



The 2022 Tenant Engagement Report

What landlords and property teams are doing now to create successful workplaces of the future.



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Chapter 1

Introduction



A Year for Innovation

The year 2021 was a formative, transitional period for owners and operators of commercial real estate (CRE) properties. Between [growth, consolidation, and significant funding](#) in the proptech market and evolving workforce needs due to the pandemic, CRE leaders faced an array of new challenges to overcome — including how to add value to buildings in ways that support **every person** who spends time in and around the workplace.

These challenges indicate that the definition of tenant engagement, which property teams have historically prioritized to support tenant companies, is taking on a new focus that includes tenant companies, employees, and other members of the workplace.

Enter: the era of broader, **more holistic workplace engagement strategies.**

Despite this massive shift, the future of the workplace remains undeniably bright. According to Deloitte's [2022 Commercial Real Estate Outlook](#), which surveyed around 400 senior CRE executives across the globe, sentiments are positive about the need for physical work environments. In fact, about **77%** of respondents are expecting some level of increased leasing activity in the next 12 months.

Deloitte's outlook also reveals that the main driver behind these projections is an investment in innovation. The company reports that **44%** of respondents plan to accelerate innovation in 2022 through cutting-edge technologies and services that will help achieve revenue goals. These investments, they explain, include technology capabilities such as building connectivity, market intelligence, geospatial analysis, and risk analytics that benefit companies and the people who run them.

Such investments are only a small part of the equation. To get the most out of a property's technologies and services, CRE teams need to align their building's physical infrastructure and technology systems with more inclusive and personalized workplace strategies that reach every person who uses their space.

To find out how the biggest and most successful players in the industry are tackling this in 2022, we surveyed our growing customer base of over 100 of the world's leading companies and asked them about their workplace experience plans for the new year.

In this report, we discuss why **54% of properties have staff dedicated to tenant experience; why 86% of property teams use a building app to communicate with the people in their properties;** the many kinds of investments leaders are making to differentiate their assets, attract and retain talent, and achieve financial success; and other critical factors shaping the future of the workplace.

Let's dive in.



Chapter 2

Opportunities for Engagement



Closer Relationships with Tenants

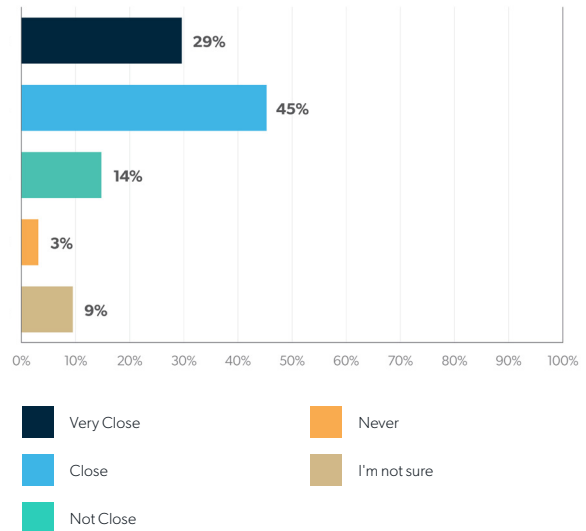
A prominent fact rings true for owners and operators of the workplace: tenant and employee sentiment is the most critical factor driving property decisions in 2022.

With [75% of the global workforce](#) changing their living arrangements, and 66% of employers following a hybrid work model, the success of physical workplace environments depends deeply on providing valuable and memorable experiences that will safely draw people back to buildings and keep them coming back.

This notion is supported by property teams' willingness to partner closely with tenants in order to understand workforce demands and personalize their offerings and engagement strategies.

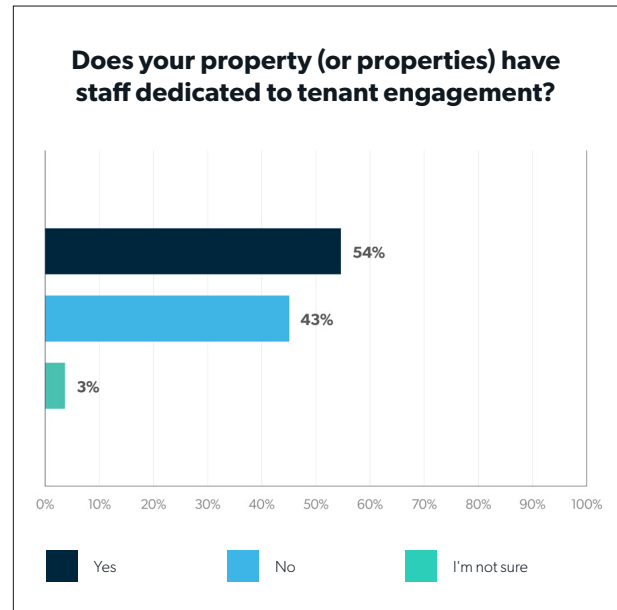
HqO's survey found that **45%** of property teams partner closely with tenants on their long-term workplace strategies, and an additional **29%** partner with them very closely.

