

What do people really want from the office?

Global research reveals how to make the office worth the commute.

Yesterday's offices counted on modern layouts and trendy amenities to attract top talent—and encourage them to stay.

Today, it's not about keeping people in the building. It's about giving them a reason to come into the office.

What employees really want:



The office must evolve.

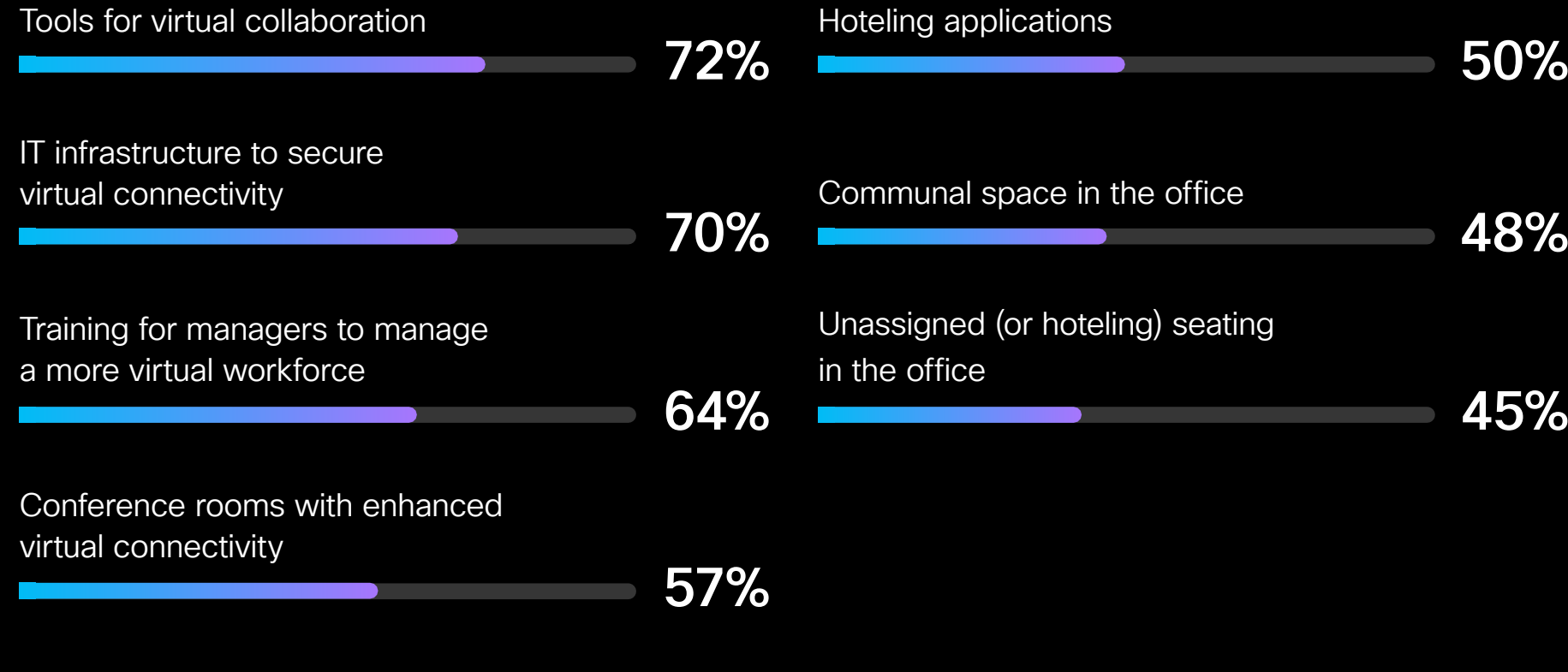
In the era of hybrid work, free snacks and ping-pong tables won't be enough to get people back to the office.

It's time to rethink everything about the office—from the purpose it serves to the spaces where people work and collaborate.



Reshaping the workplace for hybrid work.

The areas US executives are planning to invest to support hybrid work.¹



Make the office worth the commute.

