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WHITE PAPER

5 Metrics to track in the hybrid workplace

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Hybrid work has drastically changed how we measure the success of a workplace. In the past, metrics like occupancy, density, space utilization, and cost per square foot were key performance indicators. But with work becoming fluid and flexible, and employers taking a human-centric approach to the workplace experience, hybrid work has given rise to a revised set of real estate and workplace KPIs.

In this guide, we'll outline five metrics you should be tracking in the hybrid workplace—familiar benchmarks that should be examined from a different angle and some new metrics that you'll need to ensure the success of your organization's hybrid workplace experience.

1 Space utilization metrics

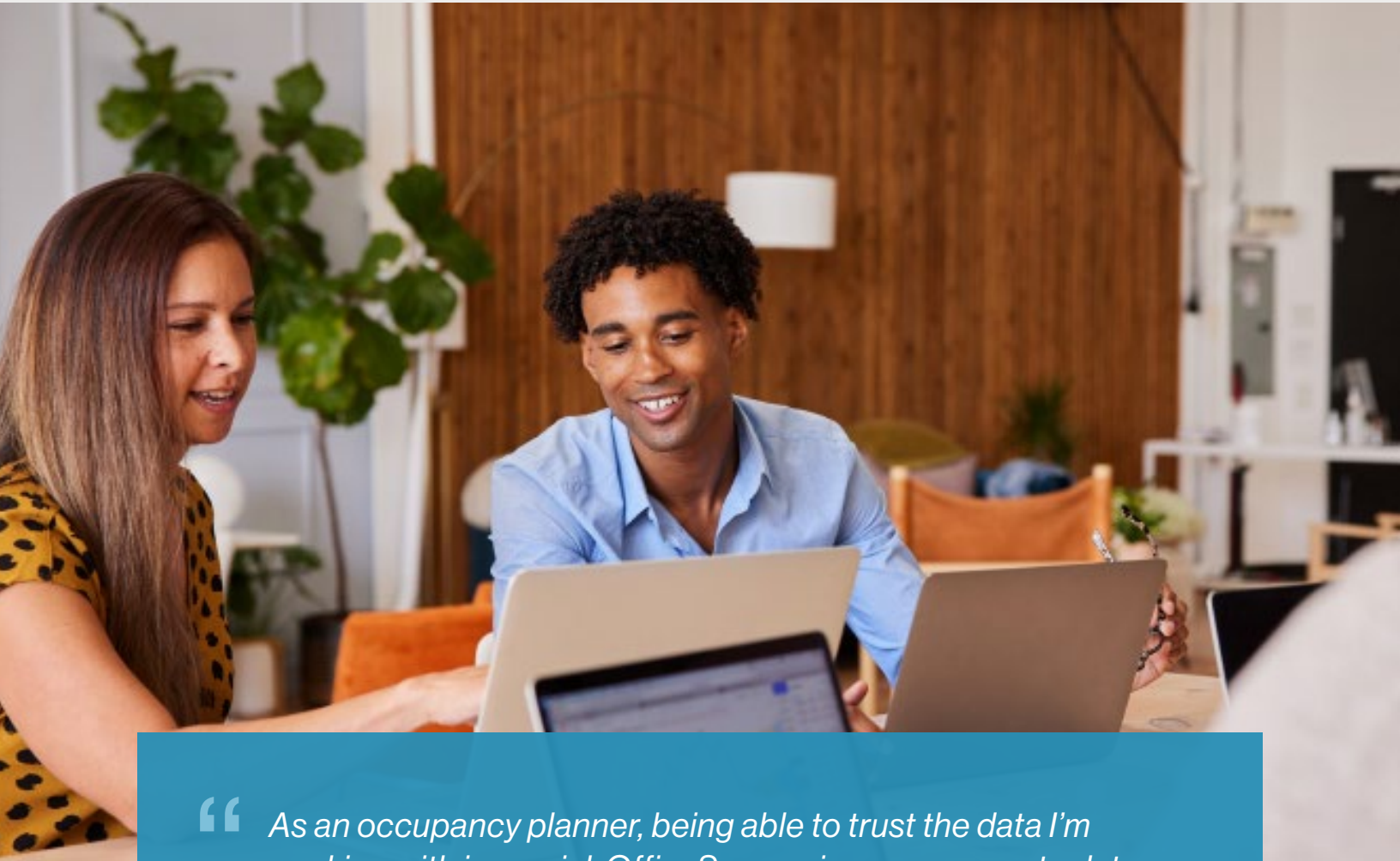
How employees use the workplace has changed dramatically since the start of the pandemic. Offices might be reopened, but how many people are actually coming in?

