

# The Destination Office

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**The key to in-person collaboration and  
attracting new talent**

## Introduction

For many companies, encouraging colleagues to return to the office is the long-term plan. Many organisations will have already carried out an analysis of which roles transitioned smoothly to remote working. Those roles that have successfully adapted to remote working may continue to be home-based. When looking at returning to the office, organisations will need to consider what the workforce will look like – do they need a traditional office space, or should the focus be on creating a hybrid-friendly environment?



The way organisations made agile responses to the pandemic will need to be replicated as the working world transforms once again. Discussions in the boardroom are around hybrid models, phased returns, keeping only front-line operations such as factory floors or warehouses open and permanently instating more flexible, remote working. So, what will offices represent in the future?

This whitepaper looks at current and projected trends, independent research and other studies to provide a comprehensive solution to the future of the workplace.



## What is the Destination Office?

It's not just about encouraging workers to return to the office. The Destination Office is a hub for thought leadership, in-person and virtual collaboration, customer events and meetings, and socialising with colleagues.



Only 60% of people think that their current office environment encourages collaboration and unplanned idea-sharing sessions

### Attitudes to the Workplace Survey

For some years, modern workplaces have created office spaces that serve as a destination to inspire and motivate. With so many roles now being performed remotely, the workplace needs to become a destination that people want to travel to. There has to be a reason to attend, which means the days of sitting statically at a desk while you are in the office are over.

Your employees will now want to see a value-added that they cannot receive at home; connection with others, affinity with your brand and cultural values, and amenities or perks that make the trip to the office that little bit sweeter.

## Company Culture

The culture of your company will have a huge impact on the design of your workplace. Whilst we've all heard stories of slides and ball pits in the offices of young start-ups, it's not going to be a solution for the majority of firms.



Only 1% of people think in-office entertainment such as a games room or slide is important

### Attitudes to the Workplace Survey

A vibrant and energetic office space can help your organisation build a strong company culture, which is critical to the success of any business. Creating a space in which people want to work opens up creativity and innovation.

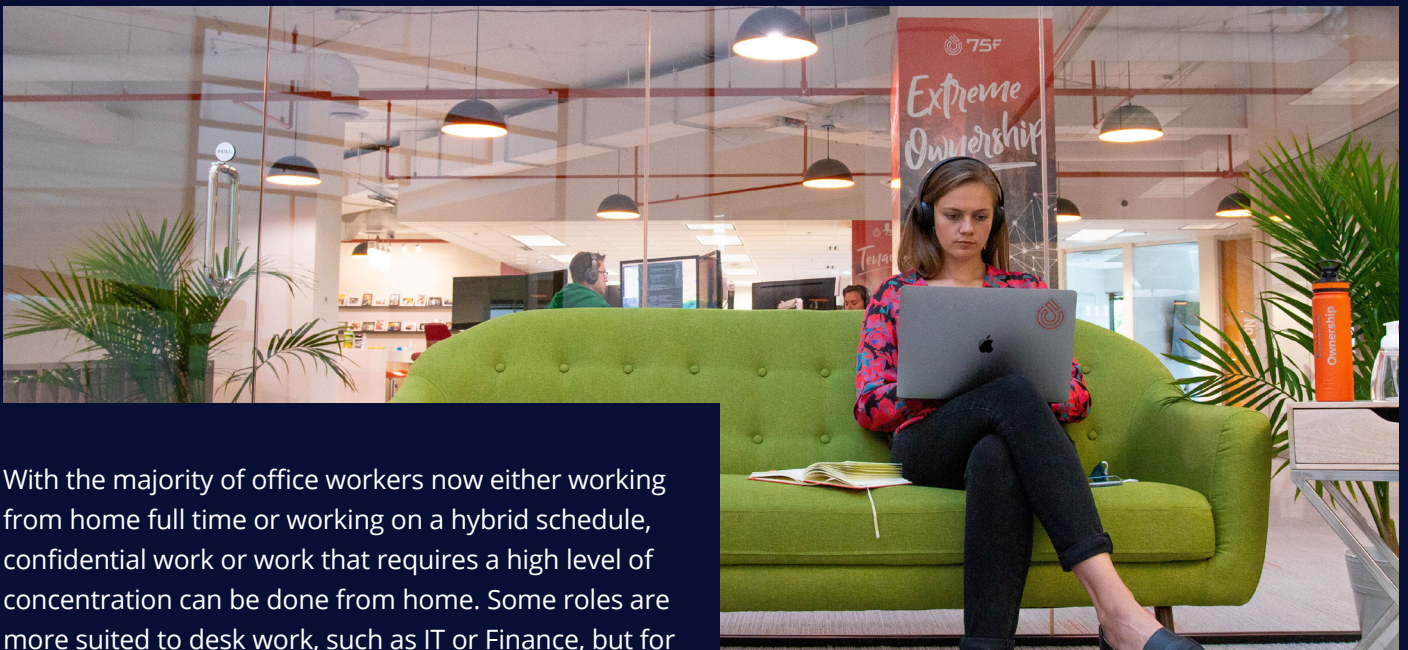
The other element at play will be office environment and branding, and this is no longer about putting your logo on the wall. Employees are looking for emotional connection and visible signs that their health and well-being has been taken into consideration.

