenants don't miss their window to order.

An internal cafe: This doesn't need to be extravagant. Something simple, with coffee and healthy snacks, can go a long way.

Healthy vending machines: Simple, affordable, and accessible.



Mobility

The mobility pillar includes every element of getting to, from, and about a property including transit information, transportation options, and wayfinding services. Mobility is often the first touchpoint with tenants that landlords can influence each day, and with the various types of commuters that come to your office every day, it's instrumental to have the travel assistance to help with all things transit.

Examples

Building shuttle: Residents at Boston's Innovation and Design Building in the Seaport District have access to a shuttle to help transport them where the city's subway station doesn't.

Public transit options: Our friends at TransitScreen provide a real-time display of transportation options -- including train and subway times, buses, and even the nearest ride-sharing drivers -- in a tenant's location.

Parking options: Where possible, providing access to a parking lot or garage -- or subsidizing the cost to park at another nearby -- is a huge perk. Bonus points when tenants can pay ahead of time through their TeX app.

Scooter and bike-sharing programs: Provide the option to reserve and pay for these alternate, greener transportation options.

Property maps: Don't let tenants get lost on a larger campus while going to lunch, looking for a relaxing green space, or walking to a meeting in another building.

Car detailing: For properties with parking lots or garages, let your tenants and their employees enjoy this perk -- one more thing to check off that mental to-do list. Similar services our customers have brought to employees include mobile tune-ups, tire checks, oil changes, and bicycle tune-ups.



Security

The security pillar includes every element of ensuring tenant safety at a property.

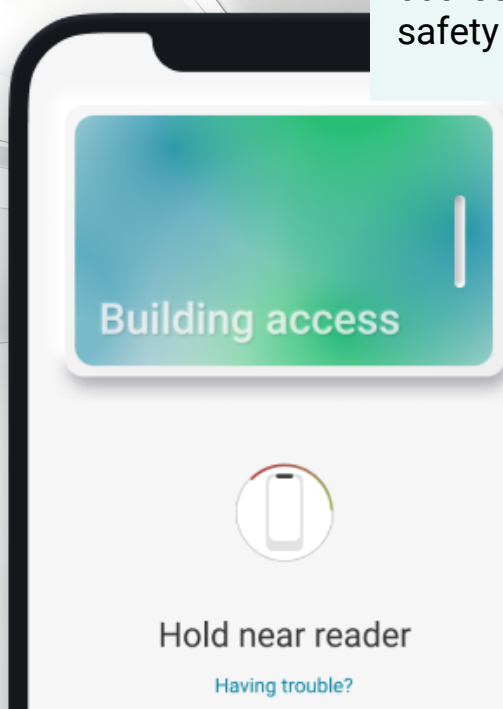
Examples

Building Terms of Service: Now more than ever, landlords must be more proactive about ensuring building safety by developing an agreement of processes and protocols that every person in a building agrees. The safety of everyone is now very dependent on the behavior of others.

Mobile and cloud-based access control: The importance of knowing who is in your building is paramount and property teams must be able to access critical access control systems from the cloud. Allowing tenants to gain entry to doors, floors, and elevators simply by tapping a reader with a mobile device provides them with a frictionless experience and gives landlords the modern tools and data to ensure building safety and security.

Visitor access and management: Providing a lobby receptionist or security guard is always appreciated, and the ability to register visitors online or through an app -- especially in advance -- saves time and energy for tenants and management teams alike. As building protocols change due to COVID-19, it will be of greater importance to be able to digitally track visitors in the event of isolating exposure to dangerous viral illness.

Safety notifications: Communicate safety concerns or updates, including emergency alerts, through simple notifications. Of course, having proper fire alarms and keeping a building up to safety code goes unspoken.



Sustainability

The sustainability pillar includes every element of a property's ability to make tenants economically, environmentally, and socially conscious.

Examples

HVAC and lighting: Data on when, where, and how tenants enter and exit a building can lead to energy adjustments that save millions of dollars per year in some buildings.

Recycling: Just the presence of a recycling program that can be managed by cleaning crews makes an impact on tenant satisfaction and building sustainability.

Green certifications: Getting a building LEED certified or complying with ESG standards builds brand and monetary value, and paints a property and its leadership teams in a positive light when attracting and retaining tenants. This is, of course, in addition to the positive environmental impact involved in receiving and retaining these certifications.