Having a true understanding of space utilization will greatly improve the success of your hybrid work strategy. The following space utilization metrics can show you your facilities are actually being used, help you improve the hybrid workplace experience, make it easier to decide whether to shrink or expand your portfolio—and so much more.

- **Expected usage vs actual usage—by building or by floor.** With hybrid work, employees may be assigned to a workplace—but that doesn't mean they're using it. You can use employee badge data and desk booking reports to compare any expected usage (the # of employees who can access the office) to actual usage (the # of employees who are actually making use of the office) of any floor or building. This data will be crucial in helping you forecast future needs, know whether to renew or cancel leases, and decide what to do with your portfolio—shrink, optimize, or expand.
- **Average space utilization—daily or hourly.** These metrics show you how often people are using certain areas in the workplace. Average space utilization is calculated by taking the number of minutes a sensor was active and dividing it by the total number of minutes or days in a given time period. Seeing which spaces are used each day can help workplace teams deliver targeted, cost-effective cleaning schedules. Knowing a space's hourly utilization can reveal patterns and trends—when the cafeteria is at its busiest, when a particular floor gets the most foot traffic.
- **Peak utilization.** Understanding when the maximum number of people are occupying a given space during a specific period of time can help you plan for the busiest times of the week or day. This metric can help you determine the actual need for a specific space and answer key questions like 'Why do employees like this space in particular? Why is this space so popular or underutilized at specific times? Do our people need more spaces like these?'

- > **Space-type utilization.** This metric shows what employees are using the office for most—heads-down work or collaboration. With this information, you can ensure you have the right mix of spaces on offer at each location to foster employee needs and support the intent that's driving your company's hybrid policy. Providing employees with the right combination of spaces can have a huge impact on the employee experience, attendance, and engagement.
- > **Occupancy rates by floor.** Knowing what percentage of each floor is being used can help you plan for the future. If a floor is underutilized, you can use Stack Plans and Scenarios to reorganize teams and improve utilization. Alternatively, you could decide to empty the floor entirely and lease it out.
- > **Annual headcount by floor, site, and department.** Understanding annual headcount can help you verify growth against any forecasted headcount numbers. For example, if a team is hiring faster than planned, this data can help you determine whether to acquire more space, use desk sharing ratios, or restack and reconfigure existing space to accommodate changing needs. Similarly, if headcount decreases, you can optimize any extra space and make sure it's used to its full potential. Analyzing these trends long term can inform and improve forecasting and leasing decisions.

A combination of desk booking data and employee badge data can give you the detailed space utilization data you need to inform your hybrid strategy. You can also consider workplace sensors that integrate with your workplace management software, but these can be more expensive to install and manage on larger floor plans.



“ As an occupancy planner, being able to trust the data I’m working with is crucial. OfficeSpace gives me accurate data and the tools I need to make improvements throughout the workplace. I use reports daily to solve growth trends, optimize how space is used, and forecast our needs well into the future. The platform has been vital to helping us accomplish everything we need to stay ahead of Cruise’s rapid growth.

Emily Pino-Williams

Senior Occupancy Planner
Cruise Automation

2 Meeting room metrics

Providing truly engaging collaborative spaces can be a costly exercise. From installing the best technology that enables smooth global meetings, to building a game room for ad hoc hangouts, you'll want to measure the utilization of each meeting and collaboration space in your facility to determine if you're getting good ROI from your existing meeting and collaboration spaces.

