APPSPACE

The Enterprise Guide to Building a Hybrid Workplace Culture

Digital tools and strategies to bridge the return to office

Is Your Enterprise Prepared for the Hybrid Workplace?

In response to the COVID-19 pandemic, enterprises across all industries have actively introduced flexible working locations, the use of online collaboration tools, connected physical spaces, and new social distancing and safety measures throughout their facilities.

But the reality is that the transition has been more sudden than seamless, and a lot of uncertainty remains around how to establish effective communications programs and policies within a hybrid workplace. A staggering 90% of enterprises recently reported feeling under pressure when navigating the new normal, and 54% of workers said they were concerned about coming back to work.

How do you safely bridge the return to a physical office? How can you more effectively manage a mobile workforce? What tools will help you build a strong culture when there are fewer face-to-face interactions?

This short guide covers several simple – but highly effective – tools and strategies that can help you successfully modernize and maintain your company culture in 2021 and beyond.

The Key to an Exceptional Hybrid Workplace Culture

Fundamentally, what keeps your workforce engaged and productive remains the same no matter how geographically dispersed individual team members are. Whether working from home, at the office, remotely, or on the go, it's critical to keep everyone connected and informed across departments and teams.

The ability to deliver internal communications quickly, while making vital information available to the entire enterprise, has become the most crucial aspect of the enterprise workplace environment.

The key is to establish an effective communications program for the modern, hybrid workplace – one that prioritizes the following three components:

1. The ability to reach all employees.

Teams come in all shapes and sizes, and in a hybrid workplace, individuals aren't always in the same geographical location. Any communications program must have the power to reach people wherever they are, and on whatever device they're using.

2. Adoption of purpose-built digital tools.

Traditional communications channels simply won't be as effective in a hybrid workplace because they're not designed for it. For example, if an Outlook inbox gets crowded with a higher volume of messages, important company communications can be buried in the avalanche.

Even crafting effective messages on different channels can take time to learn – not to mention the challenge of deciding which of all the new delivery options will best suit communications campaigns for a hybrid workplace.
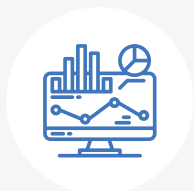
3. A way to monitor impact.

The fact is, 60% of internal communicators don't measure the effectiveness of their strategy. An analytics program that tracks metrics like open rates and click-throughs is necessary to ensure that messages are being received by the intended audience, and to help decide which communications channels and mediums are the most effective.

5 Critical Features of a Hybrid Workplace Communications Platform

Finding ways to effectively connect with employees and keep them engaged via online tools can be challenging, but it's non-negotiable if you want to build an exceptional hybrid workplace culture.

Many of the world's most recognizable enterprises use purpose-built and scalable platforms to power their communications program.

Some communication and space management solutions even boast high-tech features for a safer, connected office in a post-pandemic world – think room sensors that can monitor air quality and detect if there are too many people in the room, and devices that are locked or set to display status messages that ensure social distancing and proper sanitization status.

Here are the top five features to consider when looking for a platform that is designed to modernize and maintain your company culture, and ensure all employees are safe, productive, and informed.

1 | Ease-of-use and scalability

Centralizing internal communications provides better results than compiling a series of ad-hoc solutions, but the platform solution you choose should be intuitive, user friendly, and scalable. It should allow you to quickly deliver and display news, company-wide, in seconds; and the set-up process should be equally simple.

Since sharing content can get confusing with decentralized and hybrid teams, it's important that the platform makes it easy for your teams to find and communicate to the appropriate audience. You should have the ability to set channels for specific topics (i.e., new hires or upcoming events), teams, or strategic initiatives (i.e., COVID-19 Workforce), and have the option of using various template styles and rules that set messages apart.

2 | Comprehensive device and app integrations

Can you easily deliver the Town Hall recording to account executives located all over the globe? Share the latest financial reports only to the board? The ability to reach the right teams in different locations and on different devices is critical to any communications solution.

A robust platform will offer comprehensive integrations with all enterprise messaging apps (i.e., Slack, Webex, Microsoft Teams) where users are active on a daily basis. This way, your critical messages appear on whatever device employees are accustomed to viewing, whether it's a personal device, company laptop, or digital signage in your headquarters. It's also important to have a portal or library where employees can access any additional information or access content on demand – accessible 24/7 from any browser.

3 Powerful templates and publishing tools

Creating attention-grabbing, on-brand content is harder than it looks, and communications is often bottlenecked by the creation process. The best platforms will include a variety of pre-designed templates and formats that make it easy to add text, business data, and media files to create an impactful message while maintaining brand consistency with minimal effort on your part.