Office branding can be implemented to create an inclusive environment and destination for your team. Inclusivity is proven to drive loyalty and well-being, which in turn can lead to a happier team. Your team want to feel part of your brand's DNA.



## Do you need a desk at all?

Whilst hot-desking is nothing new, the destination office is removing banks of desks altogether.



With the majority of office workers now either working from home full time or working on a hybrid schedule, confidential work or work that requires a high level of concentration can be done from home. Some roles are more suited to desk work, such as IT or Finance, but for those in roles with lots of meetings, it may make more sense to not be tied to an individual desk.

With the world of agile, task-based working, employees don't expect to be tethered to a single desk or workstation anymore. When visiting the office team members bring their laptop and work from relaxed collaborative areas, such as benches or sofas. Your headcount is a good starting point for your furniture list but your working style is equally as important.

Only 12.5% of those surveyed thought having their own desk was the most important thing in an office space.

### Attitudes to the Workplace Survey

70% prefer to do concentration work at home as they can focus more easily

### Attitudes to the Workplace Survey

We often hear how empty desks gather dust while people are out at meetings. These desks take up space which could be better used as an informal meeting area, a social hub or even a coffee bench.

As the workforce becomes more heavily weighted with Gen Z workers, employers need to understand that their teams are used to being more mobile. They have grown up with FitBits and Smartwatches, doing homework on a laptop from any location, and of course having their phones with them all the time. By being more mobile, Gen Z workers don't expect or require their own desk or private space.

## Things to consider

There are three key things to consider when planning your Destination Office:

**Privacy | Ways to book rooms or spaces | Collaborative spaces**

### Privacy

Whether it's working on a confidential document or partaking in a private phone call, there will always be times when privacy is required. Rather than traditional private offices, with four walls and a door, a large desk, a bookcase and a filing cabinet, modern workplaces can benefit from pods, huddle zones and soundproofed glass boxes. These additions to your office allow work to continue without distraction.

**“It takes 23 minutes for the average employee to return to their original task after being interrupted”**

Professor Gloria Mark, University of California

**“Office workers are interrupted – or self-interrupt – roughly every three minutes”**

The Wall Street Journal

### Ways to book rooms or spaces

A room booking system is vital in a hybrid working environment. Without having a dedicated office or desk, colleagues need to be given the confidence that they will be able to work effectively when they come into the office. Questions to ask when evaluating booking system should be:

- Does it sync with my organisation's calendar system?
- Can I use it to book rooms and hot desks?
- Can colleagues book directly from their phone on the go?
- When you enter the building, can you easily see where rooms or spaces are available?

### Collaborative spaces

Perhaps the most important part of the destination office is the spaces for collaboration. Teams are making the effort to come into the office because



they want to work together, and to do so they need the right set-up. With colleagues, clients and visitors all using different technology solutions, and meeting with partner who use various UC platforms, it's vital to invest in agnostic meeting room technology.

**“57% of people say that technology is the most important thing in their workplace”**

Attitudes to the Workplace Survey

**“80% of people prefer to collaborate with colleagues in person as it's easier to bounce ideas around face-to-face”**

Attitudes to the Workplace Survey



## Activity-based working (ABW)

- Work is task based
- People move between office spaces according to the required task
- People are in the office all day, every day

## Experience-based working (EBW)

- Work is experience-based
- Work is based wherever it is most productive
- People choose spaces which have been curated (often just for that instance) according to the required experience
- People can choose to be in the office only for the duration of the experience

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As more roles move towards an EBW philosophy, organisations must adapt to retain and attract talent. Employees and potential employees expect a certain standard of facilities in their workplace, with technology, furniture, collaborative spaces, working spaces and perks all playing a vital role.