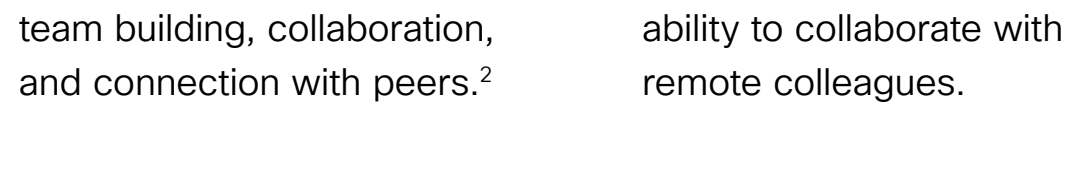
In our hybrid world, people still want to spend time in the office to collaborate and build meaningful connections. So how do you transform the office into a collaboration destination?

Traditional office	Hybrid office
From default place to work	to purposeful workspaces
From individual work and collaboration	to collaboration-centric
From time-based	to flexible
From assigned desks	to hot desks
From one-size-fits-all	to personalized
From hard to find your way as a visitor	to easy office navigation and room booking
From challenging to get a full view into tech issues	to consistently optimized with real-time data
From in-person attendees prioritized	to everyone has an equal voice

Solving the challenges of hybrid work.

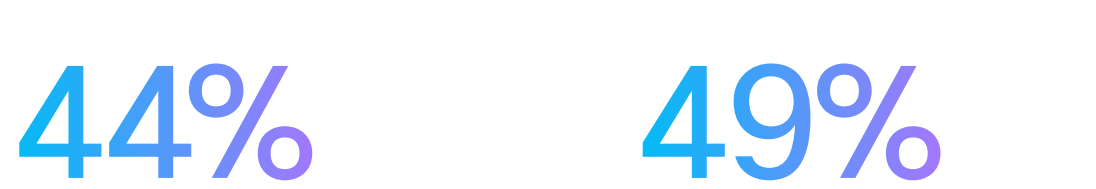
To build the right workspace for today's workforce, you need to understand and meet your team's needs. Here's what's top of mind for employees—and how the right office design can help.

Challenge
Ensure that people in the office can effectively collaborate, including with colleagues who are working remotely.



Solution
Craft the ultimate collaboration hub by equipping spaces with intelligent devices to make sure every participant has an equal voice.

Challenge
Empower people to easily book a workspace and quickly join meetings from anywhere.



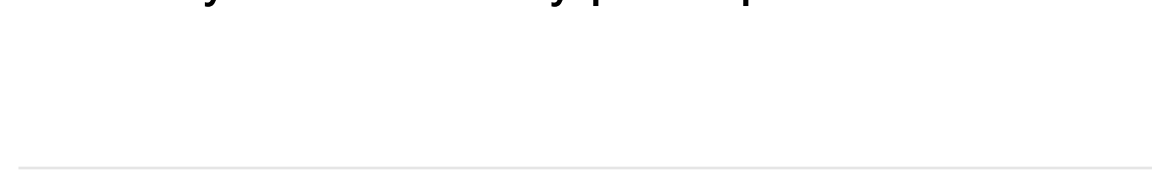
Solution
Offer flexible spaces for collaboration and focus work with intuitive room booking and hot desking solutions.

Challenge
Include everyone, no matter where they're working.



Solution
Provide the right technology for remote workers so everyone can easily participate.

Challenge
Optimize the office so it's a comfortable and healthy place to be.



Solution
Prioritize well-being with technology-driven experiences and real-time data so you can continually optimize every space.

The hybrid office checklist.

- ✓ Enable seamless collaboration experiences
- ✓ Provide the right technology and devices
- ✓ Prioritize well-being in workspaces
- ✓ Greet employees with a digital office entry experience
- ✓ Enable frictionless hot desking
- ✓ Provide intuitive wayfinding and room booking
- ✓ Continually optimize spaces with real-time data

What's next?

To get people back into the office, you have to provide a new kind of experience. One that bridges people and purpose with innovative technology, and makes the office worth the commute.



Discover more about how to provide a great office experience with our best practices guide.

[Get the Guide](#)

All data from "Entering the Era of Hybrid Work" (Dimensional Research, September 2021), except as noted below.

1. "PwC US Remote Work Survey." PwC, January 2021.
2. "The Data Behind Video Meeting Fatigue and How to Combat It." Dimensional Research, May 2022.
3. "The Rise of the Hybrid Workplace." Dimensional Research, October 2020.