



Powering Hybrid Success

How workplace technology and the office can help companies better engage hybrid workers.



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Chapter 1

Introduction



The Struggle to Engage Hybrid Employees

Today, hybrid workplaces — that is: workplaces that blend remote and in-office work — are everywhere.

HqO's *State of Workplace Experience report*, for example, finds that nearly all (86%) of today's top employers use a flexible or hybrid working model. But the ubiquity of hybrid work doesn't mean that it's *working*. In fact, as the slow return to office continues, a large number of today's employees [seem to be](#) dissatisfied with their office environments.

Recent research supports this idea. [Leesman](#), an HqO company, just released their updated *Quarter Two 2022* survey data. It reveals that almost 40% of workers do not believe that their offices create an enjoyable work environment, while another 38% do not believe their offices contribute to a meaningful sense of community. This is supported by a [report](#) from McKinsey, which finds that a “lack of support for employee health and well-being” is the fifth most common reason why employees leave their jobs without a new one in hand.

Other factors like an “unsafe workplace environment,” “non-inclusive, unwelcoming, and disconnected community,” and “inadequate resource availability” all ranked within the top ten.

But why should companies care?

These figures show that the transition to hybrid work has been anything but smooth, especially as it pertains to getting employees to balance physical office space with their remote work environments. In fact, according to this data, a large number of employees now feel disconnected from and unsatisfied with their workplaces. This presents a serious problem for today’s employers, who won’t get the most out of their hybrid workers if those workers are unhappy with — and poorly served by — their office environments. Hybrid work can be a great tool for improving worker productivity and [collaboration](#), but low office satisfaction rates threaten to undermine the effectiveness of hybrid work.

In other words: hybrid work only works when employees can leverage both office space and remote work spaces effectively.

Luckily for employers, workplace experience technology can help make hybrid work a success. By equipping employers with additional engagement tools — like mobile notifications and custom polling — workplace experience technology helps employers understand employee needs and behaviors while keeping hybrid workers happy and engaged with both their physical and remote workplaces. The technology is also designed to integrate seamlessly with companies’ existing workplace experience strategies, and can be expanded as needed to meet the shifting demands of the modern workforce.

Success with hybrid work is within reach. In this guide, we’ll look at how your company can use workplace experience technology to achieve your long-term business goals.

Let’s begin.



Chapter 2

Using Technology to Optimize Hybrid Work



The Rise of Workplace Experience Technology

A growing number of companies are using workplace experience technology to address the challenges associated with hybrid work. HqO's *State of Workplace Experience [report](#)* finds, for example, that 86% of today's office landlords currently use — or will soon use — a workplace experience app at their properties to connect the workforce.

In this section, we'll talk about how this technology works and explain why it's so popular. We'll also look at a few of the more specific ways that companies can use this technology to power hybrid success. If you're new to workplace experience technology, you should consider [downloading](#) HqO's free *Introduction to Workplace Experience* guide for a ground-level introduction.

Defining Workplace Experience Technology

Workplace experience technology is software that can be used to improve employee satisfaction and productivity.

This technology is most effective when it's implemented as a single mobile app for the workplace that employees can download directly to their smartphones. Once the app is loaded onto an employee's smartphone, the employee can use the app to order food; participate in workplace programming; engage with custom workplace events; and gain cardless mobile access to office spaces, among other benefits.

The best workplace experience technology solutions also offer a cutting-edge analytics platform to keep companies up-to-date with the changing needs and behaviors of their hybrid employees. This gives employers access to valuable information on employee sentiment, which can help them improve their hybrid work experience in real-time.



Above: Streamline hybrid work with workplace experience technology.

The Benefits of Workplace Experience Technology

Workplace experience technology empowers companies and their employees to manage their workplace experience. Think of it as a remote control, similar to a TV remote control: when executed well, it brings together all of the work functionalities and resources that hybrid employees need — no matter where they prefer to work. Specifically, workplace experience technology allows employers to do the following:

1. Do More With Fewer Applications

A report from [Asana](#) finds that the average U.S. employee changes through 13 apps, 30 times per day. According to HqO's [Office Insights report](#), 78% of employers believe that employees spend too much time switching between different office tools. By providing a unified, digital solution, you can make your hybrid employees' lives easier and more productive by consolidating multiple features and benefits into one app. This gives hybrid workers a universal remote control for their offices, which empowers them to manage their workplace experience, perform necessary tasks, and quickly schedule the spaces they need to do their work. A workplace experience platform adds utility to any workplace by making it easier for hybrid workers to do their jobs productively.

