



DECEMBER 2024

Are your office amenities being overlooked?

Drive engagement and improve ROI with this strategy

Clear communications and the impact on amenity use by employees

In today's post-COVID environment, companies are navigating the push and pull of returning employees to the office. They want their workplaces to be inviting destinations that attract and retain top talent, are commute-worthy, and do not feel like a punishment compared to the comforts of working from home.

As such, many organizations seek to curate workspaces that appeal to what end users need throughout the day, on both professional and personal levels. There is a focus on providing employees with flexible options for where and how they work within the office, and cost-efficient and accessible “perks” to help optimize their workdays. Some companies take things even further, opting for office space in highly amenitized buildings that offer gym and wellness facilities, cafes, rooftop decks, or lounge areas, among other features within their space. In top-tier properties, this often leads to two trade-offs for tenants: a higher cost per square foot and a smaller footprint to mitigate the higher cost.

However, these trade-offs can have an undesirable impact on employees. For example, the reduced footprint forces a shift to unassigned seating or leaves employees with less overall workspace than they were used to, negatively impacting satisfaction, morale, and turnover. This, in turn, frustrates employers who expected ROI in the form of engaged and productive employees taking full advantage of a new office space with more amenities.

The key to preventing this outcome is to create a sound communication strategy that clearly distinguishes the benefits employees will experience in exchange for a smaller workspace and the time and expense of a commute.



Employees can only take advantage of amenities and perks if they know about them.



Generating and maintaining awareness

Organizations often don't effectively communicate what's available, leading to underutilized spaces and unengaged employees.

When employees are exposed to regular communication about amenities and how to access them, companies will see a significantly higher rate of usage. This will also generate a greater understanding of why the employer may have chosen a particular office, even if the trade-off involved reducing the workspace. Employees who initially felt like they were having something taken away from them may discover an increased benefit by coming into the office.

Successful communication strategies, at a high level, incorporate the following:

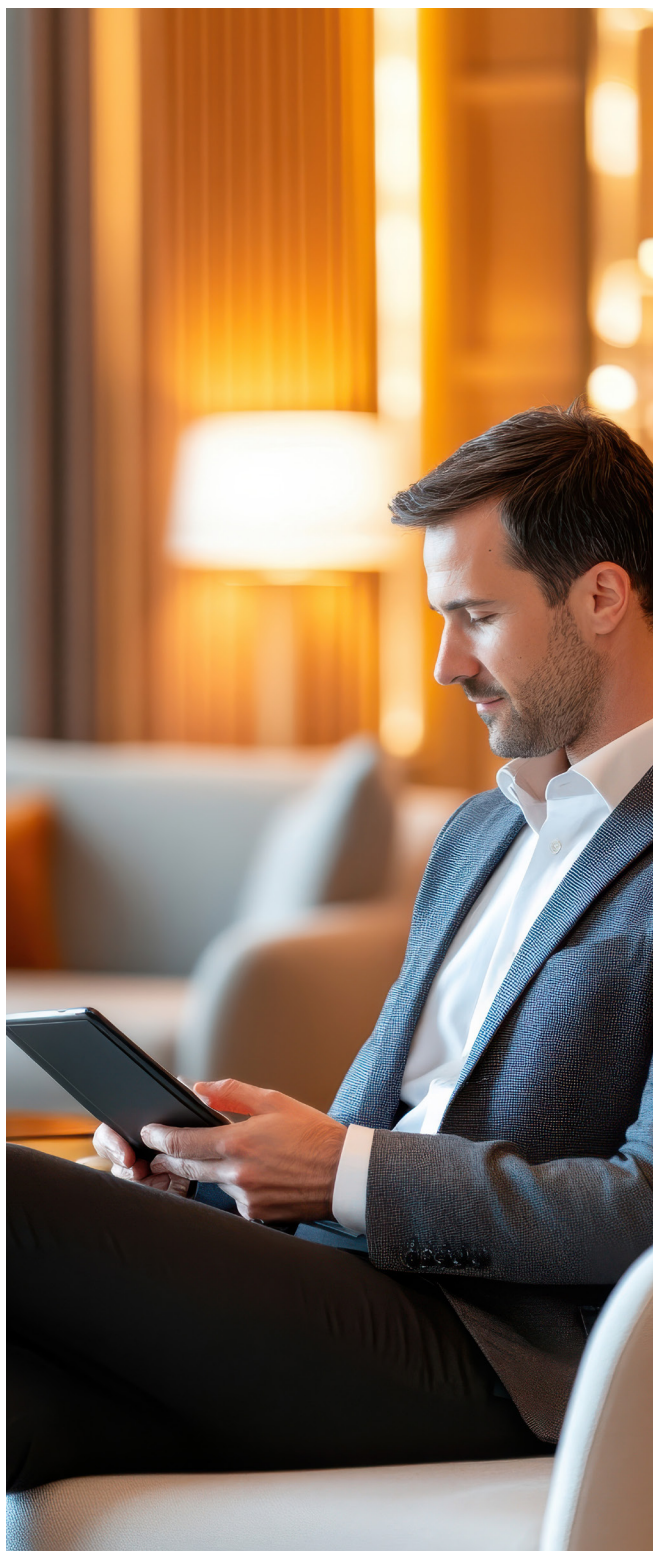
- **A multi-channel approach:** Communication channels must be diverse and aimed at reaching every employee. Simply posting an update on the company intranet won't be enough. Email campaigns, printed information, live Q&A sessions, and facility tours are additional options that can expand outreach and provide comprehensive information for employees.
- **Describe what, how, and where:** Communicating only what benefits are available is insufficient. People need to understand how and where to gain access, especially for building-wide amenities. For example, if there is a process for obtaining a keycard to access a gym, employees should know exactly where to go and who to speak with.
- **Consistent and ongoing outreach: Employers must continually promote and publicize amenities to encourage regular use.** Running ongoing campaigns, such as highlighting features in an internal newsletter, is one example of how to help keep the availability of perks fresh in employees' minds.
- **Measurement and refinement:** To obtain a full picture of amenity use, employers should monitor the use of these spaces and measure employee sentiment by issuing surveys. Employers can then adjust communications or understand where improvements in offerings could be made.
- **Clear governance guidelines:** Before sending any internal communications, tenants must be clear on who manages what and what policies or rules apply to the use of building amenities. Once these are fully understood and agreed upon, employers can ensure that all internal outreach contains accurate information for employees.



Communicate to elevate the employee experience

The flight-to-amenities trend underscores the value employers see in offices as tools for supporting the return to office while attracting and retaining top talent. Investing in a comprehensive communication strategy that highlights the extensive amenities the workplace offers can yield significant ROI.

Organizations can create workplaces that foster satisfaction, productivity, and loyalty by helping employees fully understand and utilize these features. In turn, employees will feel a stronger pull to the office, and companies will strengthen their position in a competitive labor market.



For more information, please contact:

Wendy Feldman Block

Executive Managing Director
wfeldman@savills.us
+1 703 827 6287

7900 Tysons One Place, Suite 420
Tysons, VA 22102

Benay Josselson

Executive Vice President
bjosselson@savills.us
+1 332 999 5740

399 Park Ave, 11th Floor
New York, New York 10022

© 2024 Savills. All rights reserved.

The information in this publication is gathered from multiple sources deemed to be reliable at the date of publication, however Savills has not verified such information. The information contained herein may contain errors or omissions and is presented without any warranty or representation as to its accuracy. No material may be used in whole or in part without prior permission of Savills.