How closely do you partner with your tenants on their long-term workplace strategies?



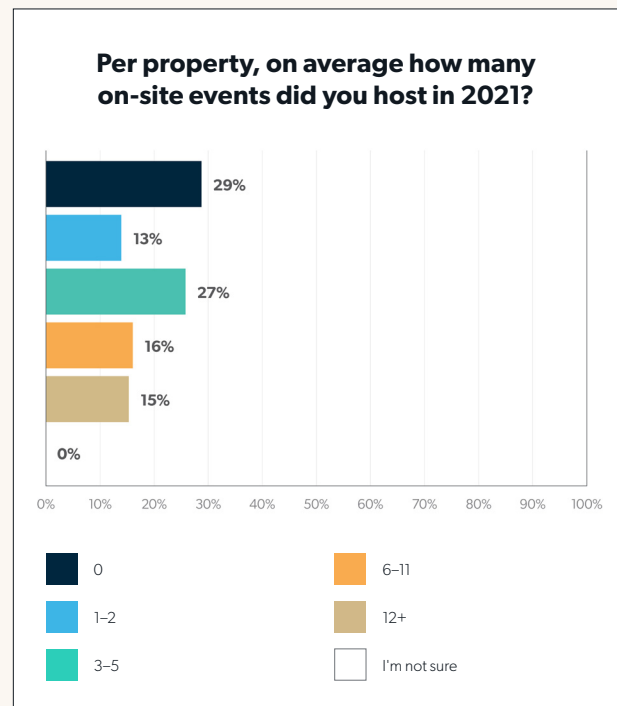
To further enhance these partnerships and bring people-first strategies into the workplace that will support employees, **54%** of properties have staff dedicated solely to tenant engagement. This is reflective of a broader evolution in property management, where the specialization of hospitality-focused roles is becoming [increasingly more popular](#) across the industry to invigorate the entire workplace environment.

Those who don't have a dedicated tenant engagement role explained that they rely on property management, administrators, and even marketing teams to increase engagement with the people within their buildings.



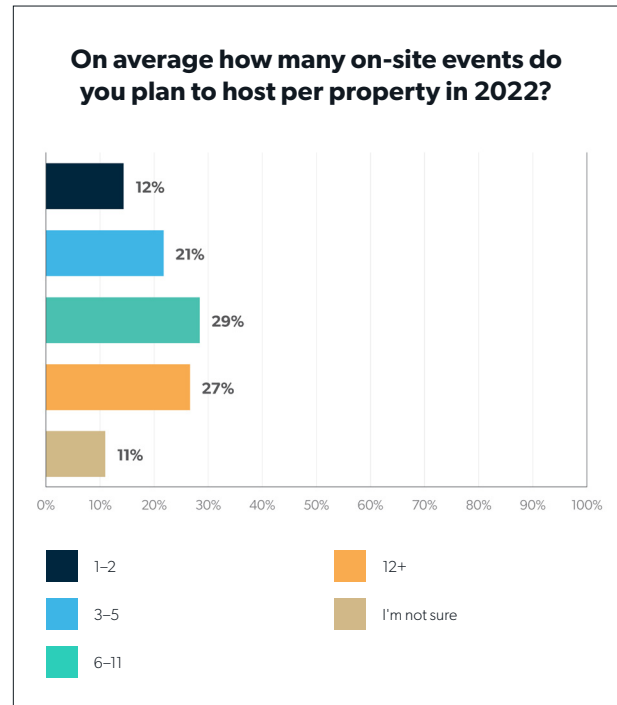
Though in-person events took a hit in 2021 due to health and safety concerns related to the COVID-19 pandemic, the value of socialization and play for the hybrid workforce has given new life to events in the upcoming year.

In 2021, **29%** of HqO customers did not host any on-site events at their properties, followed by 27% hosting 3-5 events, 16% hosting 6-11 events, 15% hosting 12 or more events, and 13% hosting only 1-2 events.