Charity/Social Good: Connecting people to opportunities for charity and social good creates community, and also builds brand advocacy. Blood drives conducted on-site, days or weeks of service where building occupants can give back in the community have proven to drive high engagement and value.





Wellness

The wellness pillar includes every element of a property's environment and services that contribute to a healthy workplace, which in turn, drives productivity.

Examples

Walkability: Is your building easily accessible for those taking public transit or opting to walk or bike to work? Do you have showers on-site to encourage active forms of transportation? Adding an indoor, locked, and secure bike storage area is a quality perk as well.

Dry cleaning: The business professionals in your buildings will appreciate having this service onsite, saving them time and a few extra stops during their weekly commute.

Health services: Ever notice that most medical professionals and routine service providers, such as doctors, dentists, and optometrists, tend to only operate during weekday business hours? By bringing mobile health service providers onsite regularly, you eliminate the need for tenants to take time off work to maintain their basic health.

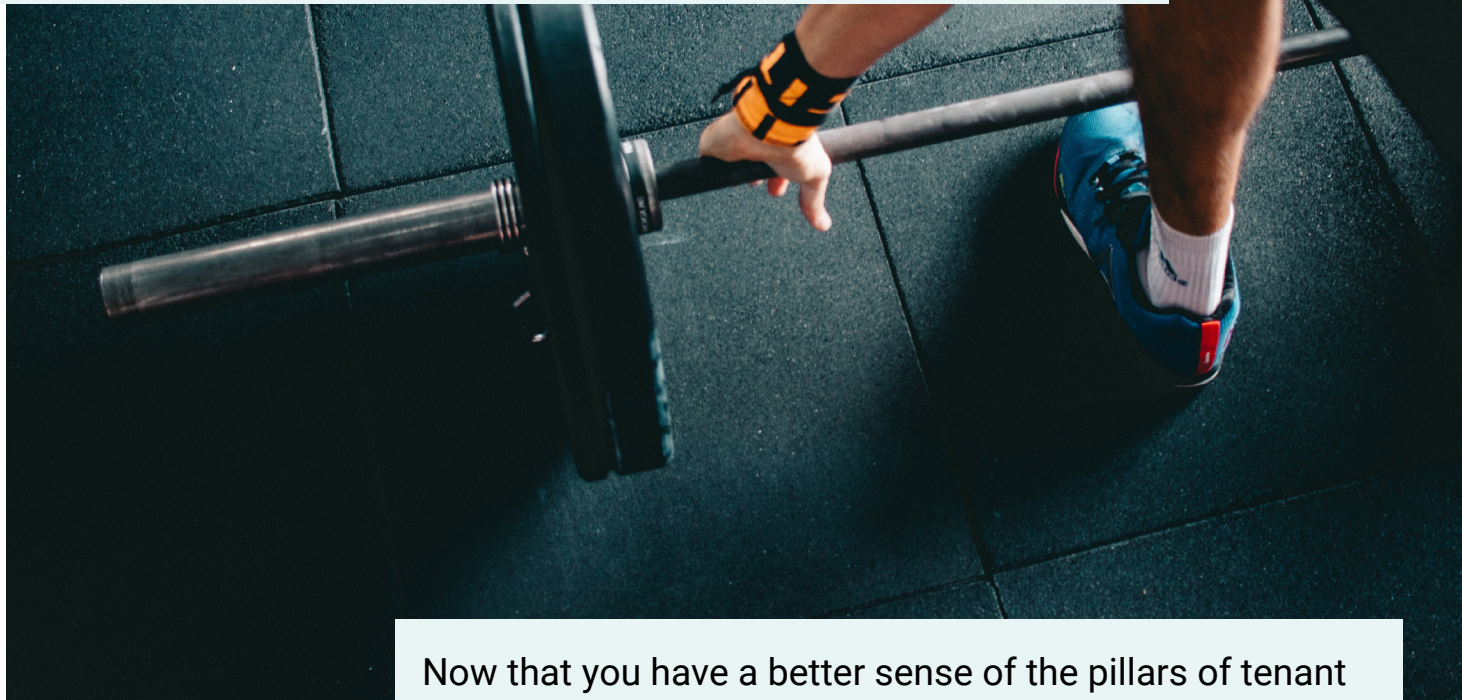
Self care: Manicures, pedicures, haircuts, spray tans, massages – these services are always a major hit for our customers – one of our favorite success stories involves a manicurist whose mobile services were so popular that she formed an agreement with the property to open and operate a retail space within the property itself!

