

5 Things You Need to Know About Workplace Experience in 2023



INTRODUCTION

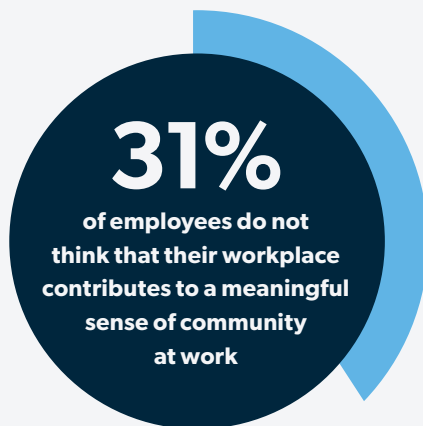
The State of Workplace Experience in 2023

In 2021 and 2022, the workplace underwent a series of transformational changes. In 2023, as new trends and changes start to emerge, industry leaders will need to stay on top of the latest developments in employee sentiment and workplace experience. That's why, in this short guide, we're presenting a few high-impact insights from HqO's 2023 *State of Workplace Experience* report, which contains expert analysis from the researchers

at Gartner, and proprietary data from Leesman, an HqO company. By reading, you'll catch a glimpse of the most important trends in the workplace in 2023 and beyond. Download the full report for a more in-depth look, and consider requesting a free Workplace Readiness Assessment to understand how your workplace experience aligns with industry trends and best practices.

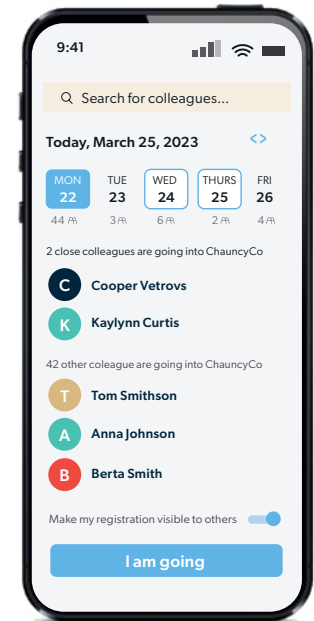
01 Poor workplace connections are hurting high-performing companies

To stay ahead in 2023, high-performing companies need high-performing workplaces and employees. But new data from HqO's 2023 *State of Workplace Experience* report shows that poor workplace connections are hurting employee satisfaction and retention, driving up costs and weakening performance at a pivotal point in the market.



According to the report, an eye-opening 31% of employees do not think that their workplace currently contributes to a meaningful sense of community at work. This poses a serious problem for commercial real estate (CRE) companies and leaders in every industry, since low satisfaction and workplace connectivity have been shown to contribute to higher rates of turnover, and poorer business outcomes overall. In fact, according to [McKinsey](#), a “non-inclusive, unwelcoming, and disconnected [workplace] community” was one of the top 10 reasons why employees left their jobs in 2022. As the economic picture continues to change in 2023, high-performing companies need to do all they can to recruit and retain the best available talent. This means that industry leaders will have to do more to build strong workplace experiences and connections with their end users.

But stronger workplace connections don't just reduce turnover and related costs – [MIT research](#) found that stronger network connections lead to enhanced collaboration, productivity, and innovation across a network. Download the HqO in Action guide to learn how HqO can help you increase connectivity to drive better business results.



Build Stronger Workplace Connections with HqO Who's In™

Curious to know which of your colleagues will be in the office on a given day? **HqO Who's In™** lets employees know who will be in the office and when. This makes it easier to collaborate on projects that require or benefit from in person, face-to-face interaction.

02

Support for employee productivity is critically low

The pandemic and the “Great Resignation” led many organizations to enhance their workplaces to meet the needs of employees. But new research from Leesman, an HqO company, shows that support for one crucial metric (employee productivity) is now critically low: according to a recent Leesman survey with over 70,000 respondents, 30% of employees do not think their workplace enables them to work productively.

Even as office space is used differently in 2023 and beyond, support for productive work is still one of the most critical functions of any office or workplace.

That’s why CRE companies and industry leaders must act now to improve their chances of success in the coming years. When employees lack the necessary tools to be productive, the business performance of an organization inevitably suffers.

Improving productivity is never as easy or simple as flipping a switch. Different organizations have different needs, employees, and long-term goals. To give workers the support they need to be productive, today’s leading companies need access to real-time employee sentiment data that allows them to personalize their workplace

to meet the needs of their organization. With the right information on employee needs and preferences, leaders can make improvements to the workplace that help their employees work more effectively and productively. To evaluate the effectiveness of your workplace environment, consider requesting a free Workplace Readiness Assessment from HqO.



Request a Free Workplace Readiness Assessment.

Invite an expert to evaluate the effectiveness of your workplace environment.

