



# Investing in a New Role for the Workforce

Why dedicated experience managers are  
a vital part of the offices of tomorrow.

## Experiences

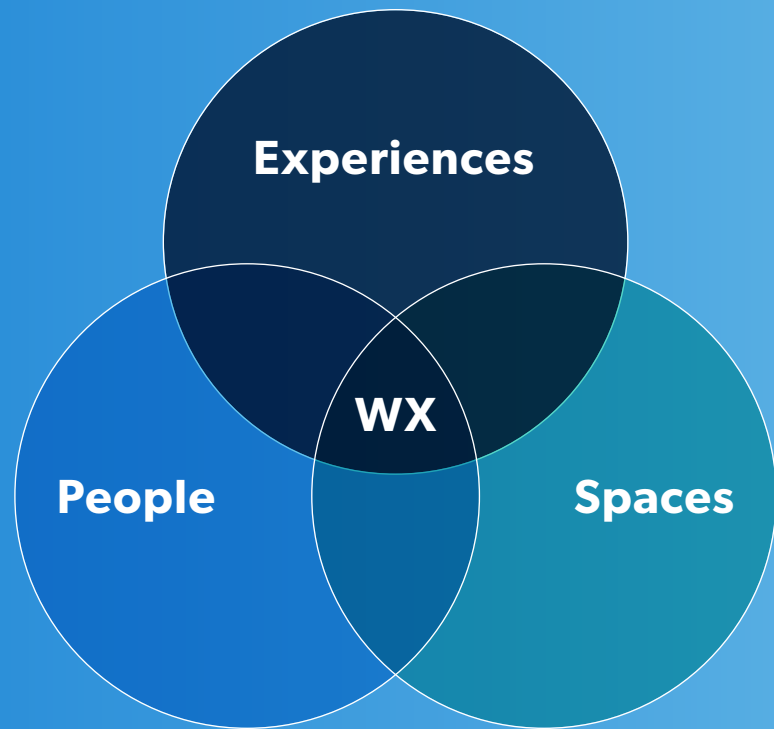
- » Perks
- » Events
- » Learning
- » Surveys & Feedback
- » Easier Commuting

## People

- » Communication
- » Health & Wellness
- » Identify Issues

## Spaces

- » Access Control & Security
- » Manage Visitors
- » Request Services
- » Wayfinding
- » Utilization
- » Room & Desk Booking



Workplace Experience (WX)

# The Birth of WX Managers

The state of the workforce — and thus, the office — has changed.

Not only are employees demanding more flexible schedules, as indicated in our *Office Insights 2022 [report](#)*, but they're also looking for more meaningful experiences in the workplace. To add value to the workplace and provide personalized and engaging employee experiences, employers are making unique additions to their staff.

In the past, we've talked a lot about the workplace and tenant experiences, but what about employee experiences?

Employee experiences can be defined as the holistic measurement of employee satisfaction, retention, and productivity in the workplace. Thus, a

company's workplace experience contributes directly to its employee experience.

Historically, employee experience has been included in key HR responsibilities such as performance, compensation, health benefits, and trust in leadership and management. Now more than ever, the experiences employees have with their workplace (and the bond created with the people and places that connect them to their company) are critical to the overall employee experience.

HqO has been working closely with clients on this shift since the pandemic, noting that companies are carving out more purpose-built roles to fulfill the functions of the workplace and employee experience. They are doing this by hiring dedicated Workplace Experience (WX) Manager titles to ensure that their work environments are truly personalized, effective, and more than just a place to work.

## Workplace Experience Manager Goals

For employers, Workplace Experience Managers have very specific roles and functions. They are focused on achieving the following three goals for their company:

- » Elevating workplace experiences
- » Attracting and retaining talent
- » Optimizing workplace spend

Traditionally, workplace experiences and investments have been managed on the landlord and property team level. In those scenarios, facilities management would work with building owners to improve amenities, such as on-site fitness centers, and differentiate the workplace.