Wellness continued

WELL-certified logistics: Examples, per WELL, include things like: Air quality (e.g., organic and inorganic gases, particulates), water quality (e.g., dissolved chemicals, suspended solids), light attributes (e.g., color quality, intensity, spectral power distribution), thermal considerations (e.g., ambient and radiant temperature, air speed, humidity), and acoustic elements (e.g., decibel levels, reverberation).

Fitness offerings: Gyms or fitness centers, complete with cardio and weight equipment (and sometimes even daily fitness and wellness classes), are becoming the norm, not an outlier.

COVID-19 Developments: In the wake of coronavirus, changes will be inevitable. We see new products and offerings being developed to help with viral disease including air quality monitoring, thermal body scanners, new cleaning services, and mobile testing and vaccines. Though it's too early to predict what will stick and become a new standard, landlords and asset managers around the world are considering those options and more, such as better building ventilation and cleaning, voice-activated doors and elevators to prevent germ-spreading contact, and anonymous disease reporting to help keep tenants safe and healthy, and prevent another viral pandemic.



Now that you have a better sense of the pillars of tenant experience, **what else matters in TeX?** Making the whole experience tech enabled.

Why is TeX Exploding Now?

The real estate industry is founded on the principle of location and physical assets. A trophy asset in a central business district is worth more than a Class B building in the suburbs – or is it? A recent paradigm shift in the world, driven by aggregation theory, has changed the value equation from location to people.

In aggregation theory – which explains value shifting from the companies that control scarce supply and distribution to the companies that control demand through great user experience – the most successful aggregators succeeded in their industries by using technology as their great enabler. Companies like Netflix and Uber leveraged data to create new business models centered around users (demand) rather than products (supply), controlling demand and taking the lead in what has now been dubbed the experience economy.

CRE leaders need a partner like HqO to help create value in the experience economy through software that engages with the people who occupy their buildings, using data to create the most value for their assets. More importantly, they no longer need to rely on a middle man to succeed – through our technology, the ownership is placed directly in their hands.



TeX Software

Tenant Experience is a technology and data platform that coalesces an ecosystem of technology partners, building data sources, user features, and human behavior into an actionable information and analytics system. The goal is simple: discover and engage the true drivers of asset value while simplifying your disparate technologies and point solutions.

In other words, TeX software removes friction and makes the everyday lives of both you and your tenants easier, and when used properly, increases the value of your property in the process.

Experience Management

Experience management providers deliver and execute services at a property in order to address tenant demands that fall within the eight pillars. Skills required within the experience management discipline include:

- Customer/user engagement
- Hospitality
- Amenity procurement
- Event management
- Content management
- Data-driven strategy creation

In short, the execution and oversight of a successful TeX program includes a person or team with strong skills in hospitality, marketing, property management, and asset management, as well as a connection with ownership of the property.

“Tenant experience at its core is just customer success.”

TeX Software continued

Property and asset management teams know their assets better than anyone; however, in today's market, there is a skills gap between the asset itself and the people who occupy it. This lack of knowledge and data creates a challenge for landlords who know they need to build a better tenant experience.

In today's environment, everything needs to be tech enabled. Simply having the experience is just not enough. Users want to know about it and to communicate and engage effectively requires a platform.

Finally, understanding how to use data from the platform to extract insights and inform decisions can help drive more impact and value at individual assets and across portfolios.



The Phases of Return to Work

HqO's Now/Next/Later Analysis

Preparation for the return to work is well underway. With a growing digital landscape, now is the time to leverage technology to foster a greater sense of connection between landlords and tenants. Doing this will ensure that tenants feel safe, excited, and comfortable returning to the physical workplace.

As we plan ahead, we first want to define **three key stages** that are impacting the overall tenant experience:

Now

As federal and state governments implement new safety guidelines, tenants are now returning to the office in phases. Landlords have a greater responsibility than before to provide real-time updates on what's been done at the building, what is currently being done, and what will change.



Next

Welcome occupants back to the building by executing practices and policies that put the safety of your tenants first. A new generation of technologies will be required to ensure tenant safety, create touchless experiences, mitigate your risk as a landlord, and address behavioral change of remote work.

Key focus areas: communications, safety, logistics, and health.

Later

Restore faith and optimism in the safety of the workplace and the value of the office experience. Leverage data to optimize operational efficiency, create exceptional tenant experiences, and stabilize your assets in the “new normal.”