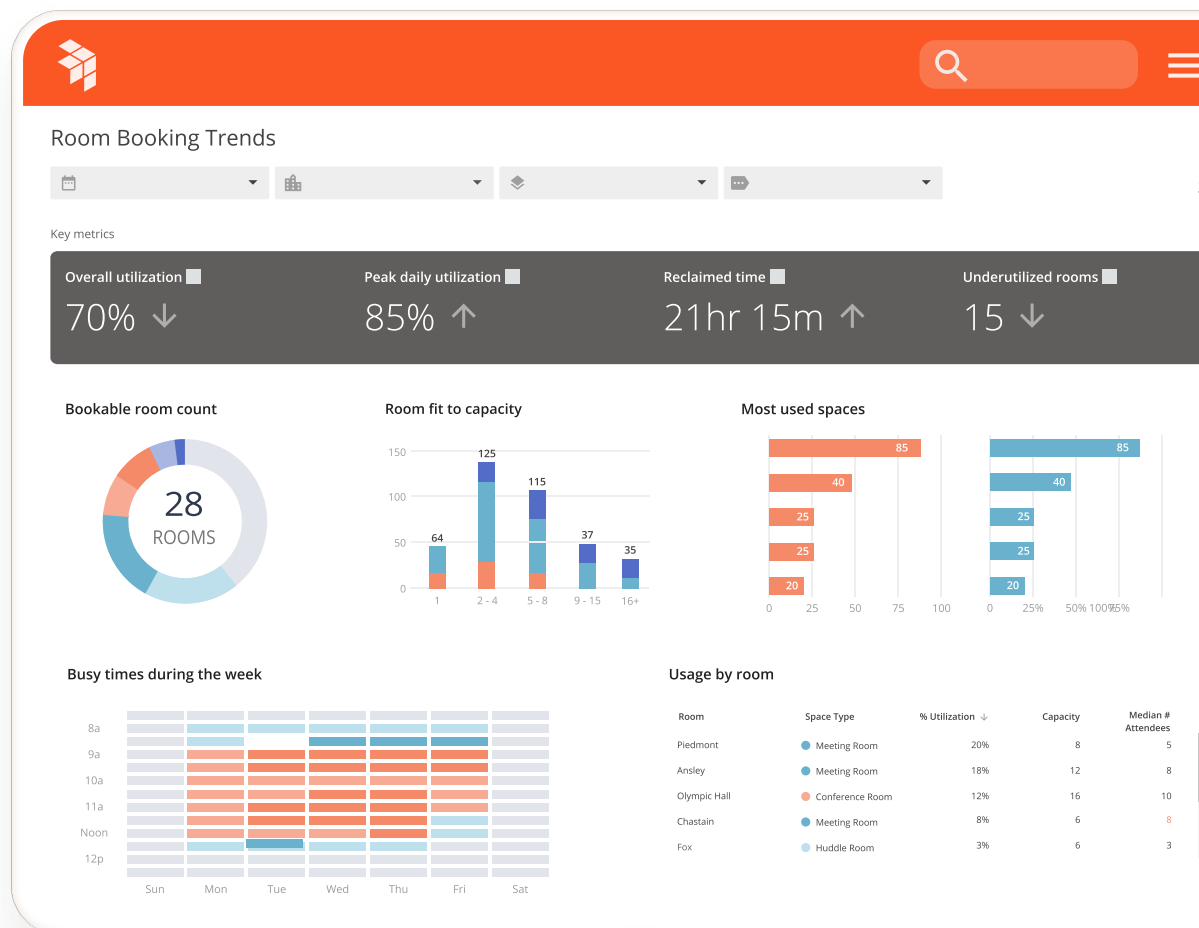
Here's what you'll want to track to make sure you're providing the right combination of meeting spaces in the workplace:

