



How to Select a Workplace Experience Platform

What employers need to know when choosing a digital solution for the modern workforce.



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Checklist: Selecting a Workplace Experience Technology Provider

Use this checklist as you read *How to Select a Workplace Experience Platform* to help you during the technology vetting process.

Requirements	Where to Learn More in Guide	Provider #1 [Y/N]	Provider #2 [Y/N]
User Focus			
Focuses on needs of employees and the overall company.	<i>Chapter 1</i>		
Supports both hybrid and in-office employees.	<i>Chapter 2</i>		
Supports engaging workplace experiences – for both people who work in the office and at home.	<i>Chapter 2</i>		
Encompasses multiple workplace solutions in a single app.	<i>Chapter 3</i>		
App is easy to use.	<i>Chapter 3</i>		
Platform supports the needs of multiple teams: <ul style="list-style-type: none"> » Workplace Experience » Human Resources » IT » Real Estate » Facilities Management 	<i>Chapter 4</i>		

Requirements	Where to Learn More in Guide	Provider #1 [Y/N]	Provider #2 [Y/N]
Platform Requirements			
Technology provider includes a full workplace experience platform.	<i>Chapter 5</i>		
Platform is scalable to handle large numbers of concurrent processes and users.	<i>Chapter 4</i>		
Includes native mobile apps for faster performance.	<i>Chapter 4</i>		
Platform can work with our existing technology systems and incorporate new capabilities as they become available.	<i>Chapter 4</i>		
Platform includes pre-built integrations to other systems.	<i>Chapter 4</i>		
Platform can integrate with other systems using APIs and other methods.	<i>Chapter 4</i>		
Platform supports privacy and data security standards including: <ul style="list-style-type: none"> » SOC-2 » ISO-27001 » GDPR » CCPA » PIPEDA 	<i>Chapter 4</i>		
Solution includes an employee app.	<i>Chapter 5</i>		
Technology provider provides choice of workplace modules.	<i>Chapter 5</i>		

Requirements	Where to Learn More in Guide	Provider #1 [Y/N]	Provider #2 [Y/N]
Functional Module Requirements			
Help			
Service Requests	<i>Chapter 5</i>		
Targeted Employee Communication & Posts	<i>Chapter 5</i>		
Mobile Notifications	<i>Chapter 5</i>		
Services			
Service Booking	<i>Chapter 5</i>		
Food Order Ahead	<i>Chapter 5</i>		
Deals	<i>Chapter 5</i>		
Commuter Schedule Updates	<i>Chapter 5</i>		
Wellness Services	<i>Chapter 5</i>		
Community & Culture			
Workplace Update Posts	<i>Chapter 5</i>		
Events & Volunteering	<i>Chapter 5</i>		
ESG Posts	<i>Chapter 5</i>		
Feedback			
Ratings	<i>Chapter 5</i>		
Surveys & Polls	<i>Chapter 5</i>		
Spaces			
Room & Desk Booking	<i>Chapter 5</i>		
Parking Reservations	<i>Chapter 5</i>		
Security			
Mobile Access	<i>Chapter 5</i>		
Visitor Management	<i>Chapter 5</i>		
SSO	<i>Chapter 5</i>		

Requirements	Where to Learn More in Guide	Provider #1 [Y/N]	Provider #2 [Y/N]
Service Requirements			
Technology provider has relevant industry knowledge and expertise to help my business succeed.	<i>Chapter 4</i>		
Technology provider includes implementation and ongoing services to deliver better customer experiences.	<i>Chapter 4</i>		
Technology provider includes programs to drive ongoing employee engagement.	<i>Chapter 4</i>		
Technology provider includes ongoing consultation.	<i>Chapter 4</i>		
Technology provider includes onboarding services.	<i>Chapter 5</i>		
Technology provider includes customer success services.	<i>Chapter 5</i>		
Technology provider includes customer support services.	<i>Chapter 5</i>		
Technology provider includes experience management services.	<i>Chapter 5</i>		
Technology provider includes architecture services.	<i>Chapter 5</i>		

Chapter 1

Introduction



Investing in Your Employees

The workplace has changed significantly in the last few years.

According to Accenture's *Future of Work study*, 83% of corporate employees now prefer a flexible, hybrid work model over working full-time in a single location (such as in the office or remotely at home). Furthermore, this massive hybrid takeover goes beyond what employees are saying they want — it's already in practice in companies across the globe.

The concept of 'work' has only continued to evolve the more we navigate a post-pandemic world: [recent data](#) by Leesman, an HqO company, reveals that 60% of employees currently work in a hybrid way. Similarly, 37% of employees are likely to use the physical workplace for less than one day per week.

This evolution begs a few questions. For example, where does this leave employers who are still looking for the best way to adopt flexible or hybrid work policies? What about

the employers who already support hybrid, but are trying to refine their existing approach to engage and retain talent? And how do companies create a strong workplace culture that is both productive and inclusive of employees everywhere — whether they're in the office, at home, or elsewhere?

The answers to the above questions are highly dependent on creating value in the physical office, and using technology to facilitate flexible, physical-to-digital strategies. By investing in modern workplace experiences, employers can take advantage of a unique opportunity to engage with employees and help them do their best work from any location. Additionally, they can foster stronger connections between people and place — more specifically, the workplace — while optimizing their investments through data and insights. Strategies that balance these objectives will be successful in not only engaging employees, but drawing them back into the office.

In this guide, we cover how — and *why* — leading employers are fine-tuning their workplace experience strategies. We walk you through all you need to know about the key components of workplace experience technology; what to ask during the partner/vendor selection process; how to ensure your solution supports hybrid work and attracts and retains talent; and why the HqO product is considered the leading workplace experience platform in the market.

Let's begin.



Chapter 2

The Value of Workplace Experience



People-First Strategies

“It’s been too quiet as everyone is working from home. But virtual events help us generate fun conversation. You are helping build our team!”

— HqO App User at 444 Castro Street, a Swig Company building

A recent Slack [survey](#) indicates that flexibility in the workplace plays a significant factor in employee satisfaction: a third of respondents claimed that flexible workplace policies are encouraging them to stay in their current job.

