4 steps to enable a hybrid workplace

How to drive employee productivity during an era of hybrid work—transforming digital services across people and places
This new era of workplace design is changing every preconceived notion we had about productivity because we’re all learning that when collaboration works, the world works. In our employee experience handbook, we discussed four core, forward-looking imperatives that enhance the satisfaction of your workforce. Organizations that want to drive employee productivity in this age of hybrid work must transform their digital services across people and places.

In this guide, we’ll provide a four-step roadmap for enabling a hybrid workplace and take a closer look at the best practices for execution. Follow this process, and you’ll soon be safely bringing people together with unified digital experiences that address the workplace and employees.
Step 1

Establish and communicate flexible working guidelines

How we work has changed rapidly, and sometimes regional regulations can conflict with how we want to work. As you strategize your flexible workplace strategy, employees need timely communications to ensure they’re kept up-to-date on newest workplace guidelines.

- **Define flexible working guidelines:** While the conditions may shift, the foundation you build your strategy on shouldn’t. By codifying your strategy and housing it in a structured knowledge base, your employees will know where to go for clarity.

- **Communicate policy with targeted communications:** When needed, narrow your message and share it to those on a particular job site, by team, or even by floor so that you know the right people are seeing the right information.

- **Establish policy-related service requests:** The needs of your employees are sometimes directly affected by a change in strategy, access, or regulations. By recognizing the impact of those decisions, you can get ahead of any predicted and unpredicted assistance requests that may arise.

**REAL-WORLD EXAMPLE**

**Yarra Valley Water delivers a unified employee experience**

Yarra Valley Water manages critical infrastructure and needed an approach and application that would both protect staff and ensure water would continue to flow to residents during the pandemic. They were an early adopter of ServiceNow’s Workplace Service Delivery and rolled out the solution in only six weeks.

**“**

ServiceNow Workplace Service Delivery empowered the business to be more innovative as we progress with a staged return to workplace policy.”

**Sandra Sanderson, Head of ICT Services, Service Futures**

**6 weeks to roll out Workplace Service Delivery**

**Minutes**

instead of hours to perform contact tracing

**Unified experience**

for employees to maintain a safe workplace
Step 2

Provide workplace reservations supporting team collaboration

A few years ago, the only thing an employee could reserve would be one of the many cookie-cutter conference rooms at your facility. Now, things have gotten a bit more complex. More specialized areas, along with workplace safety controls, keep employees safe and productive while allowing organizations to be more thoughtful about how they set up their spaces.

• **Deliver workplace reservations that support hybrid and flexible working models:** The needs of your workforce may vary if they are coming in for the entire week versus just a single day. Reserve space with an interactive map or find locations through mobile wayfinding.

• **Provide a universal reservation engine:** Give your people the ability to reserve conference rooms, lounges, equipment, and even desks with the push of a button. No space is too small if it leads to better collaboration.

• **Team productivity-oriented search and request:** Your employees may not know what the best space is for their activity, so give them the ability to find the perfect fit.

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**REAL-WORLD EXAMPLE**

**Coca-Cola European Partners** successfully launched workspace reservations for 7,000 employees.

Coca-Cola European Partners (CCEP), the world’s largest Coca-Cola bottler based on revenue, invested in ServiceNow’s Workplace Reservation Management solution and launched it in less than three weeks. Employees reserve workspaces, managers track office capacity, facilities automate cleaning shifts, and leaders have the visibility needed to oversee the entire operation.

“COVID-19 is the ultimate test of the agile approach—moving fast and having impact. It’s about progress over perfection. Stay flexible in your approach and how you deploy the ServiceNow applications.”

**Nico Orie**, VP of People and Culture at CCEP

| 40,000 | workspace reservations completed |
| 7K | employees safely brought back to workplace |
| 3 | weeks Workplace Service Delivery was launched |
Step 3

Support workspace arrival and safety protocols

New working models and workplace transitions can feel stressful for an employee. Add on ever-changing health protocols, and a remote worker returning to a local branch can feel overwhelmed. By standardizing the arrival process, you can provide the right information before they arrive and do the proper screening to ensure everyone’s safety.

• **Provide health screening and pre-arrival processes:** Mitigate much of the stress for flexible and hybrid workers coming into the office before they walk through the door.

• **Extend workplace safety processes into integrated visitor management processes:** It’s not just employees that we want to feel safe in our facilities. Visitors are equally aware and very observant when it comes to a safe environment.

• **Deliver facilities “Report an issue” capability:** Allow anyone in the workspace to report a potential concern with the touch of a button.

• **Support integrated contact tracing workflows:** Notify and monitor the close interactions of an employee quickly by leveraging the communication and automation technology already at your disposal.

Step 4

Support workspace utilization visibility and space move management

As shared and collaborative spaces rise in popularity alongside flexible work arrangements, so does the need to understand how these areas are used. Calibrate your digital reservation system in a way that will offer actionable information to leadership.

• **Define neighborhoods or other hybrid model workplace taxonomies:** Adjust workplace layouts to minimize real estate spending and adapt your hybrid workplace requirements so employees can self-service reservations.

• **Provide detailed and drillable space utilization analytics:** As workplace guidelines and policies evolve, optimize your workspace utilization with real-time data and insights.

• **Integrate move management capabilities:** Detailed visibility into space utilization metrics can help teams project future space needs and continually improve the design and utilization of workspaces.
The bottom line is that organizations need to bring people and places safely together.

And they can, by using digital tools to reserve and re-define workspaces, support visitor processes, and deliver a safe and efficient workplace. That means:

- Establishing flexible working guidelines
- Providing workplace reservations that are supportive of team collaboration
- Improving and supporting workplace arrival and safety protocols
- Gaining visibility into workspace utilization

With these capabilities, you can lead your organization confidently and boldly into a digital future in which the enterprise can thrive.
Learn more about how a better experience can boost employee engagement and productivity:

Workplace Service Delivery ➔
HR Service Delivery ➔
Unified Employee Experience ➔
Legal Service Delivery ➔

About ServiceNow
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