2. Create Deeper Connections

In the age of hybrid work, it can be hard for employers to foster a workplace culture and sense of community that many companies used to take for granted since employees can now work from anywhere. Workplace experience technology helps employers create deeper, more meaningful connections among their workforce by providing expanded opportunities for: employee communication; in-office and remote programming to build meaningful connections; discounts at local retailers; and other enhanced perks that convey and strengthen company culture.

3. Optimize the Office

Data collected from in-app polling and analytics features helps companies tailor their workplaces to meet the needs of modern employees by investing in the most popular programs and amenities, while simultaneously reducing investment in less popular amenities and spaces. This optimization allows companies to boost employee satisfaction, while also getting the most out of their spending on the workplace.

Using Technology to Address Hybrid Work Challenges

Workplace experience technology adds value to every workplace, but it's particularly well-suited to meet the challenges of hybrid work — such as keeping employees happy and engaged with their physical workplaces, even if they're working from home.

A recent [article](#) in the *Harvard Business Review* outlines five major challenges associated with hybrid work. Below, find a list describing these common challenges, along with a number of possible solutions offered by workplace experience technology:

Communication

- » **Challenge:** Hybrid work can lead to fractured lines of communication among colleagues. This hurts collaboration and productivity.
- » **Solution:** Workplace experience technology allows employers to streamline office communication by connecting directly to their hybrid workforce through their phones. Because employees download the technology directly to their employees' smartphones, employers remain connected to their employees regardless of where they're working (whether home or office). This allows companies to open up seamless communication loops with workers, which eliminates many of the communication challenges associated with hybrid work. Workplace experience technology also offers continually updated content and allows employers to deliver attention-grabbing mobile alerts. This helps to keep employees engaged with company culture from their home *and* their corporate offices.

Right: Workplace experience technology delivers targeted content to keep your hybrid employees engaged

Coordination

- » **Challenge:** Hybrid work can harm employees' ability to coordinate tasks and scheduling. This can lead to added frustration and wasted time. It can also contribute to the emergence of “[faultlines](#)” — barriers that inhibit collaboration and productivity within an organization.
- » **Solution:** By offering mobile notifications and targeted content, workplace experience technology gives employers the ability to coordinate their business strategies with a uniform cadence that reaches all workers, regardless of where they might be working on a given day. Utility features of a workplace experience platform — like room scheduling and card-less mobile access — also help eliminate stress from hybrid employees' schedules by making it easier to coordinate with colleagues.



Connection

- » **Challenge:** Remote work leads to lost workplace connections. Hybrid work can repair some of this damage, but the risk of a disconnected, dissatisfied workplace experience often exists even after the introduction of hybrid work.
- » **Solution:** Workplace experience technology helps employers create more meaningful workplace connections by offering meaningful and continuous events and experiences. The [HqO platform and app](#), for example, easily connects employees with the most popular events in their area that build connections with other employees and the local community at large. HqO also develops novel programming for its customers that creates more meaningful workplace experiences, while still offering product capabilities that allow employers to put on their own custom events.

Creativity

- » **Challenge:** Hybrid work can lead to disjointed workflows, which hurts employee creativity. It can also lead to weaker workplace connections, which further complicates creative and collaborative work.
- » **Solution:** Workplace experience technology enhances employee creativity by removing sources of friction from workers' days. Because workplace experience technology encompasses all major aspects of the office and home office environment, it gives workers the freedom to be more creative. The technology also improves the accessibility of important workplace resources, which helps ensure that workers have everything they need to be truly innovative.

Right: Employees can discover popular local events through a workplace experience app.