And who doesn’t want satisfied employees? According to Gartner [research](#), employees who are satisfied with their workplace are 18% more likely to stay and 30% more attracted to their employer over the competition.

Better yet, [Leesman data](#) shows that outstanding workspaces support employee productivity 22% more than the global average.

With this in mind, the dilemma modern employers face becomes characterized by two main needs: flexibility and connection. To engage and retain their employees, companies need to ensure that they feel strongly connected to their workplace and its culture.

Simply put, employees crave a thriving **workplace community** that they want to be a part of. It needs to feel personalized, easily accessible to everyone, and memorable and enjoyable enough to keep them coming back for more. This desire has created a clear opportunity to enhance workplace communities through physical space, experiences, and, of course, technology.

The Role of Space

As suggested earlier, technology alone is not the answer. Another critical factor in workplace success is the physical space itself. New [HqO research](#) heavily supports the continued importance of the physical office and its value, despite the rise of hybrid work models. Employers believe that the office plays an important role in maximizing productivity, employee satisfaction, and encouraging collaboration:

- » 92% of employers state that the office's role in maximizing productivity is important.
- » 90% of employers state that the office's role in improving employee satisfaction is important.
- » 88% of employers state that the office's role in encouraging collaboration is important.

Additionally, 52% of employers either strongly agree or agree with the sentiment that companies are more likely to succeed when employees spend more time in the physical office.

Percent of Employers Who Believe the Office Plays an Important Role in...



The Role of Experiences

The workplace is no longer just a physical place where people mindlessly go to work every day. Now, regardless of where it is, it is the place where people go to do their best work.

For companies that want to encourage employees to do that work in the office, the workplace will have to meet more employee needs and differentiate your company from the others.

Workplace experiences incorporate everything the employee experiences before, during, and after work. Additionally, it encompasses perks and benefits, events, learning, retail and food order ahead, commuting, and convenience services. HqO's report also supports this with data about the need for more dynamic workplaces. For example:

- » 72% of employers agree or strongly agree that hybrid work environments are as equally as important to employees as other workplace benefits such as annual leave and healthcare.
- » 76% of employers agree that hybrid work models are a significant factor in attracting and retaining talent.
- » 76% believe that a workspace that can accommodate a variety of activities such as collaboration is a significant factor.

[HqO research](#) affirms these claims, with 92% of landlords strongly agreeing or agreeing that employees will expect more from the buildings they work in. Additionally, [97% of hybrid employees](#) also agree that at least one of the two environments they use enables them to work productively. This is more than the proportion measured across employees who worked exclusively from home (91%) or only in the workplace (71%).

The Role of Technology

To enable better workplaces and experiences, employers are turning to technology. According to PwC, most employees seek out digital solutions — such as communication tools, resource booking, and mobile access — that will help them do their best work. However, only 60% of employees say they're satisfied with the mobile options available to them. Employees also reported that they'd be willing to spend up to two days per month on training to upgrade their digital skills to accommodate new technology, showing a willingness to invest in tools that would take away the stressors of the average work environment.

Thus, it's no surprise that companies are investing more than ever in technology geared towards improving workplace and employee experiences. As stated in a recent Forbes [article](#):

“[Forrester predicts that] leading organizations will ‘unlock the creativity of their employees and surround them with intelligent technologies such as automation and prediction engines that focus on outcomes, not just financial results.’ This heralds a new era of transformation featuring ‘human-centered technology initiatives’ that connect customer experience (CX) and employee experience (EX) ‘to drive competitive advantage and deliver a 3% to 5% net gain in productivity.’”

Based on these industry sentiments, it is clear that the old approach of just focusing on office space, a few amenities, and a few random events per year is not enough to entice modern employees back to the office. Employee experiences are now directly a result of a company's workplace experience. When enhanced, it has the power to connect employees with each other, the company they work for, and the workplace — wherever it may be. Success in this area ultimately increases productivity, creativity, and satisfaction.

Below: Workplace experience (WX) connects employees with each other, their companies, and the workplace through experiences that enable them to be more productive, effective, and connected to their company.

Workplace Experience (WX)

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



Chapter 3

Technology Use-Cases



Improving Your Toolset

Since technology plays such a crucial role in employee and workplace experiences, the workplace technology market has seen significant growth in the past few years — especially in point solutions like hot-desking and room booking.

In fact, [72% of employers](#) agree or strongly agree that workplace experience and engagement tools will be a critical element of successful offices in the future. Because of this, many companies have added new point solutions to address different and specific challenges.

This does, however, come with a few considerations: **technology is only as strong as its infrastructure.** This means that companies cannot keep adding

disconnected solutions every time they have a new problem. 78% of employers see too many disconnected tools as a very significant or significant challenge to achieving an effective hybrid working model. They also agree (66%) that the general lack of awareness of available tools and services is a very significant or significant hindrance with hybrid work environments.

This indicates that streamlining and unifying digital tools and capabilities should be a key business imperative for modern workplaces, one that has not gone unnoticed by many industry leaders. “Hybrid working can only work if the necessary technology infrastructure is in place to support the flow of work across different locations and, possibly, time zones,” [explains Leesman](#).

Thus, investing in multiple apps or tools actually poses a significant challenge to hybrid employees and the workplace. It is much more beneficial to invest in a full end-to-end platform that can consolidate these features into one easy-to-use interface. This will:

- » Create one place where employees can find everything they need, making it more likely that they will find what they need.
- » Ensure that each interaction with your chosen platform provides new opportunities for serendipitous exploration of other features.
- » Provide faster and consolidated real-time access to analytics for many of the capabilities contained in the platform — encompassing both behavioral and sentiment data.
- » Provide a single administration console to do more of your work so you can work in fewer systems.

In the next chapter, we dive into the people in your organization who will be impacted by this new wave of technology.





Making a Company-Wide Impact

“I love the thought, effort, and participation with the building through our app. It goes a long way to building a community, from the staff to the activities to the facilities. Thank you for everything!”

— HqO App User at 1101 K Street,
a Lincoln Property Company building

In addition to employees, workplace experience technology provides tangible benefits to Workplace Experience Managers, Human Resources teams, IT professionals, Real Estate Directors, and Facilities Management staff.

