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## Workspace reporting:

How to unlock the data secrets  
and value of your workspace

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An easy to follow, step-by-step framework for planning  
a killer workspace analytics and reporting strategy

# Introduction

The last 2 years have seen an exponential acceleration in the global trend towards flexible and hybrid ways of office working.

Workforces are now returning (or beginning to return) to their offices, to be among their teams, colleagues and customers.

But with current averages of just 30% space occupancy, workplace models look dramatically different to how they looked back in 2019.

So, the question arises:

*What value to your business, does your office space actually provide?*

The answer is multi-layered. For all the benefits to staff of home working, recent research studies have consistently shown that there are crucial elements of work life that, for most, 'working from home' simply cannot provide, including:

- ✓ Team-focus and collaboration
- ✓ Creative inspiration
- ✓ Personal connections
- ✓ Dedicated, quiet workspaces
- ✓ Effective and reliable workstation tools and tech



**75%**

**of remote workers  
cited collaboration  
as having suffered the  
most with employees  
working from home\***



## Cross-over benefits to the organisation

Of course, the needs of employees will vary by role, job function, timeframe, and individual: Some will need the workplace option more than others.

But meeting those specific employee needs that only the workplace can provide for, also delivers measurable and crucial benefits to the business itself, namely:

- ✓ Greater employee productivity
- ✓ Higher employee performance
- ✓ Improved employee retention/recruitment
- ✓ Reduced absenteeism

\* Source: <https://lucidspark.com/blog/report-collaboration-and-creativity-during-covid>

## Workspace analytics and reporting - once a nice-to-have. Now a must-have.

Right now, the need for an evidence-based approach to unlocking the current and future value your workplace offers, is becoming essential.

In turn, workplace analytics are taking a rapidly more prominent role in delivering data, insights and intelligence to inform a more profitable, adaptable and cost-effective workspace strategy.

## About this guide

This timely guide is designed to provide a step-by-step, practical framework for effectively approaching workspace analytics and reporting.

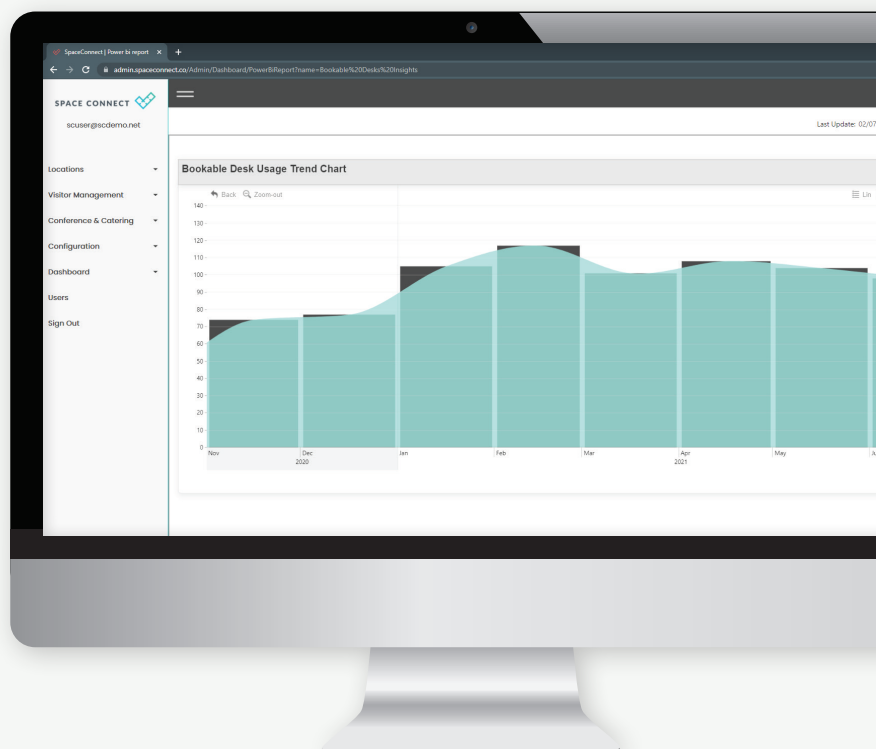
We recommend you take the approach laid out in this guide as your starting point for building your reporting plan and strategy.