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82% of companies have advertised for a new role in the past two years, with 67% of those jobs being hybrid

**Attitudes to the Workplace Survey**

## User Study – Clevertouch Technologies

Clevertouch Technologies is an innovative technology company specialising in digital communication and collaboration hardware and software. In March 2021 they made the decision to move to a central London location, with the aim of creating an area where their ecosystem of products could be showcased, meetings could be held, and colleagues could work.



The showroom-office combination – named The Clevertouch Gallery - is a huge 2564sq ft modern open plan space, featuring the latest advancements in interactive collaboration and digital signage technology manufactured by Clevertouch Technologies. The extensive range of eye-catching products on display include interactive UX Pro and IMPACT Plus touchscreens, CM Series commercial displays, Live Rooms room booking panels, and a show-stopping 165" LED Wall with content powered by Clevertouch Technologies digital signage platform, ClevertouchLive. There are also logos projected onto the floor, walls, and ceiling to create an element of colourful futuristic surprise.

Three distinct zones were created, each one bookable remotely via an online calendar synced to Live Rooms room booking panels. Each zone's meeting schedule was also displayed on a CM Series commercial display, giving an overview of the day's availability.

"Managing all the gallery communication endpoints using the ClevertouchLive platform enables us to quickly and easily update content, ensuring it is dynamic, relevant, and informative. It's also ideal for sale pitches, as we can update all the displays with customer branding quickly and easily to ensure the content is personalised." Helen Kenniff, Global Customer Experience Manager, Clevertouch Technologies





“Opening our doors during an era of global lockdowns had its challenges, but our range of UC offerings enabled successful connections with partners that were unable to travel.”

John Ginty, EMEA Sales Director, Clevertouch Technologies

“Clevertouch Technologies made the decision to allow our teams to work from home indefinitely, however the Clevertouch Gallery is always busy with colleagues choosing to work from their, as well as meetings and events being held.”

Adam Kingshott, Marketing Director, Clevertouch Technologies

### Clevertouch Technologies surveyed their team – here are the results

Clevertouch Technologies have a well-established office in the South East of England, which is also home to the warehouses. Pre-Covid, this practical space was the heart of operations with the majority of staff traveling into the office daily. It’s a traditional setup, with banks of desks and two large meeting rooms, compared to the Clevertouch Gallery, which consists of open spaces, sofas, huddle rooms and benches. The Clevertouch Gallery was designed around people and how they prefer to work together, with technology being key to the meeting areas.

#### Some comments from the team

“I love being part of Clevertouch and the Gallery space in London is fantastic. It has a modern feel to it and has that WOW factor when you walk in. It is a good location in London, easy to get to and nice to catch up with colleagues in person. 10/10”

“The gallery has been a very positive thing, every single customer that visits it is complimentary. I genuinely think that it sets the tone for the technology when customers walk through the door and see such an amazing space.”

“I rated the gallery 9/10 as there must be something which can be improved upon but I cannot think of anything!”

Of those surveyed, 34.2% attend the Clevertouch Gallery once a month, with 26.3% attending once a week. By comparison, the Dartford office is only attended monthly by 13.2%, and weekly by 18.4%. A staggering 47.4% never visit the Dartford office.

80% of the team prefer to collaborate with colleagues in person as it’s easier to bounce ideas around face-to-face, and 90% prefer a hybrid model of working, with time split between working from home and working in an office.

Nine out of ten of those surveyed said that the Clevertouch Gallery made them proud to be part of a forward-thinking company, and 92% think customers react overwhelmingly positively to the gallery, with the remaining 8% mostly positive.

“Our survey shows the key features that our team want from an office space - the top answers were Technology, Meeting Colleagues, A Relaxed Atmosphere, Easy to Get to, Refreshments. Of course, it’s not as simple as having an espresso machine and a beer fridge – although it helps! It’s the atmosphere and the culture that make the Clevertouch Gallery a place that people want to be and want to work in. The ease of using technology to collaborate with both people in the room with you and over video call is vital.”