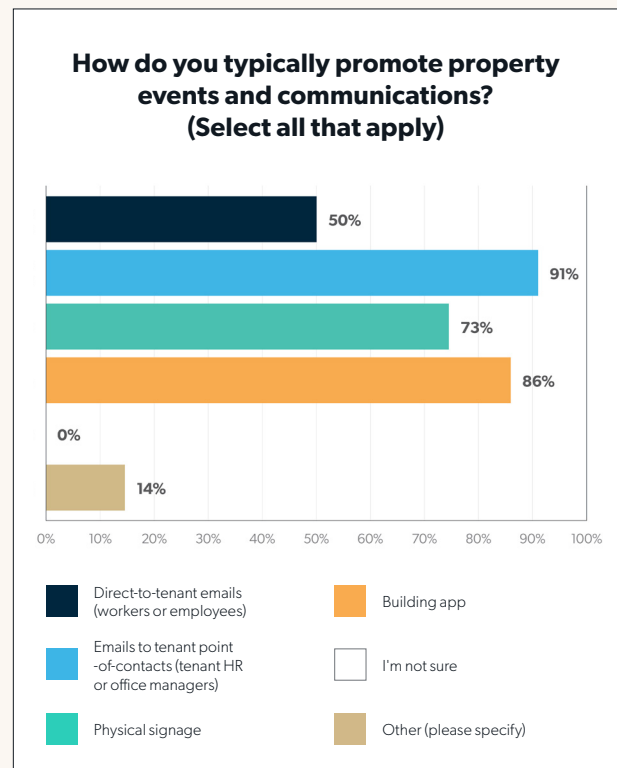


These numbers are projected to change dramatically in 2022, with **82%** of property teams planning to host on-site events this year. The breakdown is as follows: 29% plan to host between 6-11 on-site events at their properties, 27% plan to host 12 or more on-site events at their properties, 21% plan to host between 3-5 on-site events at their properties, and 23% plan to host at least one on-site event at their properties.

These numbers make it clear that after a year of strict caution, properties are committed to **doubling down** on their investments in 2022 to connect with the people in their spaces.



To better communicate these events and happenings at their properties, property teams are also heavily leveraging modern technology solutions. Though 91% of HqO customers still use email to disseminate information to designated point-of-contacts, an additional 86% have discovered the benefits of sending updates directly to tenants and employees through their building apps, thus strengthening relationships and increasing efficiency.



Chapter 3

Valuable Investments



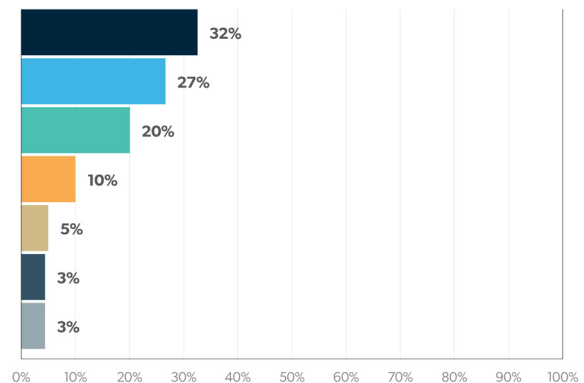
Modern Workplace Amenities

To further add value to the workplace in 2022, property teams are offering a variety of physical and digital experiences that increase efficiency within their buildings for every end-user.

Property teams found the following features or amenities valuable to the workplace:

- » **32% cited that the most important feature is collaboration and events space**
- » **27% cited that the most important is on-site fitness or activity centers**
- » **20% cited that the most important is access control and visitor management technologies**

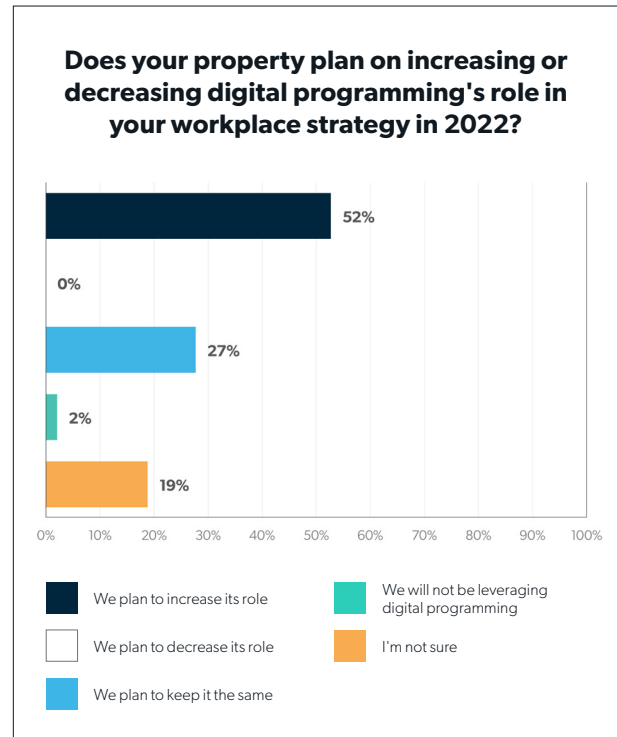
Which features or amenities are the most important for your property?