The right technology solution can help these decision-makers to optimize real estate spend, improve employee productivity, and attract and retain talent — while rejuvenating broader workplace culture and connection.

The Workplace Experience Manager

With the focus on employee and workplace experiences on the rise, many companies are hiring Workplace Experience Managers to spearhead these efforts. Typically, someone in this cross-functional role would be responsible for defining a company’s workplace experience vision and strategy. This means providing the space, technology, services, and programming to optimize employee engagement, as well as improving upon company culture and using data to understand the needs of every employee.

Common Frustrations: A Workplace Experience Manager might not always have the resources to deliver the heightened workplace experiences that they may need to deliver to be successful. They also might have trouble keeping pace with evolving employee needs, since information might be scattered depending on where people work and they might lack the real-time insights and feedback required to make ongoing improvements. This disconnect could lead to many challenges, including difficulty in communicating programming to hybrid employees and getting employees to adopt new processes, services, and tools – all of which can be an expensive and time-consuming process.

Technology Use-Case: A well-rounded employee experience platform can provide a single, easy-to-use app for employees to manage their workplace experience. This same app can also host content and events; facilitate desk, conference room, and parking booking; and collect meaningful insights on workplace sentiment, employee feedback, and an office's space usage. Such a tool becomes almost a one-stop-shop for Workplace Experience Managers, which can inform future investments and ultimately optimize their spend by focusing on where their budget has the greatest impact.

The Human Resources (HR) Director

Human Resources teams are becoming an increasingly more central role in the industry's pivot to people-centered workplaces. Their responsibilities include important tasks like defining company goals and strategy related to staffing, recruiting, and retention; developing corporate plans for a variety of HR matters such as compensation, benefits, health, and safety; managing recruitment costs; building a highly engaging workplace culture; and helping employees build communities at work and create a strong sense of belonging.

Common Frustrations: Such a crucial, evolving role comes with a lot of modern-day challenges. For example, with the Great Resignation still ongoing, increasing employee turnover makes it difficult and expensive for companies to hire staff. HR teams also need to ensure that all employees remain healthy and safe, as well as engaged and motivated to do their best amid hybrid work models. They face low adoption rates of employee services and perks, and lack the engagement data needed to make the cultural impact that they want to make.

Technology Use-Case: Workplace technology gives HR teams the analytics, communication tools, space management tools, wellness services, and other capabilities to understand workplace dynamics and provide new opportunities to communicate company culture and work-related resources. This means that it can increase employee engagement, contributing to higher employee retention and leading to a reduction in hiring and onboarding costs. Higher engagement also means higher productivity due to time-savings, increased awareness of employee resources, services and perks, and an overall safer and healthier workplace.

The Information Technology (IT) Director

In addition to providing the systems that power the actual work that employees do, IT Directors are playing an increasing role in the physical workplace as well. Their jobs are to continuously improve their company's technology stack and security, as well as controlling and evaluating their IT and electronic data operations. For them, it's important to facilitate a great experience of IT tools for employees while maintaining enterprise security, by integrating the physical world into a user-friendly digital environment.

Common Frustrations: With most of the workforce working on a hybrid schedule, it can be difficult for IT teams to onboard new employees due to scattered information and services. IT teams also have to navigate a low usage of company-provided resources due to employees being unaware of them or unhappy with the end-user experience. This leads to a low adoption of technology investments, and a disparate set of tools that are owned and used by different internal stakeholders – thus increasing the risk of a security breach. Similarly, they need to preserve existing systems investments for a maximum return on investment.

Technology Use-Case: An employee experience app can connect to, and unify, many different point solutions into a single app for the employee. Additionally, a robust platform-powered tool like HqO's Workplace Experience App meets rigorous protocols such as ISO, SOC-2, and more – all while offering high-security features like SSO and access control. This improves the employee experience without having to change current IT systems and processes, as well as maintains enterprise security while it streamlines the technology onboarding and maintenance processes.



The Real Estate (RE) Director

Real Estate Directors manage all real estate-related costs, including those related to a company's portfolio analysis and technology stack. Since they own the strategic planning and development of a company's real estate portfolio to support organizational growth, having tools that can help them inform decisions is a high priority.

Common Frustrations: Since Real Estate Directors oversee entire portfolios, they may have difficulty finding ways to decrease operational building costs, decrease unused office suite space due to hybrid work, and understand the right amount of physical space and services needed to support the workforce.

Technology Use-Case: Having workplace experience technology helps Real Estate Directors with capacity planning, space utilization, and employee feedback and usage. This is due to the meaningful insights that an end-to-end platform can provide, which help to make more informed decisions on future investments and reveal new opportunities for space efficiency gains.



The Facilities Management (FM) Director

Facilities Management Directors provide a workplace experience that supports employees in their needs and expectations. This means they focus on things such as monitoring and managing the assets and technologies in the workplace to maximize return-on-investment; maintaining and continuously improving building and vendor partnerships; optimizing processes that facilitate everyday operations, and ensuring compliance with regulations and laws.

Common Frustrations: Because of the vast nature of the job, Facilities Management might have trouble accessing the insights needed about building usage and employee feedback. They also might struggle with controlling energy consumption, balancing multiple stakeholder relationships, and managing, distributing, and tracking service requests that come in from different end-users through multiple channels such as email or phone.

Technology Use-Case: Workplace experience technology can facilitate necessary functions such as access control, visitor management, service requests, cleaning requests, and employee communications. With a workplace experience app, Facilities Management can benefit from tools and services that are integrated into a single platform, which also provides important data and analytics to help optimize space and reduce costs.

These use-cases reveal that no matter what your role is in your organization, workplace experience technology can seamlessly integrate with your existing processes and systems, speed up previously inefficient work-flows, and reduce stressors for all of your employees – ultimately promoting a flexible work environment that supports every facet of a hybrid workforce.

Chapter 4

The Selection Process



The Build vs. Buy Debate

Harvard researcher Jacob Morgan [found](#) that companies that invested heavily in their employees' cultural, technological, and physical environments were **four times** more profitable and generated **two times** more revenue than the average company.