Templates should be device-agnostic and responsive by nature, adapting to the display they are viewed on so you only have to publish once – and they should be able to display data from dynamic sources such as RSS feeds and third-party systems, so you can set it up and let it update automatically.

4 Features for connected physical spaces

Your company culture originated in the office, and an effective communications platform for the hybrid workplace should continue to drive that culture in physical workspaces. Tools for mapping, space analytics, and workstation scheduling are especially relevant now, and digital displays throughout your facilities remain an effective tool for sharing relevant information about safety, reinforcing company values, and celebrating individual and team accomplishments.

It can be helpful to have digital signage and video walls to welcome visitors and share check-in information in lobby and reception areas – and it enables contact tracing – and you can publish important business messages and performance metrics in team areas and open spaces.

Choose a platform that offers functionality for collaboration displays. For instance, in a hybrid office, screens in meeting rooms or huddle spaces can be dedicated to video conferencing and screen sharing. Some of the best options offer voice control features and how-to instructions so that dispersed teams can easily and quickly gather via video conference, breaking down any location barriers.

5 | Robust analytics

Without an accurate way to measure the effectiveness of your communications and messaging strategies, there's no way to adjust and improve them. Pick a platform that allows you to track performance and chart your progress toward building an exceptional workplace experience.

Make sure there's an easy-to-read dashboard (with the option of detailed reports) that helps you analyze the impact of specific campaigns, spot communications gaps, and measure user engagement. You should also be able to identify successful content and authors to create a comprehensive picture of your corporate communications.

Power Your Hybrid Workplace Culture with Appspace

Enterprises that have embraced digital tools and shifted to a hybrid workplace are seeing that while remote work is cost-effective and productive, in-office collaboration and spaces are still uniquely beneficial to culture. Adopting a solution that considers both areas is critical to building and maintaining a strong culture.

Appspace is a unified, secure, and scalable platform that combines workplace displays, enterprise messaging app integration, and an all-in-one content portal so communicators can share content to multiple channels and keep employees informed and engaged.

The platform powers communications strategies at more than a quarter of the Fortune 500 and supports nearly 3,000 companies globally in their transformations to a modern, hybrid workplace.

Appspace Unified Platform

Join over 3,000 companies around the world that trust Appspace to modernize their workplaces.

Security

Experience a secure, fast, compliant, and reliable platform that is continuously strengthened.

Range of networks & devices

Deploy with confidence using hardware from your preferred provider.

Deployment

Implement quickly and securely from the cloud, on-premises, or a combination of both.

Administration

Enjoy granular control of policies and permissions and gain key insights for devices, users, and more.

Apps & integrations

Maintain consistency across a broad set of devices, browsers, and enterprise messaging apps.

Support

Access technical and account teams that give you 24/7 coverage from regional hubs around the world.

10

The Enterprise Guide to Building a Hybrid Workplace Culture | @ 2020 Appspace Inc.

Keep everyone connected with an easy way to share information across devices and digital signage.

Create with templates

Use simple branded templates for creating reports and announcements and edit them just like you would for a slide.

Access from anywhere

View content across workplace displays and personal devices, no matter where you are.

Publish to channels

Group content into channels (just like a playlist) and easily publish with scheduling and viewer rules.

Analyze & report

Measure what matters across locations, regions, lines of business, and remote workers.

Set up your physical office space for maximum efficiency, personalization, and safety.