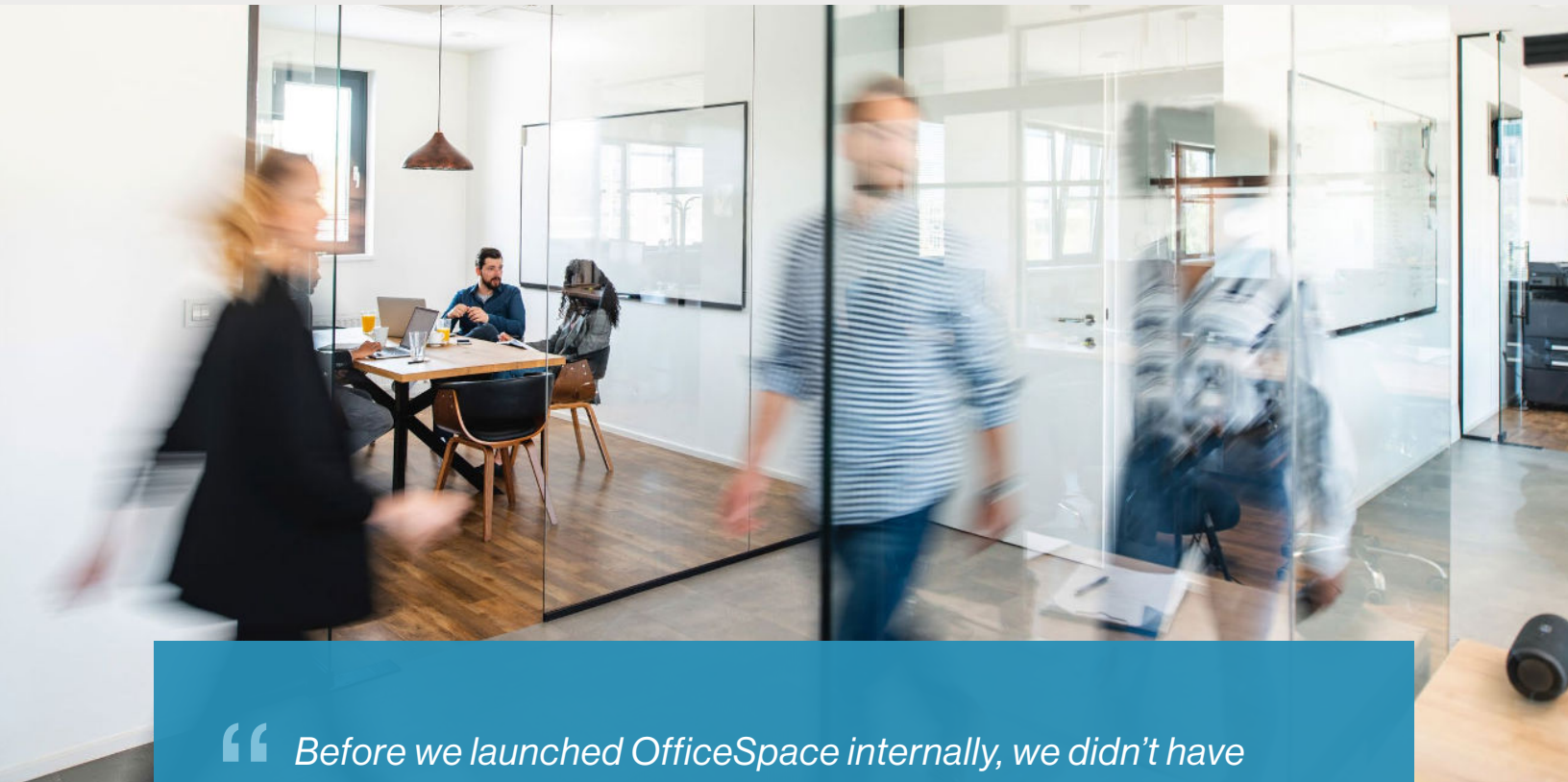
- **Peak utilization.** Are larger conference rooms busiest in the mornings? Understanding the peak utilization time of each room can help you spot trends and reshape your meeting space strategy over time.
- **Room fit for meetings held.** Do you have the right mix of meeting spaces in the workplace? Understanding "room fit for meetings" is a way to measure whether you have the right selection of room sizes on that particular floor or site based on the number of people that use them. It helps you understand if employees are using any 10-person meeting rooms, or if they only use the 4-person huddle spaces for example. Based on this data, you may or may not need to rethink room sizes and setups throughout your portfolio.
- **The popularity of individual rooms.** Is the popularity of a specific room based on its location, its size, the type of setup, or the fact that it has a webcam that supports Zoom calls with WFH colleagues? Knowing which rooms are the most in-demand can deepen your understanding of the needs of your people.
- **The popularity of different room types.** Do employees prefer mid to large-size conference rooms, or do they gravitate towards smaller bookable spaces to conduct solo work and 1:1 meetings? If you discover that a certain room type is more popular by floor or location, it's easier to give employees what they want.
- **Underutilized rooms.** Make sure every meeting space is being used to its full potential. Identify and re-gear underutilized rooms to make sure they're meeting the needs of your people.