This way you'll understand how to identify the right questions to ask of your data, how to ask them, and what the answers mean for your business planning – both now, in ever-changing times of Covid-security challenges - and into the future.

## What you'll learn from this guide

In short, the aim of the guide is to provide a clear pathway of steps and tools that will empower you to:

- Understand the type of workspace and resources that are in demand in your organisation
- Reveal the patterns of demand, by team and function
- Map and align your desk stock and workspace assets with demand, constraints and your business goals
- Anticipate Covid-security demands
- Anticipate future real estate demands
- Identify a range of real estate and resource cost-saving opportunities
- Identify workspace restacking opportunities
- Collect and report on the space usage data and insights you need, to address and plan for any workspace objective, strategy or demand



# 1 Objectives

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Before you begin collecting – or even planning to collect – the hidden workspace usage data in your buildings and offices, you need to define what the business objectives and outcomes of this exercise will be, and how they will steer your analytics plan.

Consider:

- ✓ What specific problem or opportunity are you trying to address?
- ✓ Do you have more than one objective? (That's okay. They don't need to be exclusive. Get them all on the table, group them and prioritise them).
- ✓ How will you use the data you collect, at the end of the process — what tangible changes will you be able to make with it?

To follow are some typical examples of business objectives that will drive a workspace analytics strategy.

Each of these objectives should be quantified with target numbers, based on – for example - output and performance metrics, employee satisfaction feedback scores, staff retention numbers.

## 1.1 Cost savings and ROI

Where are your opportunities to reduce fixed and variable costs, across?

- ✓ Buildings
- ✓ Floors
- ✓ Sq. footage
- ✓ Desks

Here you should aim to put target numbers on these cost savings, in order to place them against the costs (people, time, tech) of undertaking the analysis, and to set ROI targets too.

## 1.2 CSR and sustainability

Reducing workspace footprint may play a key role in your CSR and sustainability plan and messaging.





### 1.3 Workplace experience

These objectives relate directly to your employees and their experience of, and in, the workspace and working model you provide.

To be of use, they need to be measurable, and align with business goals and outcomes.

- ✓ Covid-security and staff confidence, e.g.:
  - Space usage vs covid secure capacity
  - Space usage and contact tracing
  - Space usage and sanitisation
- ✓ Employee collaboration
- ✓ Employee innovation
- ✓ Employee productivity and performance
- ✓ Employee well-being
- ✓ Talent recruitment and retention



## 2 Timeframes

Alongside your objectives, consider the timeframe your workspace analytics need to address.

Are you looking to address an immediate challenge or opportunity? Are you aiming to flex and adapt to a challenge into the short term? Or are you looking to plan for specific future goals?

Specify your timeframes for each of your objectives, i.e.:

- ✓ Right now
- ✓ Flexible now
- ✓ Future

### 3 Stakeholders

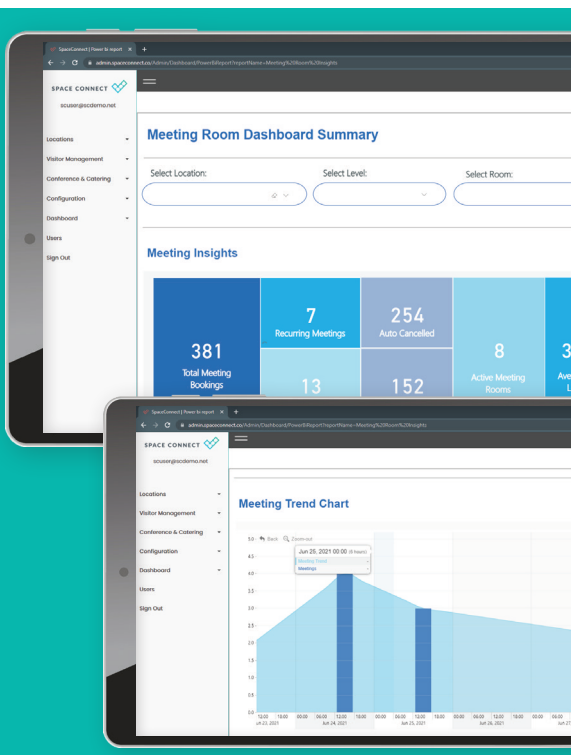
Implementing effective workspace analytics, includes understanding who each of your relevant stakeholder groups are, and how they fit into your process.