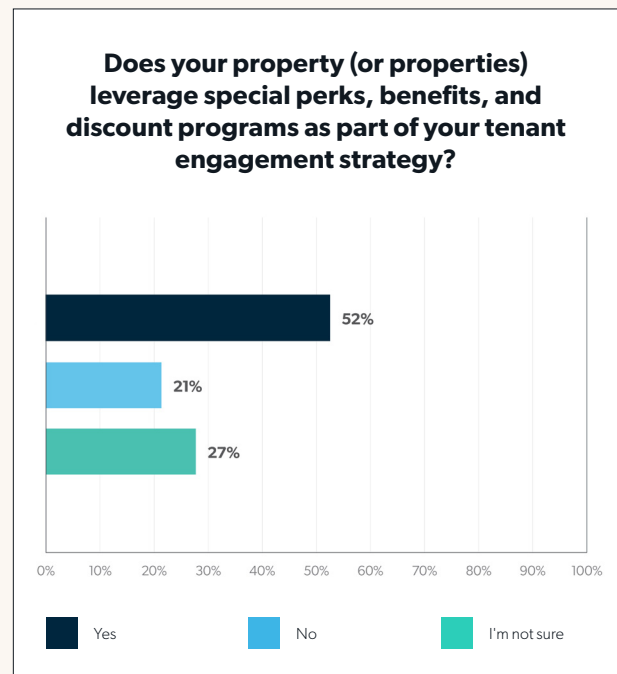
- Collaboration and events space
- On-site fitness or activity center
- Access control and visitor management technologies
- Desk and resource booking technologies
- Convenience services such as dry cleaning and on-site salon services
- Food and beverage technologies, such as order ahead and group ordering
- Parking and transportation solutions, such as contactless readers and micromobility offerings

In addition to the amenities and features listed above, our customers are planning to continue their investments in technology capabilities that can add to and elevate the overall workplace experience.

For example, **more than half (52%)** of property teams are planning to increase the role of digital programming in their workplace strategy this year to bring exciting and curated content (including online fitness classes, cooking and hobby classes, wellness tips, and more) directly to tenants and employees using their building apps. Additionally, no property teams are planning to decrease their investments in these capabilities, revealing how central they are to workplace engagement strategies that reach every stakeholder.

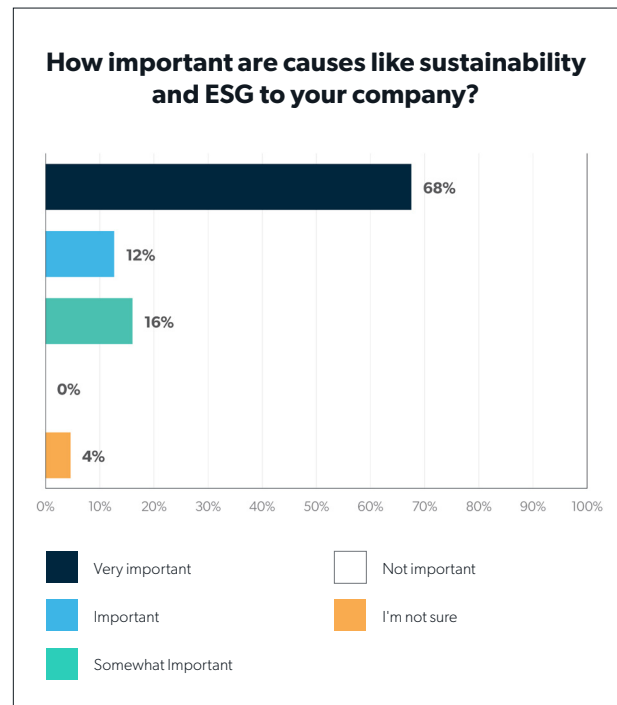


At the same time, **52%** of respondents will use special perks, benefits, and discount programs facilitated through their app to increase workplace and tenant engagement at their properties.