Visitor management

Manage the flow of visitors entering your offices and provide a seamless experience to guests.
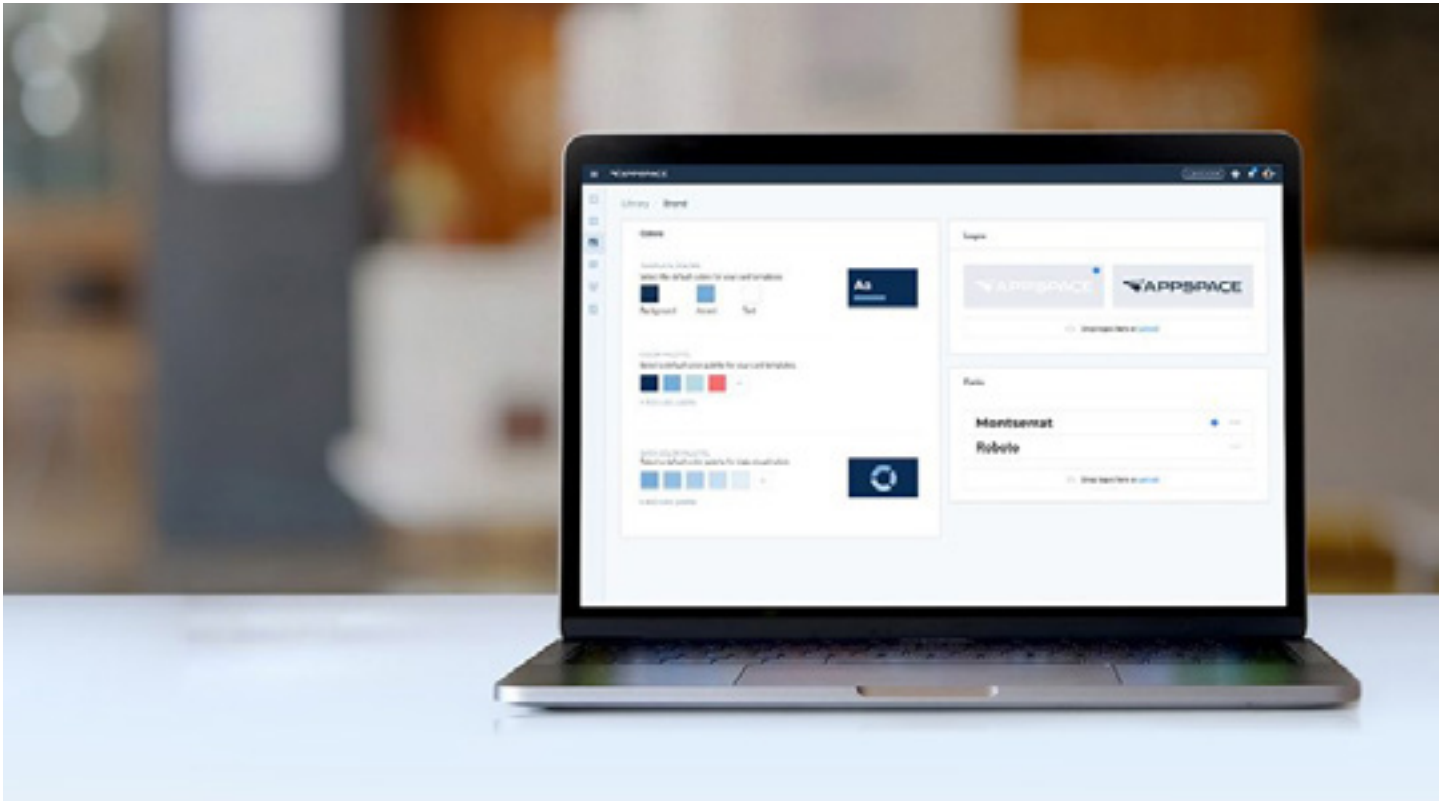
Room & desk reservations

Quickly identify and reserve workspaces to save time and minimize confusion.

Maps & space analytics

Find people and amenities around the workplace with actual office layouts that provide real-time visibility.

[Book](#) a demo or [sign up](#) for a free six-month trial.

"We use Appspace to support workplace collaboration, which has become increasingly important since the start of the COVID-19 pandemic. Appspace helps us deliver our corporate storytelling using global content from headquarters and localized content from regional offices."

John O'Grady, Global Workplace Services at Pfizer

"Appspace is the primary platform we use at LinkedIn to manage and distribute our digital signage content. This has been extremely valuable for our employees as it allows them to stay up to date on relevant company announcements, events, and internal communications."

Alex Huin, Unified Communications Engineer at LinkedIn

About Appspace

Create an exceptional, collaborative workplace experience with the simple communication and space management tools your teams need to stay connected, whether they're at work, at home, or on the go.

Founded in 2002, Appspace offers global solutions with offices in the US, UK, UAE, and Malaysia, plus remote experts in a dozen other countries. We provide support to thousands of customers who trust us to help them communicate with their teams and modernize their workplace experiences.

We are proud to help nearly 3,000 customers and many of the Fortune 500 deliver a modern workplace experience, unify brand culture, and enhance communications across teams big and small.

APPSPACE

HQ & Americas

5005 LBJ Freeway,
11th Floor
Dallas
TX 75244
United States
+1 214 233 7114

MIddle East & Africa

Dubai Internet City
Building 12
Office 306
Dubai
United Arab Emirates
+971 4 375 4972

Europe

150 Upper Pemberton
Eureka Park
Ashford
Kent TN25 4AZ
United Kingdom
+44 845 299 7717

Asia-Pacific

Floor 14
Menara Darussalam
12 Jalan Pinang
50450, Kuala Lumpur
Malaysia
+6 03 2773 0800