



## Minimising building and real estate costs through efficiency

USA FTSE 500 Health Insurance Provider

### The challenge

As a not-for-profit organisation employees of this health insurance provider have a responsibility to strive for efficiency, to the benefit of their customers.

Each department's goal is to cover its operating expenses, and support their members by lowering overheads, enabling savings to be passed on to members and customers.

For those in the Corporate Real Estate (CRE) team this means ensuring that physical spaces are being used effectively, and that the correct data and tools are being leveraged to identify areas for compression and change.

The CRE team received frequent complaints regarding the lack of space available for mobile workers.

However, swipe-card data showed that the office's daily utilisation was consistently within the 50-60% range.

This data was highly limited, as employees only had to swipe to enter, so teams had no indication of how long employees spent within the workplace, or what assets they interacted with.

In order to 'dispel the myth' that these spaces were 'overbooked and fully utilised' the CRE team needed real-time data to highlight the utilisation of their desks, with the end-goal of realigning teams to the working model that best suited their profiles, avoiding unnecessary expansions and changes and, if possible, removing unnecessary spaces to reduce costs.

The CRE team wanted to be able to efficiently manage space planning and:

- Avoid addition investment for new office space if it isn't required
- Ensure that employees are working in the way best suited to their needs
- Be able to analyse the current space and its utilisation levels so they could identify optimisation opportunities
- Rightsize meeting rooms reduce the number of abandoned bookings
- Identify under-utilised areas and leverage data to create business cases for portfolio compression
- Have clear metrics to measure and benchmark

## How we helped

To date, we enabled this customer to gather utilisation and occupancy data across five floors of an initial building, with plans to expand into a further two. We deployed sensors across shared desks and meeting rooms to provide a birds-eye view of mobile workers' space utilisation.

The hardware implementation and testing was conducted onsite in an iterative process, as further floors and sensor types were added to the project. The OpenSensors system, which connects individual sensors to gateways using LoraWan technology, allows for quick and easy expansions to projects.

## The benefits

### Facilitate meaningful conversations

Having objective data has given the CRE team stronger influence in discussions with various departments and teams on how best to optimise and utilise underused desk space, with the end goal of creating a strong business case to take to executive leadership to make savings on space.

### Identify appropriate workstyles

Understanding how employees are interacting with the workplace has enabled the CRE team to identify when employees' workstyles are modelled incorrectly, and has enabled the CRE team to approach managers and make a case for employees and teams to move from mobile to e-working.

### Rightsizing meeting rooms

They are now planning the next phase of space measurement by extending data gathering on meeting room usage. The intended goal is to validate assumptions on the utilisation of large meeting rooms compared to smaller rooms so they can right size these to better support work and collaboration.

### Smooth office returns

The analytics and live view combined have enabled the CRE team to identify overarching trends in employee behaviour. As employees return to the office post-COVID19 these trends will be actioned to ensure the office is running as efficiently as possible.

[Download our ebook for more information on the application utilisation and booking data](#)



## Get in touch

For more information on how to measure and optimise your workplace visit [opensensors.com](https://opensensors.com)