Culture

- » **Challenge:** With hybrid workers in and out of the office on a number of different days, it can be harder for companies to create a uniform corporate culture.
- » **Solution:** Mobile notifications and custom polling help employers tailor their engagement strategies to keep their hybrid workers satisfied and engaged. By sending out surveys through their workplace experience app, employers can better understand employee sentiment, and can use that information to keep their workers engaged and productive. A workplace experience platform helps employers extend their companies' cultures beyond the brick-and-mortar office with targeted content and streamlined efficiencies. This allows companies to keep hybrid workers engaged in-office and at home.

Workplace experience technology improves workplace communication, coordination, connection, creativity, and culture — especially in workplaces that use a hybrid work model. These improvements help companies get employees back into the office by creating a more enjoyable and meaningful in-office experience. They also help employers make hybrid work a success by keeping workers happy and engaged with their workplace environments and companies.

But these are just a few of the benefits of workplace technology. To gain a deeper understanding of the importance of technology to the workplace experience, consider downloading one of our recent [guides](#).





Engineering Hybrid Work Success

Featuring Data from Leesman, an HqO company

Companies need access to reliable data on employee demands and preferences as they negotiate the shift to long-term hybrid work. To meet this need, HqO has partnered with Leesman, whose [insights](#) on worker sentiment have long been regarded as the industry standard. Below, find a few key insights from two of Leesman's recent reports.

Hybrid Employees Need Better Hybrid Workplaces

A large number of hybrid workers are dissatisfied with the resources offered by workplaces. According to a recent Leesman survey of roughly 45,000 hybrid workers:

- » Roughly a quarter (27%) of surveyed hybrid workers do not feel that their workplaces support the sharing of ideas and knowledge amongst colleagues
- » Close to a third (32%) of hybrid workers do not feel that their workplace environments allow them to work productively

The numbers are stark and clear: a large number of hybrid workers are now unhappy with their workplaces.

Employers prefer hybrid to fully remote work models because the physical office typically boosts productivity, but this Leesman data shows a large number of hybrid workers are now dissatisfied with their office environments because they feel unsupported. If a large number of hybrid workers are unhappy with their office environments, employee satisfaction and productivity may suffer. As a result, some hybrid work companies may struggle to reap the benefits that generally come from hybrid work. These low satisfaction numbers only underscore the need to equip workers with practical tools to enable hybrid work success.



Highlighting Weak Workplace Connections

Additional Leesman data shows that many contemporary workplaces are also struggling to engineer meaningful workplace connections, which can also harm employee productivity and satisfaction. Leesman's *Quarter Two 2022* survey, for example, finds that:

- » 38.4% of surveyed workers do not believe that their office space creates an enjoyable work environment
- » 38.4% do not believe that their office space contributes to a sense of community at work

A large number of employees, in other words, now feel disconnected from their workplace environments and communities.

These numbers show that today's employees don't just feel poorly served by their workplaces from a utility perspective — they actually feel alienated from their offices, their workplace cultures, and their peers. This is a serious problem for companies, who need to do more to keep employees tied to their missions and cultures, as well as help them form meaningful workplace connections that can spur innovation, collaboration, and overall satisfaction.

Using Technology to Better Serve Hybrid Workers

To improve employee satisfaction and productivity, employers need to connect their employees with the functional tools that enable hybrid work success.

As leaders in the workplace experience technology market, HqO knows that one of the ways to do this is by leveraging technology to bring product capabilities that support improvements in the following key areas:

» **Collaboration:** Remove the friction from trips to the office and improve collaboration among colleagues. Workplace experience technology offers flexible room booking, mobile access, and expanded access to service requests to make collaboration seamless for hybrid workers.

» **Culture:** Create more durable culture by building stronger workplace connections. Workplace experience technology allows companies to create better office environments by offering custom events that reinforce company culture. Targeted communication offered by a workplace experience app allows coworkers to bond around special interests (like parenthood or sports). Workplace experience technology helps you to extend your workplace culture beyond the four walls of the office, and enables you to meet your hybrid employees wherever they happen to be working.