Consider:

- ✓ Who's help are you likely to need?
- ✓ Who will you need to seek allocation or approval of budget from?
- ✓ Who will you need to convince/win buy-in from?

Typically, your key stakeholder groups will look like a version of this:

- ✓ HR management
- ✓ Facilities Management
- ✓ Properties management
- ✓ Finance
- ✓ Legal
- ✓ IT and procurement
- ✓ C-suite
- ✓ Employees/workspace end-users



### 4 Budget

You'll need to set aside a budget that can be offset against the returns your subsequent space usage strategy is likely to deliver – short and long-term.

The right space management and optimisation tech will play a key role in your analytics and reporting, and will need to be budgeted for.

(Space Connect provides detailed real time and historic reporting in Microsoft BI, at no extra charge. See Section 14).

Additionally, you'll need to account for the cost of any human resource required from across your stakeholder groups, to make the process succeed.

## 5 Workspace Assets – the space usage you’ll be reporting on

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Your workspace analytics plan will focus on usage data around key assets in your workplace.

So, the next step in the framework approach is to identify and specify those particular assets you want to include in your analysis.



Typically, you’ll be considering:

- ✓ Fixed desks
- ✓ Hot desks
- ✓ Private offices
- ✓ Formal meeting rooms
- ✓ Formal meeting spaces
- ✓ Informal meeting spaces
- ✓ Collaboration/break out space
- ✓ R&R & social spaces
- ✓ Departments/teams/functions
- ✓ Floors
- ✓ Sites
- ✓ Locations

## 6 Workspace resources and facilities

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Alongside your workspace assets, are your related resources and facilities.

These may be intrinsic to an asset – e.g., the location or capacity – or value-adds that can be bolted on, such as tech or lighting.

Consider:

- |                                    |  |
|------------------------------------|--|
| ✓ Size – density, space per person | ✓ Enclosure - by walls, doors or a ceiling |
| ✓ Size - capacity                  | ✓ Privacy – visual or acoustic             |
| ✓ Location and accessibility       | ✓ Acoustics                                |
| ✓ Daylight                         | ✓ Ambience                                 |
| ✓ Lighting                         | ✓ Technology and equipment                 |
| ✓ Temperature                      | ✓ Catering                                 |

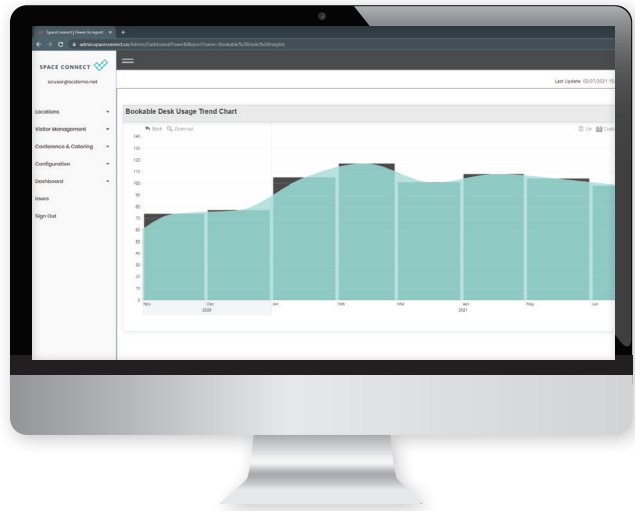
## 7 Time parameters

It's useful to specify at the start, the time parameters you're going to analyse and report on in one, or both, of two ways:

- ✓ Real-time
- ✓ Historical (across any time frame – e.g., day, week, month)

You may decide that real-time analytics are mainly needed for your ongoing reporting and post-transformation monitoring (see section 12).