As you're assessing these metrics, remember: high utilization equates to high employee engagement. Low utilization indicates that you may want to rethink the use of that meeting space and its role in the new hybrid workplace.

Does a large traditional boardroom need to be converted into a flexible war room? Does everyone have the meeting room(s) they need—at the times they need them—to do their best work? Meeting room usage data will help you answer this question and more.

You can track all of these metrics—and answer all of these questions—using the **Room Booking** dashboard inside OfficeSpace.





“ Before we launched OfficeSpace internally, we didn’t have visibility into who sat where, and no way to track when people moved. We needed more accountability, better data, and accurate reporting to keep up with Shopify’s rapid growth.

OfficeSpace gives us visibility into how our spaces are being occupied and where we have vacancies, which means it’s so much easier for us to move people across our entire real estate portfolio. We can even do scenarios and run through each of the moves we want to make to figure out ‘Will they work?’ and ‘Which strategy is the best?’ Everyone on Shopify’s Real Estate team is a huge fan of OfficeSpace.

Alicia Murrell

Workplace Experience Manager
Shopify

3 Desk usage metrics

Use your strategy to determine how you'll configure bookable desks in the workplace.

A combination of easy-to-use seating options in the workplace can go a long way to supporting the varied work-style needs and schedules of a hybrid workforce. But what's the best setup for your employees' unique set of needs—assigned, bookable, free addressing seats, activity-based workspaces, and office neighborhoods?

Today's talent attraction pitch is all about giving the employees autonomy. To help each employee choose their work style upon each office visit—find specific people and collaborate, book a space for quiet, focused work, sit near the window solo or find a group-appropriate space to collaborate—you'll need accurate desk usage metrics that demonstrate how people are (or aren't) using available desks, seats, and working zones in your facility. Desk usage metrics can also help you provide enough working space for employees during busier times and days of the week.

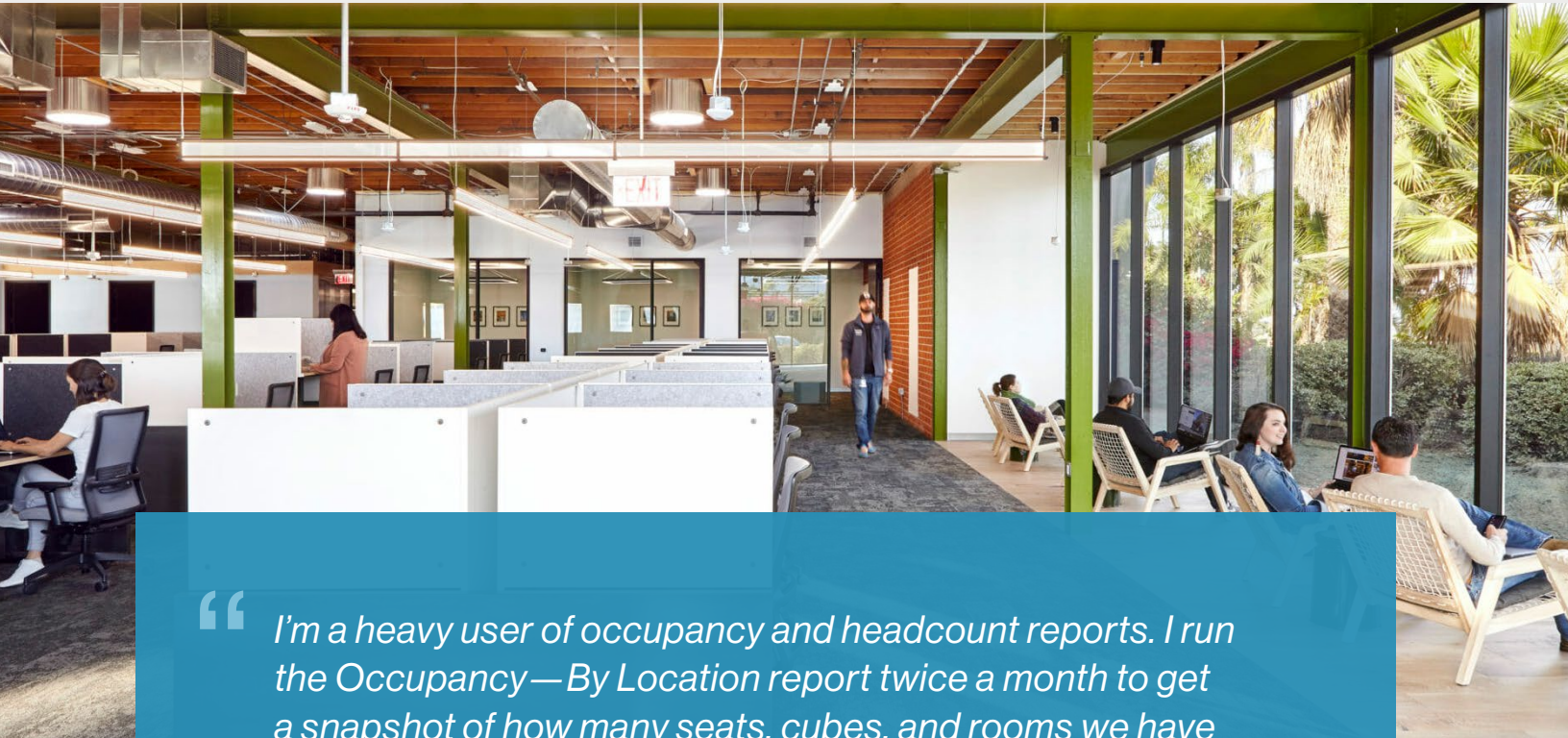
Here are the workstation metrics you should be tracking to launch and improve upon your hybrid workplace strategy—especially as needs change over time.