[LEARN MORE →](#)

30%

of employees do not think their workplace enables them to work productively



03 To stay competitive, industry leaders must optimize the workplace for hybrid work

Three years after the start of the COVID-19 pandemic, 80% of companies now work in a hybrid manner. But the fact that hybrid work is everywhere doesn't mean it's working for everyone – new research and industry insights show that many companies still have a long way to go when it comes to optimizing the workplace for hybrid work.

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HqO's *State of Workplace Experience* report recently found, for example, that 25% of employees do not think that their workplace supports the sharing of ideas and knowledge among colleagues. The report also found that only 40% of employees are satisfied with the large meeting rooms offered by their workplaces, while only 45% are satisfied with their room and desk booking systems. These low satisfaction levels underscore the need to provide employees with functional tools and collaborative spaces that guarantee hybrid work success.

Meetings and person-to-person activities are now critical to the workplace experience

According to Leesman surveys of knowledge workers taken before and after the start of the pandemic, "Planned meetings" and "learning from others" both saw a 4% uptick in importance after the start of the pandemic. "Collaborating on focused work", meanwhile, saw an increase of 2%, while "informal, unplanned meetings" also increased in importance by 2%. "Accessibility of colleagues" has also increased in importance since the start of the pandemic.

These upticks correlate with the findings of other workplace researchers, who say that the office will become a more collaborative place, with greater emphasis placed on connectivity and interpersonal interaction. Another study from Microsoft came to a similar conclusion: according to that report, 84% of employees would be motivated to come back to the office by the promise of socializing with colleagues, while 85% would be motivated to return by rebuilding team bonds.

Today's workers value person-to-person contact and group learning. They want to build closer connections with colleagues, and they want to leverage those connections in their hybrid work environments.

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of employees do not think that their workplace supports the sharing of ideas and knowledge among colleagues

40%

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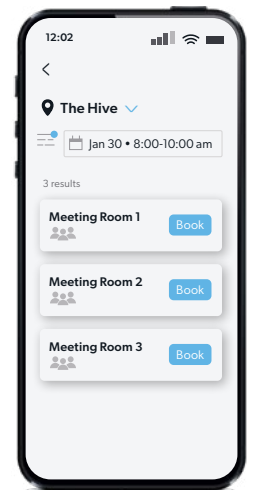
45%

are satisfied with their room and desk booking systems



Streamline Room & Desk Booking

The **HqO App** helps your employees plan their days in advance by giving them the power to book meeting rooms and desks from their mobile devices. The App also integrates seamlessly with other resource booking platforms like Microsoft Exchange, which means that you can reserve space in HqO and see it in Microsoft Outlook.



[LEARN MORE →](#)

04

As the economic picture changes, workplace experience roles are expanding rapidly

According to LinkedIn data, 10,000 companies were hiring for workplace experience roles in 2022. This means that the workplace experience industry continued to expand at rapid speed over the past year, even as the broader economic picture changed significantly.

Leading organizations have continued to invest in workplace experience because they understand that a better workplace experience leads to better business results. Gallup has found, for example, that improvements to workplace experience can increase productivity by up to 17%, and reduce turnover by up to 24%. That's one of the key reasons why companies have continued to expand their hiring in workplace experience heading into 2023. By investing in workplace experience, companies set themselves up to beat uncertainty in the market.

The rise of the workplace experience manager

One of the most common and important new workplace experience roles is that of the workplace experience manager. For organizations that value workplace experience, workplace experience managers play a crucial role in increasing employee productivity, satisfaction, and retention over time. But what does a workplace experience manager typically do?

For employers, workplace experience managers have very specific roles and functions. They're focused on achieving the following three goals for their company: (1) improving satisfaction, (2) improving productivity, and (3) optimizing workplace investments.

Traditionally, workplace experiences and investments have been managed at 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. The impacts of the great resignation, however, have 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, compensation and benefits, and alignment with workplace culture and purpose.

Workplace experience managers help keep employees engaged so that they're more satisfied, productive, and less likely to leave for another position. As the economic picture changes in 2023, these professionals now play an indispensable role for high-performing organizations. To learn more about workplace experience managers and workplace experience technology, consider [downloading](#) the 2023 *State of Workplace Experience* report.



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- **Increase productivity by up to 17%**
- **Reduce turnover by up to 24%**

05 Technology investments will remain strong in 2023

A recent Building Engines Prism report found that 96% of CRE property teams will be looking to invest in workplace technology in the coming year. Deloitte's 2023 *CRE Outlook Survey* supports Building Engines' prediction – it found that almost half of CRE industry CFOs will be looking to expand their investment in workplace technology by the end of 2023.

This research shows that 2023's leading organizations will continue to transform their workplaces into value drivers by investing in workplace technology. As the broader economic picture remains uncertain, high-performing companies need to get the most out of their workplace environments. One way to do this is with technology, specifically workplace experience technology like HqO's.