Additionally, employee engagement strategies are necessary to retain talent, as well as cut down on hidden costs. A recent Gallup [report](#) reveals the following monetary consequences:

- » Companies with higher employee engagement experience 81% less absenteeism.
- » The lost productivity of an actively disengaged employee is equal to 18% of their annual salary. This means a company of 10,000 employees with an average salary of \$50,000 each will lose \$60.3 million a year.
- » Replacing workers requires one-half to two times the employee's annual salary. So, it costs \$9,000 a year to keep each disengaged worker and between \$25,000 and \$100,000 to replace them.

As a company at the vanguard of the workplace experience movement, we have occasionally heard the following in our conversations with employers: “We’re thinking of working with a development shop to build our own app, as opposed to paying for an external provider.”

Before big decisions like this are made, it’s important to understand the differences between leveraging a SaaS platform like HqO and hiring an agency or mobile development shop for your workplace experience solution. Upon inspection, you’ll notice significant differences around **industry knowledge**, **implementation**, **ongoing services**, and **cost**.

Industry Knowledge

Leveraging a SaaS platform will incorporate more workplace experience best practices based on a broader market view in comparison to development shops. Simply put: workplace experience is our focus at HqO and the only thing we build for. We have launched apps, surveyed employees, and provided services and offerings to office portfolios of varying sizes, locations, and populations. We understand the unique challenges within this industry and are capable of customizing our offerings and services to maximize benefits to specific employees in unique locations.

With an app that is already in use at a majority of Fortune 100 companies, HqO is able to learn from existing client needs and continuously improve our product — as well as provide innovative solutions that you may not have even thought about. These are all things that become inaccessible to clients who chose to create their own solutions.

Implementation and Ongoing Services

SaaS platforms have faster implementation timelines and offer ongoing services and support. Our implementation is built out to the point where we can create your workplace app, procure services and perks, plan the launch, and get the app onto the phones of employees within a span of weeks, not months.

We succeed when you succeed, so we also give you a dedicated account manager and concierge to make sure we are delivering for you and your employees week after week. Our ongoing services center around collecting data about end-users, procuring and providing experiences that matter for those specific people, and then iterating on these services to drive lasting engagement.

Workplace programming and service procurement tools are well outside the scope of a traditional development shop. Having a platform that is already partnered with best-in-class workplace experience service providers will ensure that you get the best out of these pre-established relationships. It also means you won’t need to handle the planning and execution of those services.

Additionally, development shops are static. They build to specific requirements, and once they deliver, they are done until you actively enlist them for a new project. HqO’s approach includes continual maintenance and updates to ensure that we remain proactive with every customer, helping you benefit from the best technologies and services in the market as they appear.

Cost

Development shops are almost never incentivized by the success of the application they build. Many of these businesses make their money by charging for ongoing maintenance and improvements over time — a concern you won’t need to worry about with a SaaS platform. Instead, choosing a platform that allows you to grow with your employees’ needs by providing the most valuable product for your workforce will give you the biggest bang for your buck.





Finding the Right Workplace Experience Solution

Few environments have the potential to impact people's well-being and productivity like the workplace. Now is the time to not only rethink the future of the office, but to shape it. Modern trends have accelerated flexible work models and the need for employers to create meaningful relationships with their employees.

To achieve this goal, employers need to budget for workplace experience initiatives and feel confident that they're selecting the right provider. This provider should grant you the tools, support, and technology to create seamless digital and physical workplace experiences that will leave a lasting impression for years to come. As the leaders in the workplace experience space, we understand that finding a reliable technology provider can be a daunting task. Thus, to get the best results, we recommend that you explore three core areas of diligence when vetting different technologies: **technology**, **service**, and **stability**.

Technology

Technology diligence is extremely important to the success of employers. To ensure the best results, workplace experience technology buyers must

validate Technology diligence is extremely important to the success of employers. To ensure the best results, workplace experience technology buyers must validate three key points: 1) that potential providers can actually deliver on what they are promising, 2) that the provider's technology infrastructure is designed to scale, adapt, and continuously add value as you and your employees' needs inevitably evolve, and 3) that the provider's capabilities actually match the needs of your workforce (such as mobile access, resource booking, digital programming, food or convenience services, and so on).

Because of this, HqO has created a product that can manage integrations at scale, so we can focus on the integrations that will have the biggest impact for your real estate portfolio. Based on our experience, here are a few questions that every buyer should ask to make sure they're covering all of their technological bases:

What kind of insights will the provider give me access to, and where do they come from?

Any technology provider or partner should offer meaningful insights that can help you understand what is happening within your offices and their communities. With HqO, employers can access information across

five main categories: app engagement, content and programming, space usage and visitor management, order ahead, and employee feedback.

This means they can gain insights into which office spaces are being used and which teams are using them to ensure they have the layout needed to support their employees. They'll also be able to determine which office services are most popular with employees, as well as use direct employee feedback to understand what employees want most, how employee sentiment is changing, and what programming is most engaging. Better yet, employers can properly manage all personal identifiable information, or PII, to guarantee that it's safe and being used in alignment with modern security regulations and standards.

How does the provider protect my employee data?

Having a provider that understands the importance of data security (and who has invested in adhering to these higher standards) should remain front and center of ongoing operations. Many companies have found immense value in data collection practices. Data collection can bring employers closer to their employees than ever before, and serve as a competitive advantage in a challenging market.

In order to build trust and accountability with partners and customers, companies need to remain transparent about their data collection practices — including how they abide by privacy policies, request consent, and manage and use the data that they collect. Therefore, you should look for providers who are compliant with certifications such as GDPR, CCPA, SOC-2, PIPEDA, and ISO-27001.

Is the provider's technology platform built to handle complexity at scale?

Looking for a true end-to-end workplace experience platform — as opposed to a generally available development environment or CMS system such as Drupal or WordPress — is the key to finding a provider who can scale with your unique needs over time. Complexity at scale is really about flexibility, and allows you to connect to many systems through different integration methods while still delivering a superior experience for each user.