Or you may decide that only specific historical timeframes are needed to address your key objectives.



## 8 Measurement – benchmarks and flags

Here's where you consider which measurements you are going to focus your workspace analytics and reporting on.

### 8.1 The key measurements you'll be reporting on are:

- ✓ Utilisation/Occupancy
- ✓ Capacity

These are the measurements you'll use to set all-important benchmarks, identify red/green flags and KPIs, and then set your targets.

### 8.2 Remember you'll be reporting on these measurements, by two distinct variables

- ✓ By workspace asset type
- ✓ By resource / facilities (See sections 5 and 6)

This is how you'll identify which type of workspace is performing, and which isn't:

- ✓ Which type of spaces (assets and resources) are in demand, and which are not
- ✓ Where your opportunities lie to reconfigure or repurpose a space
- ✓ Where an investment in a space will pay off, or where a cost cutting can safely be made



## 9 Metrics

As a rule of thumb, to get the basic data you need to answer the questions you're most likely to be asking, you'll want to benchmark, analyse and set targets for the following key metrics:

- ✓ Baseline average
- ✓ Occupancy peaks
- ✓ Average occupancy peaks
- ✓ Lows
- ✓ Average lows
- ✓ Baseline average duration
- ✓ Duration occupancy peaks
- ✓ Average duration occupancy peaks
- ✓ Duration lows
- ✓ Average duration lows
- ✓ Peak times
- ✓ Low times
- ✓ Trends

### Example reporting table:

Asset	Assets	Asset	Capacity	Baseline average occupancy	Peak occupancy	Average peak	Average low	Baseline average duration	Peak times	Trend (over 2 months)	Average people to desk ratio
First floor	Customer support team	Desks	10	4	9	8	3		Wednesday	5% reduction in baseline average occupancy	1:2.5
First floor	Customer support team	Meeting room	10	2	4	3	2	15 mins	Wednesday 9am - 10am	Flat	

### What you'll be able to identify

Basing your analytics on this set of metrics will give you the bank of data you need, to identify:

- ✓ Actual occupancy rates vs capacity
- ✓ Actual space usage duration vs durations booked
- ✓ Hot spots – where/when demand meets or exceeds capacity – some or all the time
- ✓ Cold spots – where/when demand is significantly below capacity – some or all the time
- ✓ Which kind of space (asset and/or resource) is working and which isn't?
- ✓ Opportunities to control the parameters of how users book space, to limit wastage (e.g., duration of booking)
- ✓ Where you have spare capacity that can be repurposed and space restacked
- ✓ What space you actually need, to meet your demands and future plans

## 10 Targets

Once your workspace analytics and reporting has established benchmarks and trends for the metrics outlined in section 7, you'll be in a position to set targets, based on your agreed objectives, for each relevant metric.

What's more, you can set targets for derived data from your reporting, such as:

- ✓ Actual and target 'people to desk' ratio
- ✓ Actual and target 'people to sq. metre space' ratio
- ✓ Actual and target 'people to floor/site' ratio



***"I would recommend Space Connect for its flexibility and simplicity - even when you need to re-model how desks and spaces are used."***

Kedar Viswanathan, Head of Technology for Employee Experience and Corporate Services for BUPA in APAC



## 11 Real-world examples and scenarios

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Now let's take a look at all these metrics and measurements in the context of real-world examples and scenarios.