- **Booking demand.** Used for historical and forward-looking reporting, this report shows you what the previous demand and your current demand for bookable desks are, on any given floor or site relative to your available desks. It can help you understand how well your desk booking strategy is working and determine the best course of action.
- **Booking trends.** This report shows you the use of bookable desks on an hourly, daily, or weekly basis. You can also view a breakdown of trends by department and by site. Understanding the highest and lowest activity of certain time periods can help you plan for each workplace's operational needs on a more granular level.
- **Booking funnel.** Historic Report. Shows what your employees' desk booking behavior is and how well is your booking strategy working by floor, site, or neighborhood.
- **Booking capacity limits.** This report's primary purpose is to show the number of bookable desks, relative to overall capacity and allow the user to set a limit on the number of the bookable desks on a floor that can be booked.

- > **Seat popularity.** What types of desks do employees prefer to use? Where do people typically want to sit for the day? And which bookable desks have been booked the most (number of times & time of day) over a given historical period? Understanding seat popularity will give you the answers to these questions, and help you identify and repurpose any seats that aren't being used at all. Daily desk utilization. Understanding which desks have been used each day can help you learn employee seating preferences. This report can also help you create efficient cleaning schedules.
- > **Hourly desk utilization.** Measuring hourly desk utilization can help you identify patterns, like seating trends in different areas of the workplace and peak usage times.
- > **Desk type utilization.** Knowing which desk types are in high demand can help you refine your desk booking strategy and create a seating setup that supports every hybrid working need. Having the right mix of desks can have a huge impact on workstation utilization, employee engagement, and even workplace productivity.

To access these desk usage metrics, you'll need to use **Desk Booking** software and workplace reports.

For example, in-depth desk booking reports inside OfficeSpace can track these metrics for you, so you can understand exactly how desks are being utilized in the workplace. Insights from the report can help you understand which employees and teams use the office most, and where there may be days or times where the office may be nearing capacity so you can adjust as needed.



“

I'm a heavy user of occupancy and headcount reports. I run the Occupancy—By Location report twice a month to get a snapshot of how many seats, cubes, and rooms we have vacant to accommodate new hires. I used to manually create these reports in Excel, but I could never pull them together as quickly or accurately as I can now with OfficeSpace.

Being able to see real-time space utilization for each of Procore's buildings and floors has made my team's life so much easier. The fact that we can pull customized reports quickly and rely on the data that's in them has made us so much more effective as a facilities management team.