Thus, a scalable platform should incorporate four key elements:

- » **Proof Points:** A workplace experience platform needs to be designed to handle different workplace functions on the same app and platform. This means having several built-in modules that provide a common experience across multiple functions.
- » **Purpose-Built:** It should be intentionally designed to manage workplace experience, rather than just a CMS platform like Drupal or WordPress, or even a custom development environment.
- » **Modern Distributed Architecture:** Your technology should be able to deploy software on servers around the world for reliability and quick response times — regardless of location. Thus, you need to work with a vendor who already has experience serving disparate locations.
- » **Native Mobile Apps:** Making sure your technology supports native iOS and Android apps will help you perform faster and be more reliable.



Will the provider work with my existing technology systems?

It's likely that your provider will not have built-in capabilities for every specific office need, and therefore will rely on integrations with other technology partners to establish a truly holistic solution. This means that if they don't work with your company's existing technology systems, replacing your entire technology infrastructure can be expensive.

Look for a flexible platform designed to integrate with different back-end systems. A SaaS vendor with an established integration methodology and multiple integration options will create reliable integrations in less time. The solution should include a variety of pre-built integrations, APIs, and an integration methodology for new integrations. This will ensure that, when you need to change your back-end systems, the front-end employee experience will remain constant. At the end of the day, they don't even need to know that the back-end system has changed!

What will the end-user experience look like for my employees?

Your company is unique, with a unique make-up of employees and user demographics. It therefore only makes sense to deliver a unique digital experience by working with a provider who can create a branded employee experience app. Having a premium brand is a huge advantage in the market, and will guarantee that your company stands out among your competitors.

It is for this reason that HqO's product strategy is centered around creating differentiated, branded workplace experience applications that allow our customers to own the employee relationship. Additionally, we can offer a fully streamlined, one-stop-shop that serves as a remote control for your office. And, to be truly flexible, we also provide an administration section that enables managers to customize communications for different audiences to keep everyone up-to-date with the latest workplace resources.

Service

Service diligence will ensure that your provider's team fully understands the demands of your company and your unique goals. Thus, we make sure that every HqO team member goes through extensive training to strengthen our business alignment. Our team can roll up their sleeves and execute on your behalf to make sure you achieve your goals. This two-way partnership drives best-in-class employee engagement to provide you with actionable data to inform business decisions. Here are a few questions you should ask to make sure your provider can grant the right support and customer service:

Does the provider have an implementation playbook?

If so, ask to see it and a record of proven success. This will help align the provider with your vision and plans for roll-out.

Does the provider have the right team size and flexibility to match your internal skill set?

At the end of the day, human capital is required to effectively deploy a new technology solution. Your management team may have enough in-house staff to manage these new systems, or none at all — at either end of the spectrum, it's important to have a provider that can match your internal staff needs to support you effectively.



How does the provider keep your employees engaged with your workplace experience solution?

It's one thing to have the right tools in place, but it's another to have proven ways of keeping your employees engaged with those tools. Keeping your workplace app populated with content is crucial to maintaining this engagement. That's why HqO offers both general and customizable programming to support these needs.

Do they provide ongoing consultation?

Employers have a lot on their plate, so implementing technology represents a serious lift. That's why your technology provider should have a robust services team to help develop and execute your strategy, while using best practices that are supported by data to drive results. A flexible customer success model should be based on the specific operational staff, capabilities, and needs of each company.

Additionally, your provider should have experience and serve as a consultant throughout the entire process. Having a dedicated technology expert and/or team to help manage and consult on technical best practices during the evaluation, procurement, and implementation processes will reduce fragmentation among technology systems, ensure interoperability, advise on evolving compliance frameworks, and maintain data capture and transparency.

Stability

Screening for provider stability is crucial to your company's success, since their longevity ensures that you maximize your investments by avoiding costly provider changes. For example, HqO works with 57% of the Fortune 100 to build meaningful relationships with the people in the workplace every day. We have a positive record of being able to scale and grow with you, as well as to continue providing world-class customer service and support. To make sure your new technology provider has longevity in the market, make sure you ask them these questions:

What are the provider's financials and/or numbers for their latest round of funding?

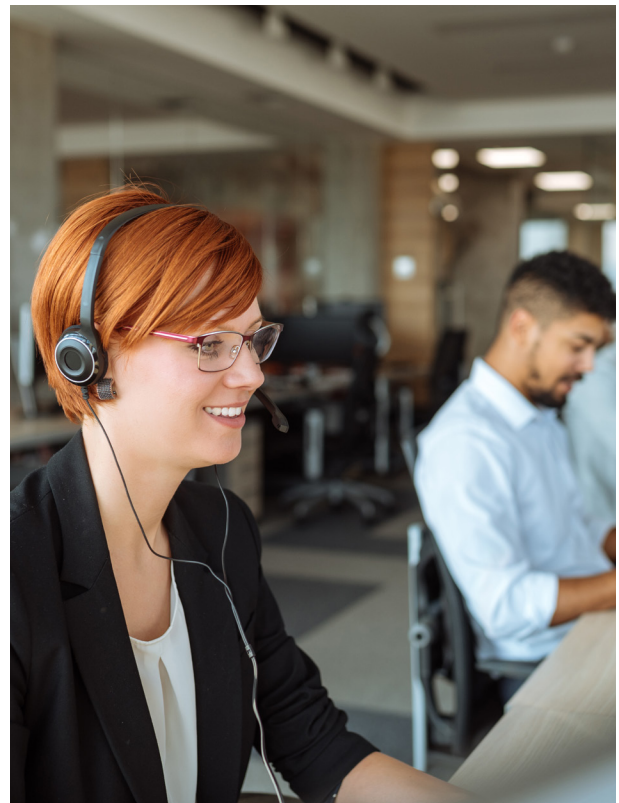
This will ensure that you're doing your diligence to see if the provider has the financial security and growth opportunities to continue investing in a successful product.

Is the provider supported by prominent industry peers and/or investors?

When doing your research, take note of who is an advocate of their product or service. Certain technology providers (such as HqO) work with the world's largest companies and have a global impact. This reveals that a provider's technology and services are effective, trustworthy, and popular among other employers.

How does the provider maintain customer success?

Customer satisfaction capabilities reveal that your provider cares about customer feedback and maintaining long-term customer success. Make sure that the provider you work with invests just as much into your company as you invest into their product.