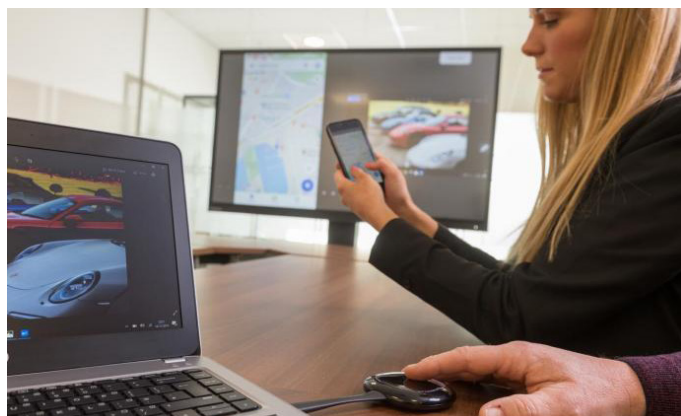
Adam Kingshott, Marketing Director, Clevertouch Technologies

## The Technology

Crucial to a successful destination office is the technology. Whilst the actual tech is important, the fundamental consideration must be the control behind it. With so many different users, often not attending in-person, it's vital that all the tech can be controlled and updated remotely, or by anyone visiting the office.

### Key considerations:

- Can it be controlled remotely?
- Can anyone use it with no training?
- Is it device agnostic?
- What are the start-up and subscription costs?
- Can I update it quickly?
- How many different accounts and logins will I need?



### What technology will you need?

#### UC Meeting Rooms

Often dual screen, these meeting rooms will dedicate one screen to your UC call, and the other to the document you are sharing or working on, allowing all attendees to see a full-screen of the virtual participants



as well as a full-screen of the presentation. A touch pad on the desk connected to the screens allows for one-touch meeting launches of Teams, Zoom or Webex calls.

#### Screen Sharing

People use their personal devices and their work devices interchangeably, so we must consider what screen sharing technology is available. Is it agnostic so will work with any device on any platform? How many devices can share at once? Is there security in place to

block undesired devices from sharing? Does it include touch-back if it's an interactive screen? Does it share video, audio and touch?

#### Room Booking / Hot Desk Booking

Booking procedures are essential for optimum efficiency. Make it easy for your teams to book rooms, desks, or even screens. You will require a system that syncs with calendars and can be booked remotely, via a calendar, or on the spot.

#### Commercial Displays or Interactive Displays

Choosing between a "smart" or "dumb" screen will require careful consideration. Where are the screens going? Are they being used for signage or for meetings - or for both? Do you have specific apps or software that your organisation requires? Most modern offices will have a mixture of screen types depending on where in the building they are located.

#### Digital Signage

Your brand is the heart of your organisation and company culture. Effective digital signage will breathe life through your building and reinforce brand messaging to visitors, team members and customers. Updating messaging quickly and easily is key, as well as being able to do so remotely.





## User Study: rg+p

rg+p formed in 1979 and have since established themselves as one of the largest and most successful multidisciplinary architectural design, project management and quantity surveying practices in the UK. When rg+p was looking to relocate their Northern office, they sought out the expertise of workplace design and fit out specialists, Blueprint Interiors.

Founded in 2001, Blueprint offer a unique approach to refurbishment projects, tailoring every feature to support their client's activities and brands. By listening to their client's objectives, Blueprint transform workplaces into a valuable asset where employees can work smarter and faster.

As well as taking on the refurbishment project, rg+p asked Blueprint to provide recommendations on the best suited technology for key areas in the new office.

Rob Day, Managing Director at Blueprint Interiors, explains, "Central to our design was the need for collaboration, and to achieve this we needed an AV solution that could integrate and screen share with all employee and visitor devices, no matter what the platform or where they were located. The technology needed to be flexible and functional, but also stylish to complement the interior design. We needed a large format interactive display that was intuitive and seamless, with a wide range of connective possibilities

and functionality. Plus, because we wanted visitors and staff to be able to connect using their own devices, network security needed to be considered."

Until the office move, rg+p had primarily collaborated using paper based products such as flip charts. The move to the new office signalled an end to this trend with rg+p looking to transition into the digital workplace. The new office had some key areas where rg+p wanted technology to replace the flip charts and notebooks which they had been using for so long.





The impact of this space on rg+p has been absolutely huge. It's so different, completely different. Someone described it to me after the first day here as 'a bit like starting a new job but with everyone you know'.

**Rob Woolston – Architectural Director, rg+p**

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A 15–20-person auditorium style area would be used for team briefings and group collaboration on architectural designs and schematics. Historically this area would have utilised basic tools such as pen, paper and flip charts. However, it was immediately obvious that a large format interactive screen would significantly improve and streamline the collaborative process.