The HqO Workplace Experience App gives employees a universal remote to personalize and improve their experience in the workplace, which contributes to higher productivity, satisfaction, and retention over time. To learn more about HqO and workplace experience technology, consider [downloading](#) the *Introduction to Workplace Experience* guide.



Build a Better Workplace Experience

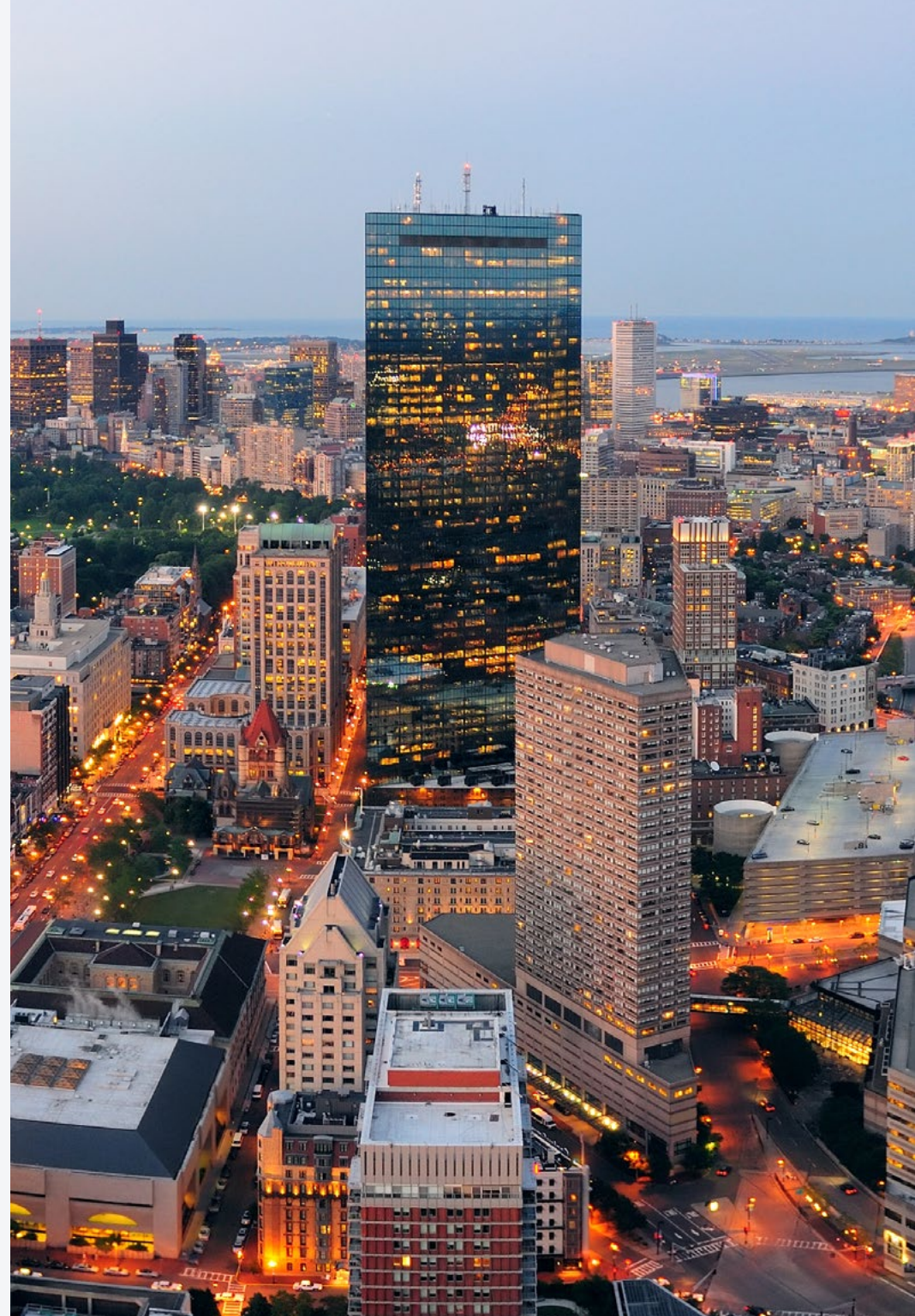
As the future of the workplace continues to evolve, companies can insulate themselves from macroeconomic uncertainty by building stronger and better-connected workplaces. HqO equips employers, property teams, and commercial real estate companies with practical tools that improve the workplace experience, which leads to decreased turnover, and increased NOI over time. By delivering engaging events, exciting programming, and a wide array of practical tools to our customers, HqO helps make the workplace a more human and connected place. And, in 2023, that's exactly what employees need.

**Interested in learning more
about how HqO can help
your company succeed?**

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 and App 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 www.hqo.com





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