When asked for specifics, respondents explained that they planned to offer in-app perks such as general neighborhood information; local retail, service, and food and beverage discounts; fitness discounts; local parking discounts; local attraction discounts to museums, theaters, and amusement parks; monthly raffles and giveaways; and more.

Property teams also acknowledged the important role of environmental, social, and governance (ESG) practices to tenants and employees: 68% of decision-makers state that ESG causes are very important in the workplace, and a significant 80% plan to use technology to support these practices in 2022.



Chapter 4

Data, Data, Data



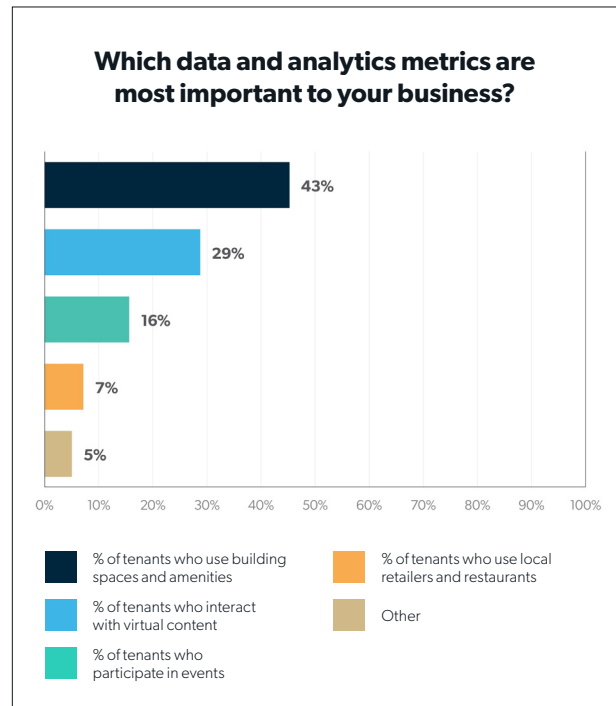
A Need for Analytics

To ensure that the investments made are the right investments, property teams are also relying on meaningful and real-time insights — including data on workplace satisfaction and behavioral patterns — to take their workplaces to the next level.

Respondents identified the following metrics as the most important to the success of their properties:

- » **The percentage of tenants who use building spaces and amenities (43%)**
- » **The percentage of tenants who participate in events (29%)**
- » **The percentage of tenants who interact with virtual content (16%)**

Other noted metrics of importance included the percentage of tenants who use local retailers and restaurants, the percentage of tenants who display regular building app usage, general occupancy levels, and open-ended survey responses that help tailor programming and establish landlord trust.



Ultimately, such analytics capabilities will be used to measure the success of attraction and retention strategies leading into 2022, which respondents said include building and facility refurbishments, virtual workplace engagement programs, HVAC upgrades, flexible leasing options, and more.

Chapter 5

The HqO Workplace Experience Platform



A Solution for the Future

As the workplace continues to change in 2022, office owners and operators will need the right platform to stay connected with both tenants and employees.

The HqO [Workplace Experience Platform](#) helps drive engagement regardless of the size or diversity of your property or portfolio. Our plentiful native and partner workplace modules come together in a single user-friendly mobile app that can reach tenants, employees, and even communal flex space members.

Additionally, rich data and analytics dashboards inform better decision-making and help you keep up with evolving tenant and employee demands.

Our latest product updates — which include [flexible workplace management tools](#), [tenant satisfaction metrics](#), and [an employee experience interface](#) — help bring a people-first focus into the workplace to create more seamless, flexible, and personalized experiences. Together, we can define a more inclusive workplace and a successful year ahead.

Interested in joining other leading companies and enhancing your workplace experience? [Schedule a consultation](#) with HqO's workplace experience experts today.

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About HqO

As the leader in workplace experience technology, HqO is revolutionizing how people connect with each other and the places they work — right from the palm of their hands. Composed of an award-winning app, analytics suite, hybrid work tools, and a flex space management system, the HqO Workplace Experience Platform empowers top employers and commercial property teams to create personalized experiences that engage and delight the people at their properties and inform data-driven decision making.

Active in over 200 million square feet and across 24 countries, 57% of the Fortune 100 rely on HqO to build meaningful relationships with the people in the workplace every day. For more information, visit www.hqo.com.



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