Throughout each phase, your tenant experience (TeX) app should be the primary vehicle for all building-related updates. Tenants will be expecting frequent, transparent updates, so having a go-to informational resource will be critical. HqO can help provide the technological solutions you need to facilitate a secure and vibrant work environment for every employee. In the following sections, we break down what this might look like for your office portfolio.



Planning Your Return to Work

Setting Objectives

To implement successful short-term and long-term back-to-work plans, businesses must first define their objectives. These objectives range from a commitment to remain informative to emphasizing a sense of community and connection. An effective approach should be based around the following considerations:

- Welcoming tenants back; acknowledging, informing, celebrating
- Re-engaging tenants through the app
- Fostering connection via the app
- Informing employees on the building updates, procedural and operational changes
- Educating employees on building services, amenities, and app features
- Emphasizing the building community through the app, as everyone will be craving both community & connection
- Supporting and rebuilding retailers (onsite and/or local)

The other component -- up for great debate -- is determining one's **"Return Date."** Following State & Federal mandates and Ownership's conversations with key tenant contacts, the "Return Date" can be defined as either (1) the day in which the first Tenant returns to the building in earnest or (2) a large enough percentage of the Tenant population returns (as defined by Ownership).

The following criteria will influence the "Return Date" and trigger the deployment of the "Back-to-Work" plan.

- Percentage of tenant population in the building vs. WFH
- Staggered return rates and corresponding timelines
- Changes in programming budget/expenses
- Emotional pulse of the tenant population



Welcome Back Messaging

While navigating this new landscape, **the Welcome Back Message will be key** to re-engaging tenants and reiterating that your app will be the primary vehicle for building updates and announcements.

Tips:

- **Acknowledging** what we just endured
- **Noting** what's been done at the building
- **Informing** on how we're moving forward, both operationally and in celebration.

Communication Methods:

- Email campaign
- Featured piece of content in the app (promoted post)
- Accompanied by a push notification
- Lobby banners



Preparing for the 'Next' Phase

Our holistic back-to-work solution -- propelled by HqO's operating system -- revolves around four key focus areas: **Communication, Safety, Health, and Logistics**. Below, we go over how our technology can assist in each category, and what a real-world application might look like.

HEALTH



LOGISTICS



COMMUNICATION



SAFETY



Communication



- **Push notifications for property teams**
 - * Landlords can send notifications to the entire building population to communicate critical health and safety information
- **Cleaning content plan/management**
 - * HqO team will create and execute a content schedule to communicate building cleanliness and health (e.g. cleaning updates, maintenance updates, infrastructure updates, etc.)
- **Building protocols content plan/management**
 - * HqO team will create and execute a content schedule to communicate new procedures and protocols for the property (e.g. distancing in common areas, elevator distancing, mask requirements, etc.)
- **Document management** (e.g. sign a waiver in-app)
 - * Consumers can sign waiver in a native app experience and documents organized and stored by company/user in HqOS
- **Emergency notifications (LiveSafe)**
 - * Landlords can leverage a professional emergency notification system in the building for both top down and bottom up reporting