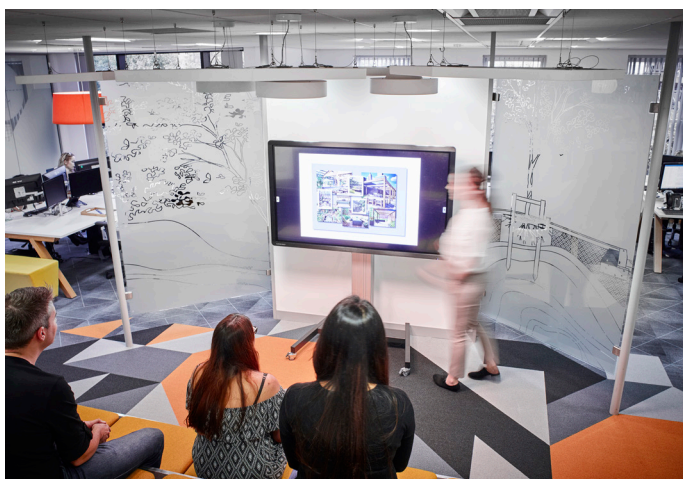
In addition to the auditorium, there were five further meeting spaces; a boardroom, a main meeting room and three smaller breakout areas designed for one-on-one meetings. To work more effectively in teams, and to connect with dispersed third parties, it was agreed a combination of collaboration, conferencing and display technologies would be required. To ensure a smooth transition into the digital workplace and encourage a company-wide adoption, the employed technology needed to be easy-to-use and require minimal user training.

To complete the move away from flip charts, a 65inch Clevertouch Pro Series display was added to the auditorium. Designed to enable true collaboration, the Clevertouch display makes collaborating on architectural designs and schematics simple, fast and effective. Teams can view and share documents

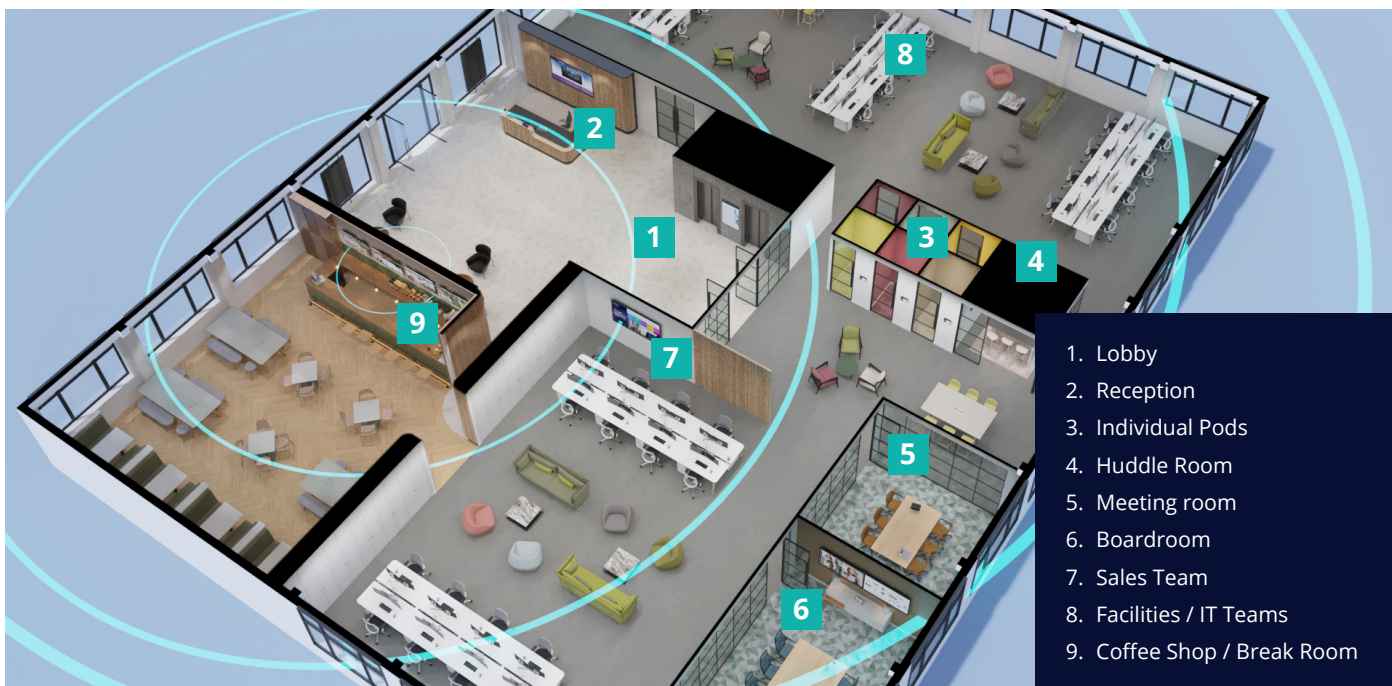
in 4K ultra high definition, and thanks to the displays 20-point touch feature, work simultaneously on-screen.