» **Analytics:** In a rapidly changing world, companies need to be aware of what their employees are doing. They also need to know what workers want from their workplaces so that they can keep their hybrid workers satisfied and engaged. Workplace experience technology provides employers with real-time data on space utilization that helps them optimize their spending on the workplace. Data and analytics help companies make smarter decisions to improve worker satisfaction and productivity.

» **A destination workplace:** Workplace experience technology helps make the office a destination by connecting workers to popular local events. Workplace experience technology also allows employees to order food directly from their phones, while simultaneously giving them access to exclusive deals on local events. These improvements don't just keep hybrid workers coming into the office — they also make sure that they like what they find when they get there.

Each of these features adds utility to the office that can attract and retain employees and help companies improve low satisfaction rates uncovered by the Leesman surveys. Functions like flexible room booking, mobile access, and service requests can help companies better serve their hybrid employees, while a slate of other functions — like in-app connections to local events — help create more meaningful workplace connections to improve corporate cultures.

Visit Leesman's [website](#) to uncover more hybrid work insights.

Left: Build workplace engagement with targeted content.

Chapter 3

Tools for Hybrid Work Success



Getting the Most out of Hybrid Work

When compared to fully remote work, hybrid has the edge. That's because there's still immense value in the physical workplace, which means that a balance of remote and in-person work is mission-critical for hybrid work companies.

A recent [paper](#) in *Nature Human Behavior*, for example, found that Microsoft employees were less productive during periods of remote work. The researchers behind that paper also found that employee collaboration was harmed by the company's transition to remote work at the beginning of the COVID-19 pandemic. In particular, they found that the company's internal collaboration network became "more heavily siloed," which can harm creativity and collaboration. [Research](#) from MIT supports the findings of the *Nature* paper: by analyzing data from MIT's internal network, researchers found

that remote work resulted in lost connections, and lower levels of collaboration across MIT's communication network.

The consensus is clear: in-office work improves productivity and facilitates greater collaboration between colleagues. Thus, in order to achieve greater collaboration and productivity, companies need to make sure that their employees are satisfied and engaged with their corporate and home offices.

HqO's workplace experience platform and app help employers get the most out of remote and physical offices by keeping employers active and engaged among hybrid work models. Below, learn more about how HqO powers hybrid success with its cutting-edge technology. Consider downloading our recent *Fun and Utility guide* for an even closer look at the benefits of HqO's technology.



HqO Boosts Engagement to Power Hybrid Success

The HqO app and platform keeps workers engaged by offering the following product features:

- » **Custom surveys and micro-feedback:** These in-app features allow employers to learn about employee sentiment and satisfaction, which assists them in providing their workers with the events, programming, amenities, and resources that they actually want from their workplace.
- » **Targeted communication and mobile notifications:** These capabilities boost employee engagement by offering personalized content to appeal directly to specific groups of workers. Employers can also send mobile push notifications and QR codes to engage workers regardless of where they're working.
- » **Tailored workplace investment and engagement strategies:** Companies can use data from their workplace experience app and platform to tailor their investment strategies. Invest more in most used amenities and spaces, while simultaneously reducing spend on lesser-used items.

- » **Mobile access:** Ditch your key card. *Forever.* The HqO app lets employees use their smartphones to enter the office, which means that workers can quit worrying about cumbersome, easy-to-lose key cards. This feature is particularly useful for hybrid workers, who may use their access cards infrequently.
- » **Flexible room booking:** Hybrid workers can plan their days in advance by booking meeting rooms and desks from their smartphones. According to the [Office Insights 2022](#) report, 84% of employers view room and desk booking as an important area for investment. Meet your employees' needs with the best workplace experience technology.

With these added product capabilities, employers can keep their workers engaged and productive, regardless of where they're located on a given day. HqO allows employers to extend their company cultures beyond the brick-and-mortar office, which sets employers and employees up for hybrid work success.