Chapter 5

Breaking Down the Tech



The Evolution of Workplace Technology

“I appreciate the creativity of the various events and giveaways through the app. Clearly, a lot of thought, time, and effort are involved, and I think it makes a real and positive impact on our experience.”

— HqO App User at Capital Center,
a Zeller building

For any employer, it’s important to note how workplace technology has evolved over time. What worked just a few years ago certainly isn’t as impactful in today’s landscape, and thus requires thorough evaluation.

Historically, companies used integrated workplace management solutions (IWMS) to focus on space planning in the physical workplace. More recently, however, companies have begun to focus on resource scheduling applications (RSAs) or desk booking capabilities, to make sure that employees would have a place to work when they come into the office — especially among growing hybrid work models.

This strategy is not perfect. Many companies have fallen into the habit of adopting a new app every time they need to solve a workplace problem. The end result? Employees are overwhelmed by too many disconnected apps, making it harder than ever for companies to benefit from these technology investments.

Ultimately, this has caused a modern need for two things: a platform approach that serves as a “single pane of glass” for various workplace solutions, and more programmatic experiences that drive people back to the office.

These insights explain why workplace experience technology — which has the potential to host modules, integrations, and capabilities in a single, unified platform — is moving the industry forward. By consolidating product suites that offer both IWMS and RSA capabilities, alongside offering experiences that go beyond systems management and resource booking, employers can target the specific challenges around hybrid work and effectively differentiate their offerings while optimizing their workplace investments.

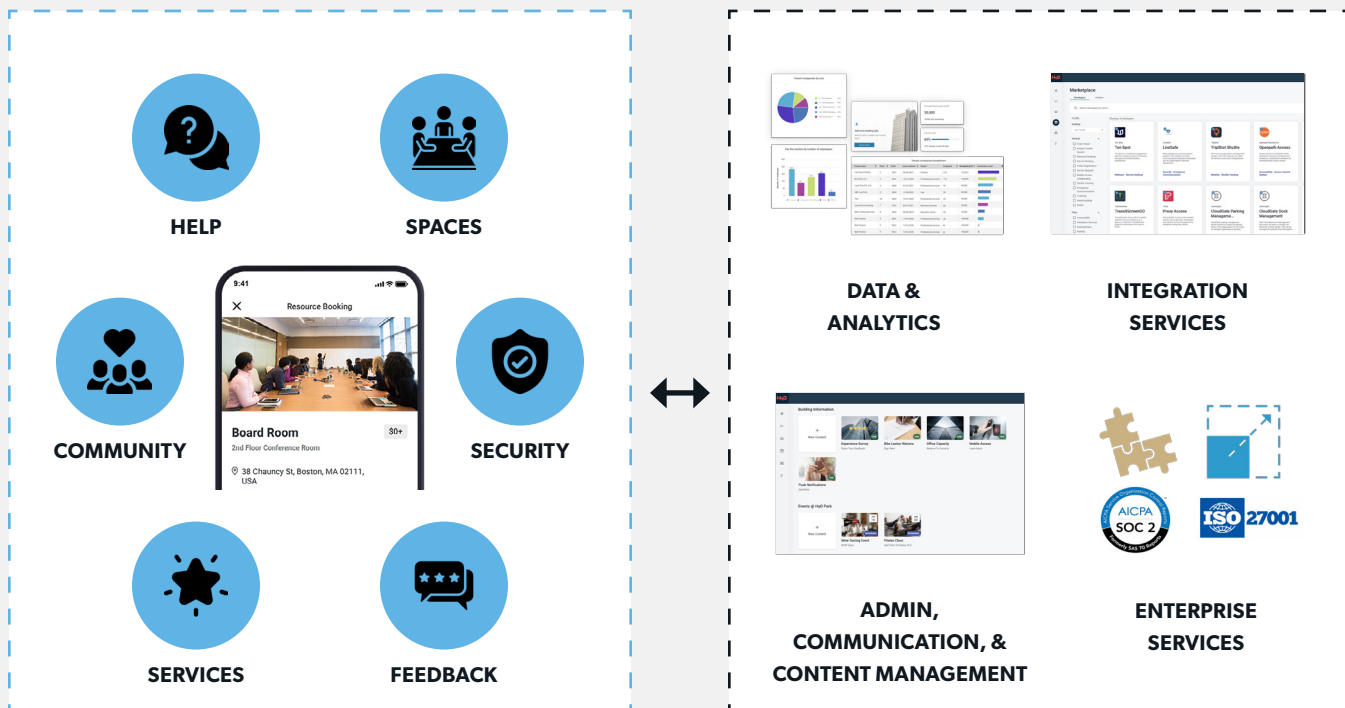
The Key Components of a Workplace Experience Platform

With workplace experience platforms taking center stage, the question now becomes “*What features should every workplace experience platform have?*”

In general, workplace experience platforms are the most comprehensive when they include three main features: **a scalable and secure employee app, workplace modules, and a platform** that integrate with the systems you already have. Below, we cover each of these components in more detail.

Workplace Experience Platform

The right provider will include a scalable and secure app, modules, and platform that integrate with the systems you already have.

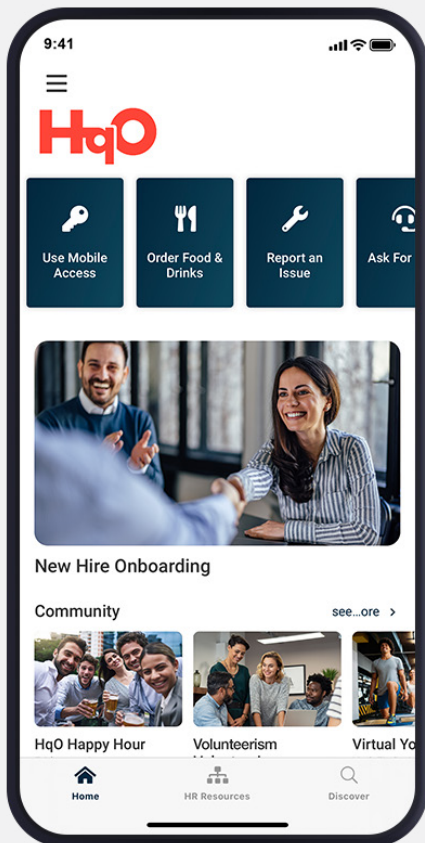


Workplace Experience App for Employees

Workplace Experience Platform for Workplace Teams

The Employee App

Every employee is unique, which is why having personalized app experiences that can be branded for your workplace and tailored to your specific needs are so important. With an app, you can give your employees a “remote control” to access both physical and digital resources. Each visit to your app should be an opportunity for employees to manage their workplace experience and discover other resources they can benefit from. This will help make them more efficient and productive, especially if your provider gives you integration options with your back-end systems. You’ll work smarter too, by managing more of the workplace experience through a single administration console and accessing meaningful workplace analytics.