A second 85inch Clevertouch display was added to the boardroom to facilitate meeting activities and ensure a consistent experience across the new office. As well as utilising the 20-point touch feature, the Clevertouch display ensures connecting laptops, tablets and smartphones to collaborate on-screen is quick and simple. Connecting the Clevershare USB button or enabling the Clevershare app allows employees to share content on with the ability to control the input on-screen, using their fingers or the Clevertouch pen.

To welcome guests and keep employees up to date on latest company news, a ClevertouchLive digital signage solution with 55inch LG displays were installed in the reception and canteen. This simple to use system allows administrators to login to their online ClevertouchLive account, update templates and publish with ease. As a full featured multi-zoned digital signage platform, the ClevertouchLive-Pico media player enables different content to be displayed in each area; perfect for displaying welcome messages in reception, and more informal company news in the canteen.







- 1. Lobby
- 2. Reception
- 3. Individual Pods
- 4. Huddle Room
- 5. Meeting room
- 6. Boardroom
- 7. Sales Team
- 8. Facilities / IT Teams
- 9. Coffee Shop / Break Room



**1. Lobby**

- 165" LED video wall
- 55" commercial displays
- Digital signage
- Wayfinding tower



**2. Reception**

- 86" commercial display
- One-touch digital signage pad
- Sign-in tablet



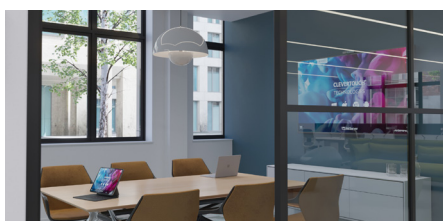
**3. Individual Pods**

- 49" commercial display
- Screen sharing technology
- Camera / microphone
- Room booking panel



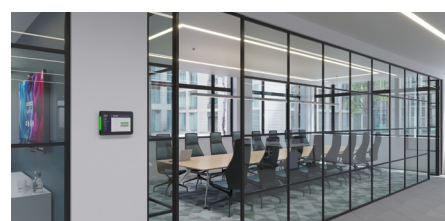
**4. Huddle Room**

- 55" interactive display
- Screen sharing technology
- Camera / microphone
- Room booking panel



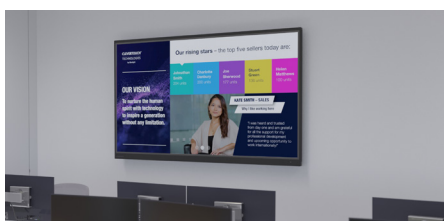
**5. Meeting Room**

- 75" commercial display
- Screen sharing technology
- Camera / microphone
- Room booking panel



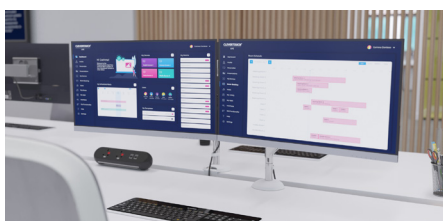
**6. Boardroom**

- 86" interactive display x2 (dual screen)
- Video bar
- Meeting touch pad
- Room booking panel



**7. Sales Team**

- 65" interactive display
- Screen sharing technology
- Digital signage option when not in use
- 55" commercial display showing at-a-glance meetings



**8. Facilities / IT Teams**

- Online access to account to control and update all devices



**9. Coffee Shop / Break Room**

- 55" menu boards
- QR code technology

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Are you interested in creating a Destination Office for your organisation?

Get in touch with our experts at: [marketing@clevertouch.com](mailto:marketing@clevertouch.com)  
or by calling: +44 208319777

Visit our website [clevertouch.com/pro](https://clevertouch.com/pro) for more information about the products and solutions

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