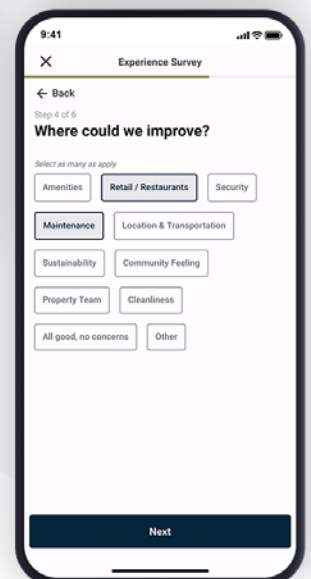
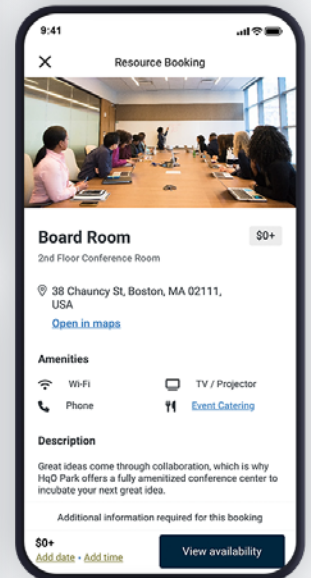
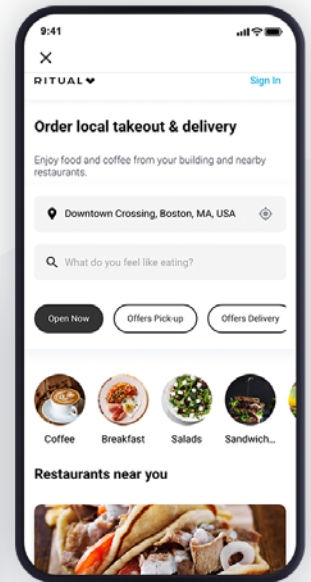
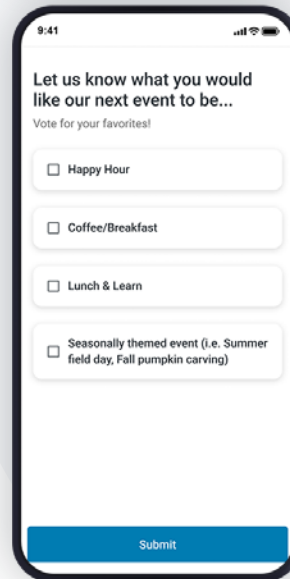
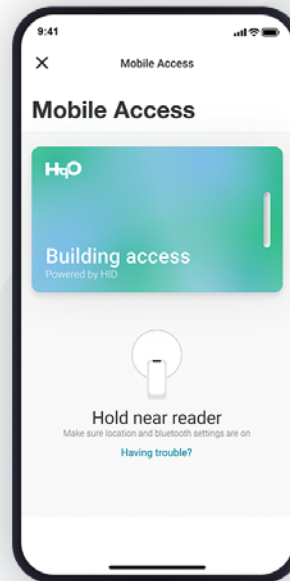
Work with the Industry Leader in Workplace Experience

Regardless of how you choose to invest in workplace experience, the office remains hugely important to the future of work: according to a recent [report](#) from HqO, a majority of employers agree that employees are more successful when they spend more time in the office. But in order to be truly productive and satisfied when they're at the office, hybrid workers need access to tools that guarantee hybrid work success. Today's employees need features like mobile room booking, cardless mobile access, and custom-made content to stay active and engaged in their workplaces. These are just a few of the reasons why a growing number of employers have chosen to adopt a workplace experience platform.

HqO offers a best-in-class workplace experience technology solution that powers hybrid success worldwide. With ongoing customer support, unique product capabilities — like custom content and mobile notifications — and unparalleled programming options, HqO can help your hybrid employees succeed during and after the initial transition to hybrid work. That's why HqO is used by 57% of Fortune 100 companies.

Interested in learning more?

[Schedule an HqO demo](#) today to see our workplace experience solutions in action.



Right: Access your office, order food, book rooms, and send micro-polls through your workplace experience app.

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We Value Your Feedback

Thank you for reading *Powering Hybrid Success* (Guide #0919). Please take a moment to let us know your thoughts in a [short survey](#).

About HqO

HqO, ranked No. 75 on the Inc. 5000 list, 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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