Safety

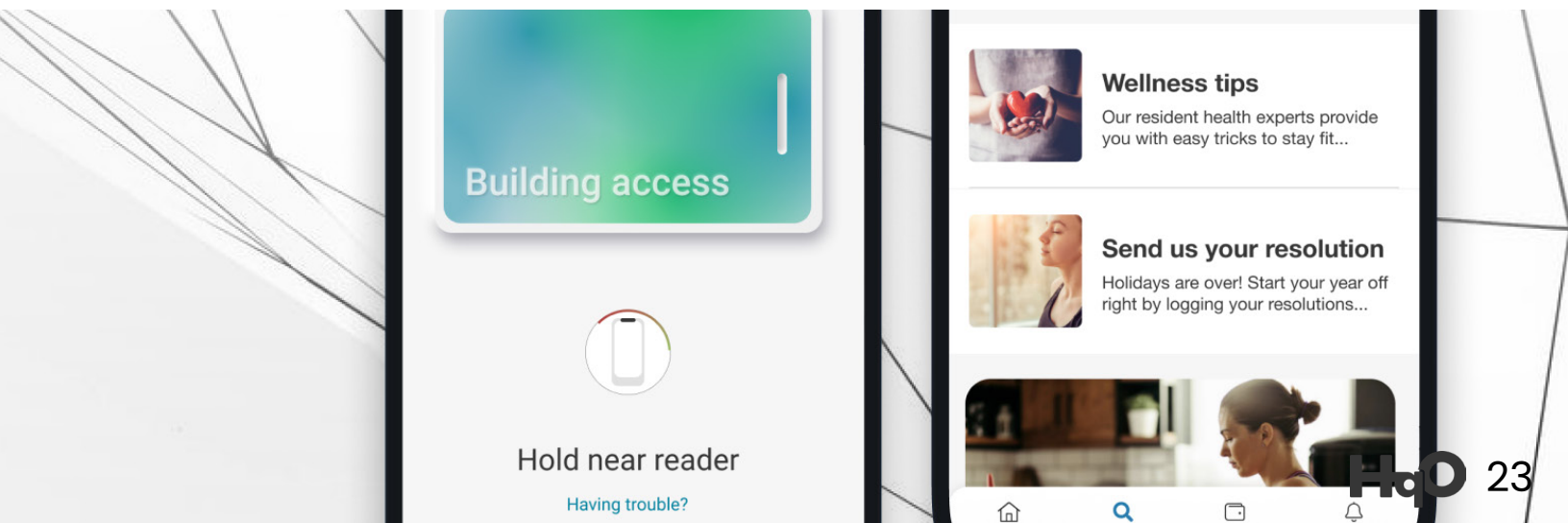


- **Digital access (OpenPath, Proxy, HID)**
 - * Users can unlock doors and access turnstiles without having to physically touch them
- **Touchless elevator calling (Destination Dispatch)**
 - * Users can call elevators without touching buttons
- **Digital visitor management (Soloinsight, Proxyclick, TractionGuest)**
 - * Landlords have visibility on volume of non-tenants coming into their buildings and can send information about building protocols to guests before they arrive
 - * Guests can show QR code and avoid touching their ID or a physical pass

Health



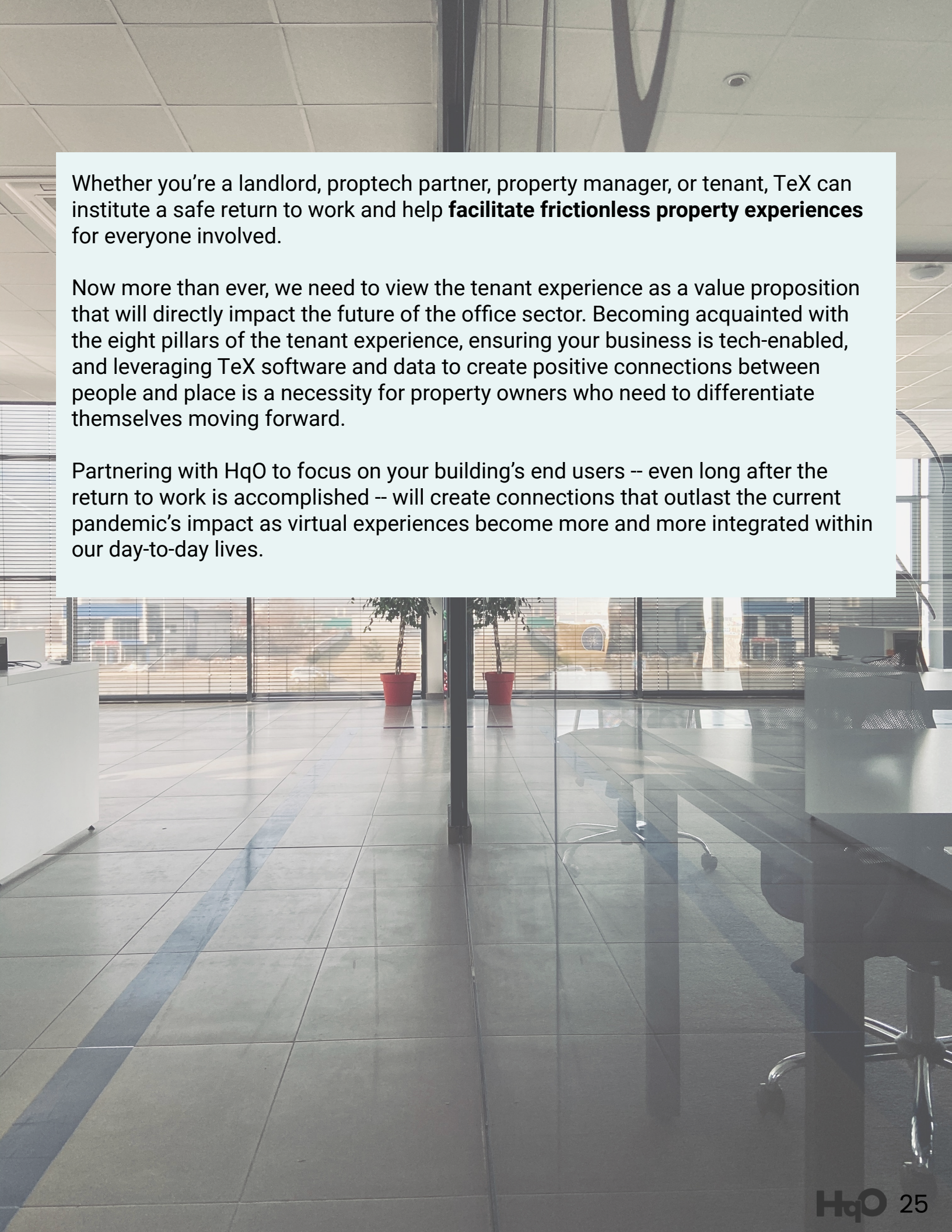
- **Sanitation stations**
 - * Landlords can provide sanitation supplies and services to consumers such as cloth masks and communicate/coordinate within the app
- **Healthcare bundle (Concentra, LifeStance)**
 - * Landlords can provide companies and consumers with both telemedicine and in-app health services, combined with convenient delivery from in-app providers on premise
 - * Landlords can provide wellness workshops, health screenings and temperature checks to tenants