Workplace Modules

To get the most out of your app, your employees should also be able to use and control workplace modules that are available through a mobile or web interface. We’ve identified six categories of importance for any workplace:

- » **Help:** This will enable employees to submit maintenance and other requests from one interface, so they can get issues resolved faster without the usual back and forth.

Service Requests | Targeted Employee Communication & Posts | Mobile Notifications

- » **Services:** Make sure to provide convenience and fitness services, so employees can stay healthy without having to leave the office.

Service Booking | Food Order Ahead | Deals | Commuter Schedule Updates | Wellness Services

- » **Community:** Your technology should be used to further create a sense of connection in the workplace.

Workplace Update Posts | Events & Volunteering | ESG Posts

- » **Feedback:** You will want to provide employees with an easy way to share their sentiments, priorities, and feedback on an ongoing basis.

Ratings | Surveys & Polls

- » **Spaces:** You can take the friction out of desk, conference room, parking, and other resource reservations with tools to manage in-office space usage.

Room & Desk Booking | Parking Reservations

- » **Security:** You will need to keep spaces secure while providing a welcoming environment, through features such as mobile access control and visitor management.

Mobile Access | Visitor Management | SSO

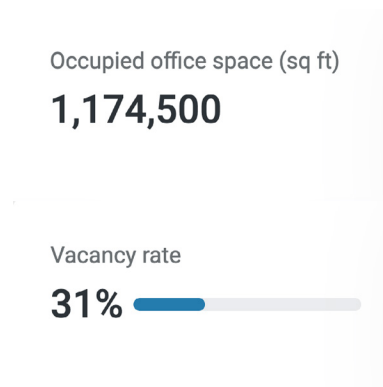
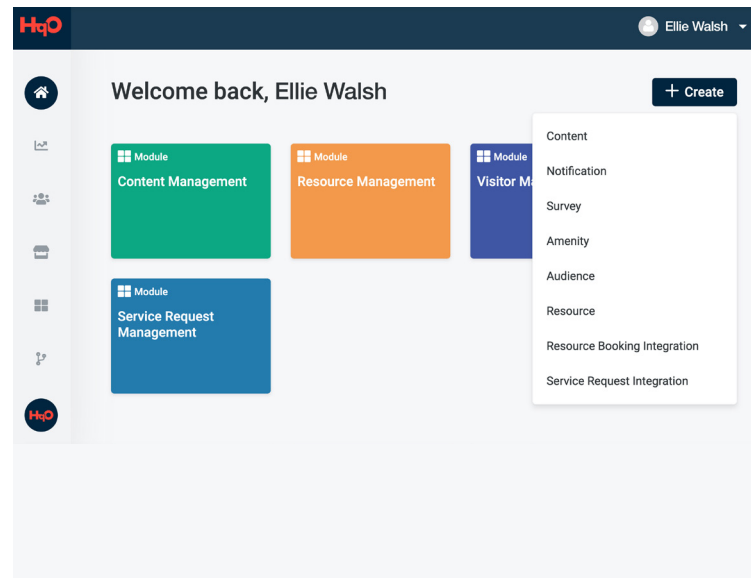
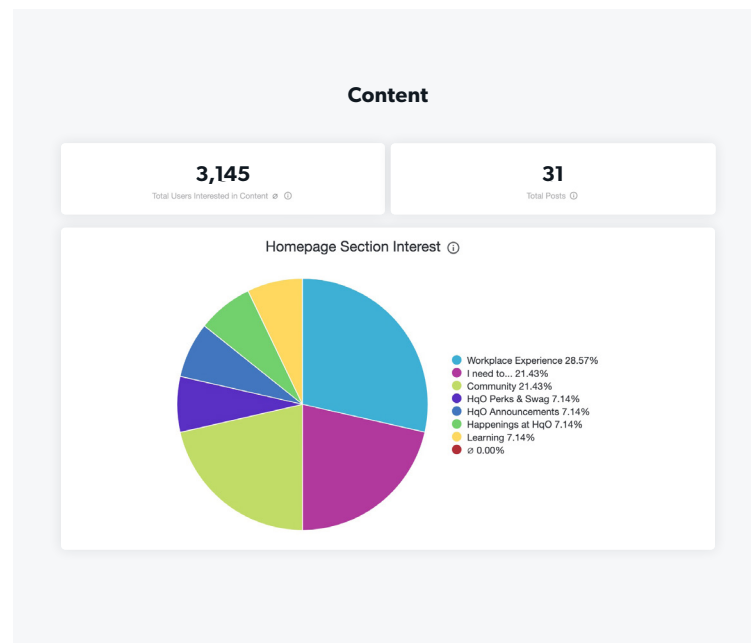
At the end of the day, your employee app should be able to bring these capabilities together into a single pane of glass, to make it easy for employees to do what they need to do to get their jobs done.

An End-to-End Platform

Both your app and modules should be an extension of a comprehensive workplace experience platform, which should include a few features of its own:

- » **Admin:** Having an administrative interface will let you create targeted programs, without assistance or custom coding. It should include everything you need to create, promote, get registrants for, and measure the success of your programs. Additionally, an Audience feature — like the one in the HqO platform — can allow you to target the right groups of people by department or interest group.
- » **Insights and Analytics:** To keep on top of what's happening on an ongoing basis, you'll need access to analytics. This will provide insights so you can optimize your operating and real estate investments, which is especially important in today's rapidly changing environment.
- » **Marketplace:** Being able to leverage a technology marketplace with pre-built integrations will enable you to use the technology investments you have already made, while also discovering new best-fit options for your workplace.
- » **General Platform Services:** Additionally, every platform should offer security and scalability to grow with your business. For example, the HqO platform is ISO, SOC-2, GDPR, and PIPEDA compliant — meaning we take security measures seriously and will make sure that all your information is safe.