Scott Moitoza

Senior Director of Real Estate and Facilities
Procore

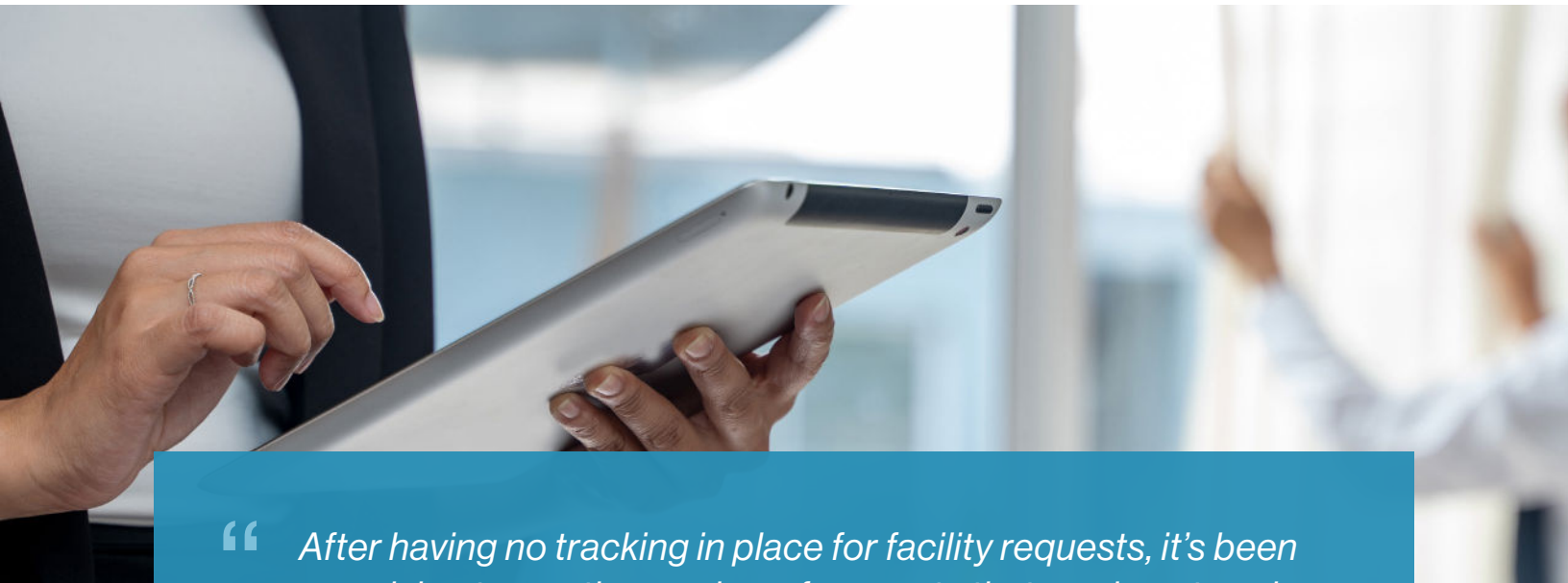
4 Workplace request metrics

Improving response times to employee requests is another way to upgrade the hybrid workplace experience. To do that, you'll need to track key workplace request metrics—how many requests your team is fielding, how quickly they're responding, and how happy employees are with the overall request experience—and use them to improve your workplace team's performance over time.

Track these metrics to get deeper insights on workplace requests:

- **Request types.** What's the most common request type for your Chicago HQ? And why have maintenance requests spiked this month? Understanding the types of requests can help you introduce changes that reduce monthly request volume and make life easier for employees.
- **Requests by location.** Identifying locations that have more requests than others can help you to uncover and rectify any underlying issues that are causing peak. Maybe that location needs another full-time facility team member, or perhaps it's time to fully replace the sink that keeps breaking.
- **Request response times.** The speed at which employees receive a response is a good indication of your facilities team's efficiency. Periodically tracking how quickly your team's average response time is the first step in identifying what needs to be done to improve average response times.
- **Customizable service level agreements (SLAs).** If your workplace team has dedicated performance metrics, they can be set up and tracked in OfficeSpace. For example, when you add your team's Time to Resolution goal to Request Manager, you can measure your team's performance against this SLA to see if you're exceeding or falling short of your target.
- **Workplace request satisfaction surveys.** Another way to gauge how employees feel about workplace requests is via employee satisfaction surveys. These surveys are built into Request Manager in OfficeSpace—they are automatically sent to employees once their request has been dealt with.