The impacts of the Great Resignation, however, accelerated the need to prioritize these workplace elements on an individual employee level. In today's talent market, it is easier than ever for employees to quit jobs and seek other employment that provides better accommodation (such as flexibility and hybrid work), compensation and benefits, and alignment with workplace culture and purpose.

*“Some Workplace Experience Managers I've spoken with are focused on preparing for employees to return to the office for the first time in years by planning a new office set up and ensuring all supplies and snacks are covered. Others are gathering feedback from employees to plan for upcoming in-person social events. In both scenarios, understanding and incorporating what employees need and want will both excite them and make them feel safe and heard, because they were included in the process and the experiences are tailored to them.”*

Ashley Colella  
Senior Product Manager at HqO



## Workplace Experience Manager Responsibilities

If you look towards the companies leading workplace and employee experience, you'll start to see some common themes of what these roles typically consist of. For example, let's take a look at The Walt Disney Company — a company known for creating “magical” and engaging experiences.

Though every company has a slightly different take on the responsibilities of the role, the general concept is the same: Workplace Experience Managers are advocates for the people of a given company, and need to place their employees at the center of every office strategy to reflect the needs of their unique building communities and elevate the overall workplace experience.

Disney has both Workplace Experience Managers and Directors. Previous job descriptions for the company have covered the following corporate functions and more:

- » Supervise all facility-related activities including cleaning, pest control, HVAC, plumbing, and electrical and fire Life Safety systems
- » Partner with Security to managed access control and security systems
- » Maintain vendor relationships, invoices, and the purchase and procurement of certain projects
- » Lead Disney's return to office initiative, and prepare all local offices for a safe return that ensures compliance with The Walt Disney Company's workplace requirements
- » Oversee the workplace management ticketing system
- » Compose and release frequent site-wide communications
- » Coordinate office events
- » Partner with other Workplace Experience roles and the Corporate Real Estate team on space planning and expansion projects
- » Manage food and beverage programs
- » Drive employee engagement through connectivity, work experience, and office/workplace management
- » Develop and manage programs that enhance the overall people experience
- » Embody and influence company culture, values, and act as an ambassador for people-building
- » Seek and analyze market research to develop broad subject knowledge and benchmark programs
- » Utilize information related to office usage to take actions based on the interpretations of that data



## Workplace Experience Manager Impacts

To achieve their many responsibilities, Workplace Experience Managers are also stewards of workplace experience technology.

In fact, buildings that leverage a dedicated Workplace Experience Manager role alongside HqO's technology can see the following results:

- » Workplaces with either HqO sponsored programming, custom programming, or both see (on average) a 225% increase in Weekly Active Users (WAUs) compared to customers with only static content and no digital programming.
- » Workplaces with HqO-sponsored programming see a 34% increase in WAUs compared to customers that don't opt in.
- » Workplaces that run custom programming in addition to HqO-sponsored programming see an 8% increase in WAUs compared to HqO-sponsored programming only.

These results can be realized due to several important aspects of workplace experience technology, which are elevated due to one differentiator: purpose.

Combining a dedicated Workplace Experience Manager and a purpose-built product allows companies to enhance the employee (and workplace) experience at scale. Technology allows these roles to tap into important resources and committees across the company, and then translate those back to the physical workplace to establish fully connected experiences.

Access to experiences employers never had before — such as digital programming and office analytics — also helps companies move closer to their people and remain agile as employee needs (and the Workplace Experience Manager role itself) evolve over time.

*For more information about getting started as a Workplace Experience Manager, [schedule a consultation](#) with HqO today.*





# About HqO

HqO is transforming how people connect with each other and the places they work. The HqO Workplace Experience Platform makes it easy for companies and commercial property teams to create modern workplaces through world-class amenities and services that allow people to thrive and produce the best results. Active in over 250 million square feet in 25 countries, 57% of the Fortune 100 rely on HqO to enhance their workplace experiences, improve employee satisfaction, and drive operational excellence. For more information, visit <https://www.hqo.com/>.



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