Logistics

- **Space management (TableList, Density, Robin, Smarten Spaces, Vergesense, Teem)**
 - * Landlords have the capabilities to provide tenants with space management software. Landlords also have the ability to communicate density of space, foot traffic and spacing guidelines of communal spaces
- **Office capacity management**
 - * Landlords have the capability to provide tenants with software to manage what employees request to come in the office and who can come in, and when.
- **Scheduling**
 - * Landlords and their tenant companies can manage work days, arrival times and attendance in the building in order to track density and social distancing.
- **Enabling retail pickup (Ritual)**
 - * Landlords can provide the safe delivery of meals to outposts within their buildings through the Ritual offering.
 - * By providing updated protocols and hours, tenants can take advantage of existing promotions.
- **Work order (Angus, Tikkit)**
 - * Repackage work order purpose for COVID-related issues.



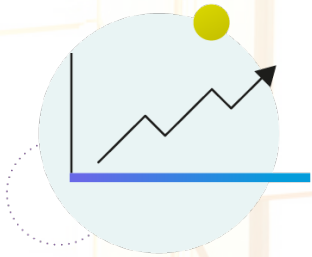
A photograph of a modern office interior. The room features large windows with blinds, a conference table, and office chairs. Two potted plants are visible near the windows. The floor is made of large, light-colored tiles. The overall atmosphere is bright and professional.

Whether you're a landlord, proptech partner, property manager, or tenant, TeX can institute a safe return to work and help **facilitate frictionless property experiences** for everyone involved.

Now more than ever, we need to view the tenant experience as a value proposition that will directly impact the future of the office sector. Becoming acquainted with the eight pillars of the tenant experience, ensuring your business is tech-enabled, and leveraging TeX software and data to create positive connections between people and place is a necessity for property owners who need to differentiate themselves moving forward.

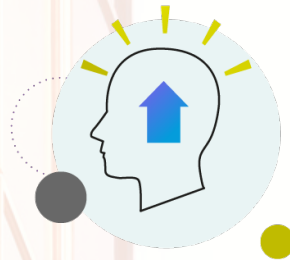
Partnering with HqO to focus on your building's end users -- even long after the return to work is accomplished -- will create connections that outlast the current pandemic's impact as virtual experiences become more and more integrated within our day-to-day lives.

Want to see tenant experience in action? Schedule a demo with HqO today.



Utilize TeX as your competitive advantage

Our professional services team includes world leading experts on Tenant Experience (TeX), overseeing rollouts and providing ongoing advisory to our customers and partners



Own every inch of the tenant relationship

Put content, convenience and community directly into tenant's hands with our mobile app



Partner with the most advanced platform solution

Adapt to evolving markets, maximize asset value, and modernize tenant experiences with our end-to-end operating system for commercial office buildings

**Don't wait - speak with our
TeX experts today**

Let's Chat

www.hqo.co

| hello@hqo.co

| (833)225-5476