With a tool like **Request Manager**, employees can submit requests in seconds from any device, and the location of each request is always included on your floor plan—making it quick and easy for workplace teams to locate and deal with every issue. Workplace teams can manage and respond to requests in real time via a centralized, intuitive dashboard. And with real-time reporting and insights, workplace leaders can make informed decisions on where to focus resources and company budget.



“ After having no tracking in place for facility requests, it’s been surprising to see the number of requests that we do get each month. And it has been great to look at what’s happening with requests over time. At Centra, we report on the number of requests received and the time it takes our team to action the first request. Whenever we notice that number going up, we’re able to work on it and shorten our response times.

Sharon Taylor

Assistant Vice President, Facilities
Centra Credit Union

5 Total occupancy costs

Accurately calculating your total occupancy costs can help you determine your return on investment and decide whether you should keep a property, expand by acquiring others like it, or sell to reduce overhead costs and downsize your portfolio—tough questions that every CRE has had to deal with since hybrid work changed every company's building space requirements.

But you'll face a couple of challenges when you calculate and analyze this metric. First, occupancy looks a little different in the age of hybrid work. Hybrid workplace occupancy doesn't just include employees who are permanently assigned to the space—it also includes hybrid employees who are using the office on varied schedules. This means that in order to calculate total occupancy costs for any hybrid location, you'll need to accurately measure the use of the space—not just people who are physically assigned to the space.

And second, it's all too easy to underestimate total occupancy costs, which can be a costly error in the long run.

To accurately calculate total occupancy costs for your hybrid workplace, go through all of your operating expenses and reports that indicate who is assigned to—and who is using—the space with a fine-tooth comb. You'll want to add the cost of rent to every other operating expense, such as:

- > Utilities
- > Maintenance
- > Groundskeeping
- > Property insurance
- > General liability insurance
- > Taxes
- > Any amenities you provide employees and other tenants (including snacks and beverages)

When you apply total cost per square foot to specific areas of your portfolio, you can measure how critical the utilization of each space becomes to your bottom line.



“

I manage all of our leases with OfficeSpace. It's a very quick way for me to see our annual costs and operating costs at a glance. And I use the real estate reports to quickly view accurate costs for each of Procore's offices and understand why some locations are more expensive than others.

Scott Moitoza

Senior Director of Real Estate and Facilities

Procore

Creating and managing a hybrid workplace isn't a one-and-done type of experience—it's an iterative process. First, you need to launch a strategy that works based on today's needs. And you'll need to adapt your approach as those needs change over time.

This is why having real-time workplace metrics at your fingertips is the most effective way to set your hybrid workplace up for success. When you start gathering and leveraging accurate workplace data, you can use it to make informed daily decisions.

And you'll be able to create a historic record of what works and what doesn't that you can refer to when your workplace inevitably pivots again.

OfficeSpace's **workplace reports and analytics** gives you all of the reporting, tracking, and data you need to make informed decisions, demonstrate ROI, and ensure that your hybrid work strategy is on track to support leadership goals, employee needs, and company objectives.

With OfficeSpace, you can:

- › **Engage and empower employees.** Empower employees with the flexibility they need. Easily connect people and resources. And deliver a workplace experience people will embrace.
- › **Make desk booking work for everyone.** Find and book desks in seconds. Offer any combination of flexible desks on your floor plan. Meet every individual's seating needs with office neighborhoods and team-managed seating.
- › **Adapt and optimize space effectively.** See what's working, fix what isn't, and make data-driven changes to your workplace to support immediate and long-term needs.
- › **Make informed real estate decisions.** Access critical workplace metrics and see what's happening across your portfolio in real time. Plan for the future with forecasting and test scenarios, and know exactly what to do with your portfolio.
- › **Efficiently manage the workplace.** Create floor plans that make sense for your organization. Inform every decision with accurate real-time insights. Manage space, seats, rooms, and requests via a powerful all-in-one platform.



Create a better place for everyone.®

OfficeSpace has everything you need to create a hybrid workplace that supports employee needs and company objectives—today, tomorrow, and in the future as needs change over time.

To see how our workplace management platform can help you access the metrics and reports you need to shape your hybrid workplace strategy with data-driven decisions, book some time with our team.

Request a demo →

SALES@OFFICESPACESOFTWARE.COM

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