However, successful workplace experiences require more than the right technology. They require a blend of functional requirements with engagement elements to really differentiate your workplace and appeal to employees in a highly competitive talent market.



Additional Services

In order to successfully implement and use your chosen workplace experience platform, you will need a dedicated team of professionals to guide you through the deployment process and help maintain engagement with your technology after it's already live.

A technology provider that focuses on delivering rapid time-to-value through pre-built integrations, flexible integration options, and established implementation and launch processes can make these goals into a reality. Ultimately, there are five areas in which you will need **ongoing support: onboarding, customer success, customer support, experience management, and solutions architecture.**

Onboarding

A workplace experience platform provider should provide a team to help you through your mobile app configuration, jumpstart training, launch planning, and technology activation.

Customer Success

You will need a Customer Success Manager to provide proactive consultation on industry best practices for customer experience, strategic alignment to drive achievable business outcomes, and integration counseling for partner and vendor selection on an ongoing basis.

Customer Support

Having a dedicated Customer Support team provides on-demand support, answers any ongoing questions, and also manages technical support directly for employees on your behalf.

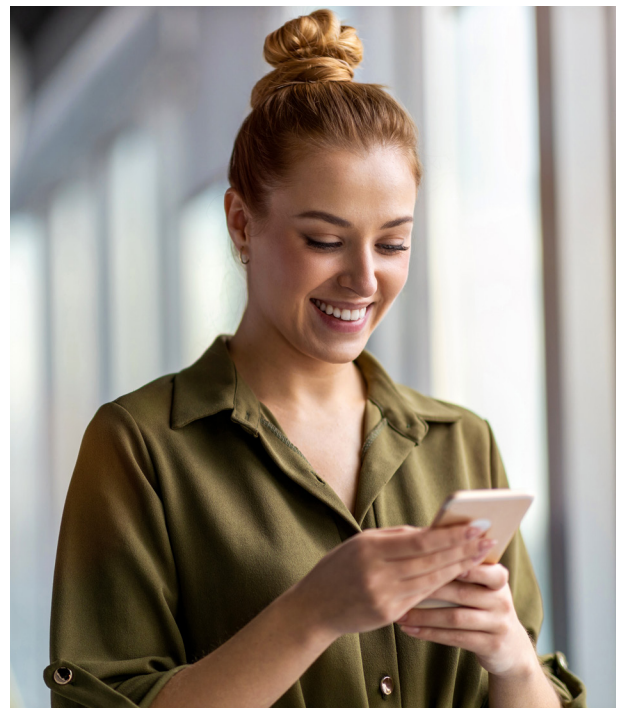
Experience Management

A provider that offers programming and content management, event planning support, messaging and notifications, data-driven strategies, and platform guidance will guarantee best-in-class experiences for your employees.

Solutions Architecture

Solutions architecture services are important to serve as a technology resource for transitioning and improving your tech stack. Your provider should own end-to-end system design, technology evaluation and deployment, existing technology stack analysis, and data capture, measurement, and maintenance so you don't have to worry about it.

Having such a diverse group of engagement, workplace experience, and technology experts available to you brings you the consultation and white glove service you will need as an extension of your business.



Delivering Success with HqO

HqO's ability to meet and adapt to evolving employer needs is unparalleled. In fact, the HqO platform can help enhance your employees' workplace experience through not just its technology, but its dedicated services team.

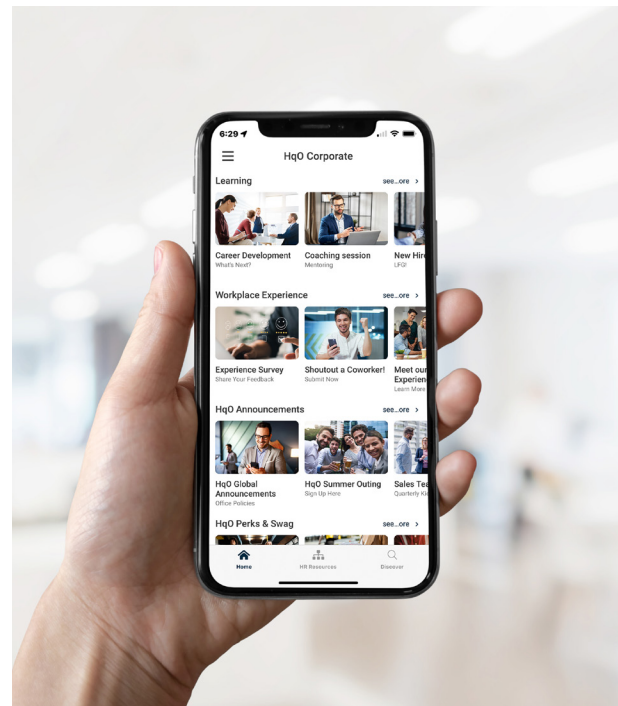
Alongside our world-class technology, our proven methodology includes:

- » Pre-sale consultation focused on maximizing the HqO ecosystem to benefit client's business objectives.
- » Ensuring a smooth onboarding and implementation process to accelerate time to launch.
- » Ongoing technical consultation for implementing best-in-breed technologies for workplaces focused on maximum interoperability.
- » Ongoing engagement and employee programming creation for each customer including global programming and customized calendars available to drive engagement.
- » Continued alignment with customer business objectives throughout the lifecycle of the partnership through activities such as quarterly business reviews, data analysis, roadmap reviews, and training.
- » Live, frontline end-user support, offering quick response times for technical and nontechnical inquiries from both property teams and tenants.

HqO's product and Customer team have a proven track record on driving engagement, with an experience-driven history leveraged from companies such as Spotify, TripAdvisor, DraftKings, and Google. In fact:

- » 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.

*Want to see our product in action?
Schedule a [demo](#) with us today!*



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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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