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# Do You Know Where Your Colleagues Love to Work?

To **optimize the space** you have and effectively **bring your colleagues back to the office**, you will need to understand **team analytics**. It's critical to know how teams utilize the workplace and what their work preferences are. This will enable you to create a winning workplace experience that employees will often prefer over **working remote**.

## What is Team Analytics?

Team analytics encompasses **both the location and the amount of time** that a team spends working in different areas of the workplace. This information, **also known as team mobility**, is typically drawn from utilization data that shows **employee behavior and work style preferences**.

### Mobility Data Answers Questions Such As:

- How often do employees choose to come to the office?
- How much time do they spend in the office?
- Does Product Team spend most of their in-office time in their own neighborhood or another team's assigned work area?
- Which teams collaborate in-person the most/least with each other to optimize where neighborhoods should be located?

## Why is Mobility Data Important?

In the hybrid work era, the office is now competing with **working from home** and **third spaces**. Corporate real estate, workplace, and space planning managers therefore need to look for opportunities to enhance what the office has to offer while at the same time reducing real estate costs. Without mobility data, workplace investment errors or inaction could **cost your business greatly**.



## From Fixed to Flex Seating with Team Analytics

One use case for team analytics is **transitioning from assigned to unassigned seating**. In a hybrid work world, the disadvantages of assigned seating now outweigh the advantages. Pre-pandemic, **utilization of assigned seating was already decreasing**. Desks, workstations, and offices were occupied only 50-60% of the time on average in North America due to decreased desk work and increased collaboration activities (i.e. meetings & off-site visits).

This meant that **companies were overpaying** for space they didn't need. The number of desks and seating could have been reduced while maintaining productivity. With hybrid work, employees are often working remotely, driving desk utilization even lower and **further making the case for increased desk-sharing ratios** (unassigned seating).

**Desk sharing** is when a company decides to have fewer workstations or desks than the number of employees to **improve space efficiency, cost savings, and productivity**. As a result, employees no longer have their own desk, rather they share a number of available desks. **In corporate real estate**, we discuss desk sharing by using ratios such as **10:7** meaning for every 10 employees there will be 7 desks to share. **With team analytics, the right sharing ratios emerge** based on the true utilization patterns of each team.

**Team analytics offer insights for making crucial decisions about zones, neighborhoods, and desk-sharing ratios as well as growth, down-sizing, cost reallocation, consolidation of business units, and more!**

# How to Use Team Analytics to Design a Winning Workplace

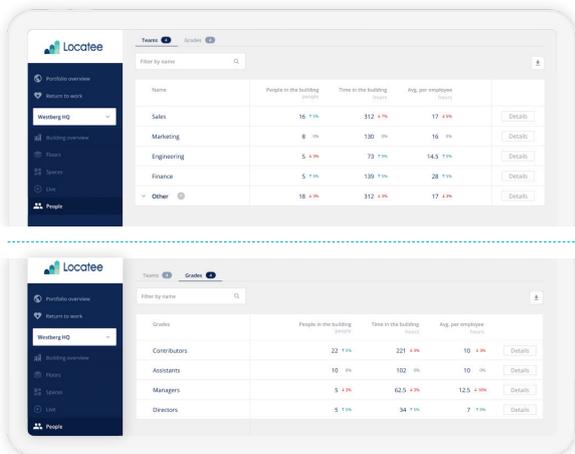
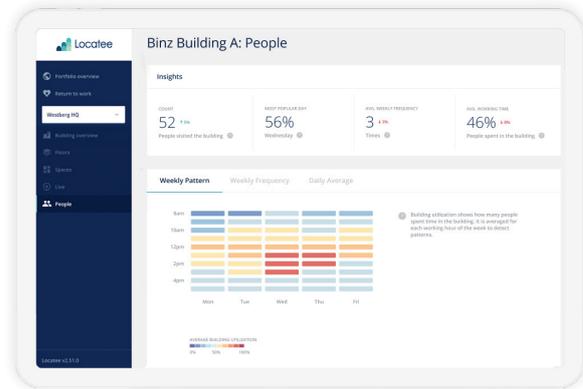
## A Locatee Analytics Step-by-Step Guide

**1** To understand how teams are using the office, have a look at Locatee's Team Analytics under the "People" view :

**A** Look at how many visits occurred on average per week also known as Average Weekly Frequency.

**B** Consider the average time spent in the building (Average Working Time) to assess whether people tend to come for a full day or are working flexibly throughout the day.

**C** Identify from the Weekly Pattern tab which days are most popular to come to the office.



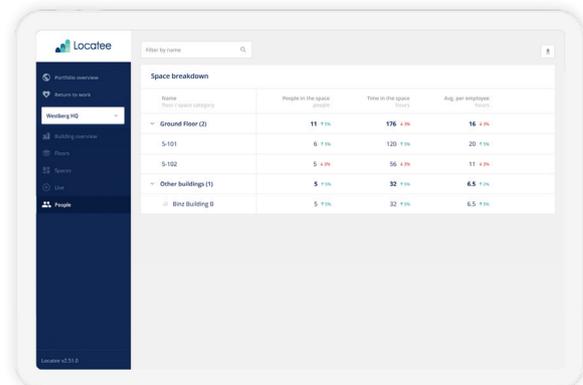
**2** Assess how utilization patterns may have changed from one week to the next for different teams under the Teams tab.

**3** Assess how utilization patterns may have changed from one week to the next for different employee classifications under the Grades tab.

**4** To see where in the building(s) certain teams work, navigate to the team details and view:

**A** Which other teams they spend their time with.

**B** Which buildings/work areas they spend time in outside of their team neighborhood.



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**And there you have it! Team Analytics data is the next level up of workplace analysis. With it you can:**

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- Rightsize neighborhoods to meet teams' needs

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  - Implement a successful policy for hybrid working to enable productive teams

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  - Allocate costs to teams according to their actual usage vs. planned usage

**Are you ready to step your workplace analytics game up?**

Contact us to find out how Locatee can support you to design workplaces that your employees love to work from.

[info@locatee.com](mailto:info@locatee.com)

[www.locatee.com](http://www.locatee.com)



Locatee AG  
Albisriederstrasse 243a  
8047 Zurich, Switzerland  
+41 43 508 52 23

Locatee USA Inc.  
134 N 4<sup>th</sup> St Brooklyn  
NY 11249, USA  
+1 917 877 0197