Right now, businesses of all shapes and sizes are likely to be looking at more than one of the following scenarios, in their workspace planning:

- ✓ Covid-security enablement
- ✓ Workforce and space-demand growth planning
- ✓ Workforce and space-demand reduction planning
- ✓ Transition to, or optimisation of hybrid/flexible working model - hot desking
- ✓ Transition to, or optimisation of hybrid/flexible working model - fixed desks
- ✓ Reconfiguration of space assets (from desks to collaboration space, for example)
- ✓ Workspace restacking, to reflect changes in patterns of demand
- ✓ Space optimisation for real estate cost savings

Each of these scenarios can be addressed using the measurements and metrics already outlined and discussed in this framework.

More specifically, you can use the cheat sheet on the next page to draft the questions you'll be seeking answers to from your analytics and reporting, in any of the scenarios listed.



## 12 Cheat sheet: Know the questions to ask, before looking for the answers

### Questions to ask of your workspace reporting:

- |  |   |
|--|---|
| <input type="checkbox"/> Can we consolidate sites?<br>Discover which sites are underused, and spot consolidation opportunities by looking at occupancy peaks vs capacity, and average building usage.  | <input type="checkbox"/> Does our office meet current Covid-security requirements?  |
| <input type="checkbox"/> Can we place an additional team in a building or on a floor?<br>Floor-level utilisation data shows if there is remaining capacity on each floor of a building,  | <input type="checkbox"/> Can we downsize a location?  |
| <input type="checkbox"/> Can we reassign space?<br>Discover unused capacity that could be repurposed to host other teams or in another arrangement   | <input type="checkbox"/> Do we need additional office space?  |
| <input type="checkbox"/> Can we switch to hot desk seating for hybrid working?<br>Analyse average utilisation and free capacity at peak-use times: low averages and high number of free desks at peak times indicate more mobile work styles.  | <input type="checkbox"/> Should we extend or renew a lease?   |
| <input type="checkbox"/> What desk/space sharing ratio would be optimal for which team?<br>Calculate the optimal sharing ratio for any team by discovering the average peak utilisation of a team's space over time.   | <input type="checkbox"/> Can we reduce the number of desks provided per area or per team?   |
| <input type="checkbox"/> In our new hybrid working model, do we have 'dead days' (Mondays and Fridays?) and 'dead space' trends that present an opportunity for space restacking, and HVAC costs savings?<br>Discover occupancy and average occupancy lows, low times and trends to reveal restacking opportunities. | <input type="checkbox"/> Should we change how long or how far in advance we allow users to book space?  |
|  | <input type="checkbox"/> Are our space booking systems working how we think they are?   |
|  | <input type="checkbox"/> What number of desks do we really need, under different workstyle scenarios, to support the organisation?  |
|  | <input type="checkbox"/> If our headcount grows, how could it be supported using the existing space, without the need to buy new space?                                   |
|  | <input type="checkbox"/> How well are our social spaces (cafeteria, break-out spaces, restaurants) really used and could they be multi-purposed?                          |
|  | <input type="checkbox"/> Do we have meeting rooms sitting empty that could be better used?  |
|  | <input type="checkbox"/> Which departments could adopt different ways of working in our workplace and what sharing ratios would be most appropriate for different groups? |





## 13 Reporting and post transformation monitoring

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Your reporting will:

- ✓ Consider any relevant privacy policies or regulations
- ✓ State the specific project objectives – the challenge and the required outcome
- ✓ State the targets – in the form of trackable metrics
- ✓ Clearly show the workspace assets the reporting data relates to
- ✓ Clearly show actual vs capacity vs target
- ✓ Highlight the opportunities and threats the data and reporting identifies
- ✓ Make recommendations for next steps and an action plan

### Monitoring

Once your organisation has taken those next steps towards workspace transformation, you'll want to keep using your workspace analytics and reporting to monitor your key data points, trends and actuals vs targets.

What's more, data from employee surveys, feedback loops, and focus groups will help validate the quantitative data you collect, and ensure your workspace strategies are meeting the needs of employees as well as the business.

Lastly, you'll want to keep a keen eye on the metrics around your original, quantified objectives, to ensure your action plan is impacting the bottom line where it matters.

This is how you'll hone and refine your strategy to get maximum ROI and success.



## 14 How Space Connect can help

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Space Connect empowers organisations of all shapes and sizes to deliver fast, flexible and affordable workspace transformation.

Choose from 3 integrated, enterprise-level, feature-packed modules, on desktop and mobile app, each with built-in reporting and analytics, easy self-configuration and same-day set-up:

- ✓ Desk Management
- ✓ Meeting Room Management
- ✓ Visitor Management

### Powerful, out-of-the-box reporting and space usage insights

Each Space Connect module includes real-time reporting and analytics, and comes complete with MS Power BI Reports – free of charge.

KPI dashboards and graphical reports provide top-down, drillable insights into desk and workspace utilisation, behaviour and trends, allowing you to make informed, data-driven decisions.

- ✓ Monitor headcount and workspace capacity for Covid security
- ✓ Map desks and spaces for social distancing
- ✓ Easily run detailed Covid-secure contact tracing
- ✓ Analyse event booking and space usage trends
- ✓ Report by multiple variables, in real-time
- ✓ Full data extract capabilities
- ✓ Optimise workspace to meet staff and business needs
- ✓ Deliver real-estate costs savings and ROI



***“We’re getting nuggets out of the Space Connect reporting and analytics that we are able to feed to the Exec team to help the entire business use its buildings better”***

Martin Gallaher, Programme Manager at Travis Perkins

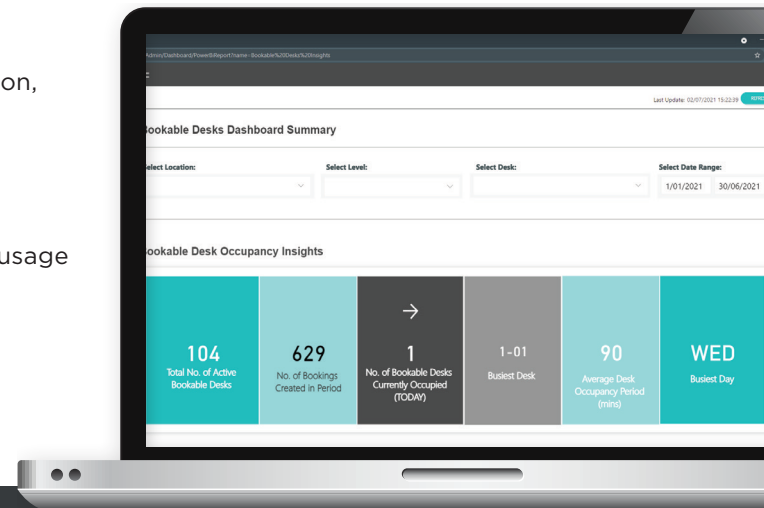
# Space Connect out-of-the-box reporting and dashboard insights

## Desk booking insights

- ✓ Drill down into desk utilisation in real-time, by location, level, desk and time period
- ✓ Drill down by booking and check-in lists, including exportable raw data, to enable contact tracing
- ✓ Easily run detailed contact tracing reports, by desk usage

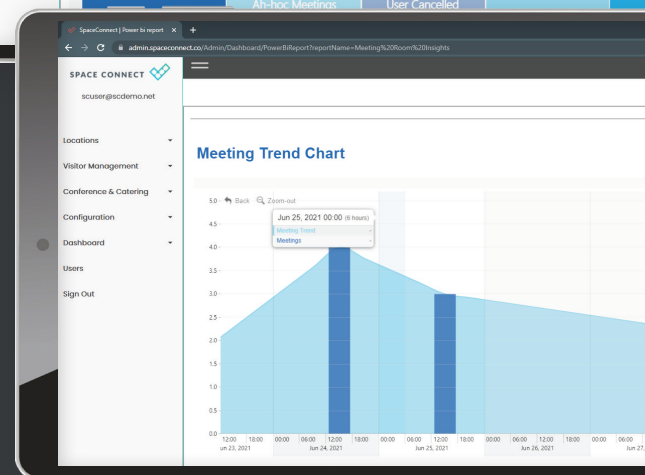
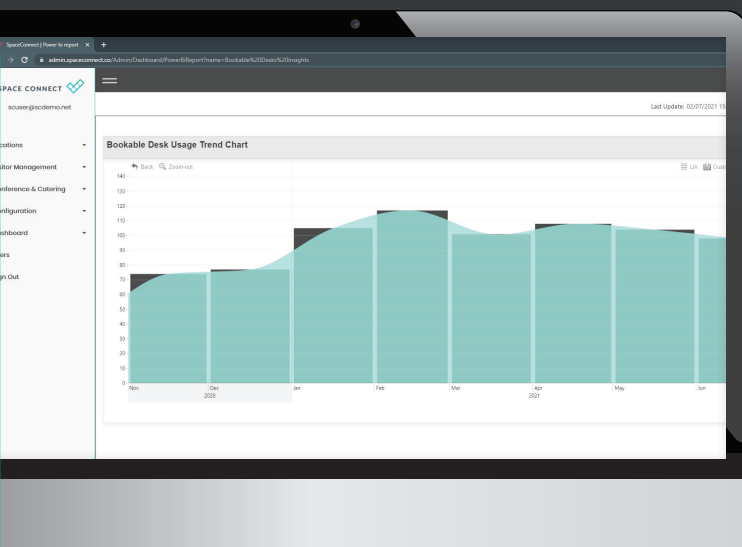
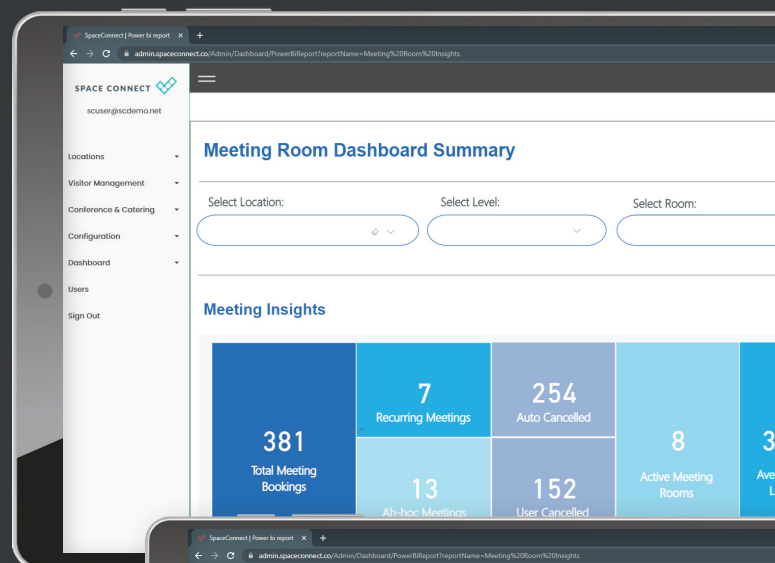


**Critical features for Covid-secure, post-lockdown office reopening**



## Meeting room insights

- ✓ Report by Auto Cancellations (i.e., no-shows), to identify and tackle meeting space wastage
- ✓ Easily run detailed contact tracing reports, by room usage
- ✓ Reduced cost of external meeting space resources.
- ✓ Optimise meeting space configuration to match demand and behaviours.



# Get in touch

To learn more about workspace reporting and analytics, book a Space Connect demo or discover more about how we can help you achieve your workspace management and optimisation goals, contact us:

**Call:** 01494 471 912

**Email:** [info@smartcomm.co.uk](mailto:info@smartcomm.co.uk)

**Or visit:** [smartcomm.co.uk](http://smartcomm.co.uk)

*“Space Connect’s flexibility means the way we use the solution can continue to flex and evolve with our business. With Space Connect we absolutely made the right choice.”*

Martin Gallaher, Programme Manager at Travis Perkins

*“We were impressed by how quick and easy Space Connect’s desk booking system was, to roll out to all CityFibre employees.”*

Paul Smerkinich, CityFibre

## Used and loved by....



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