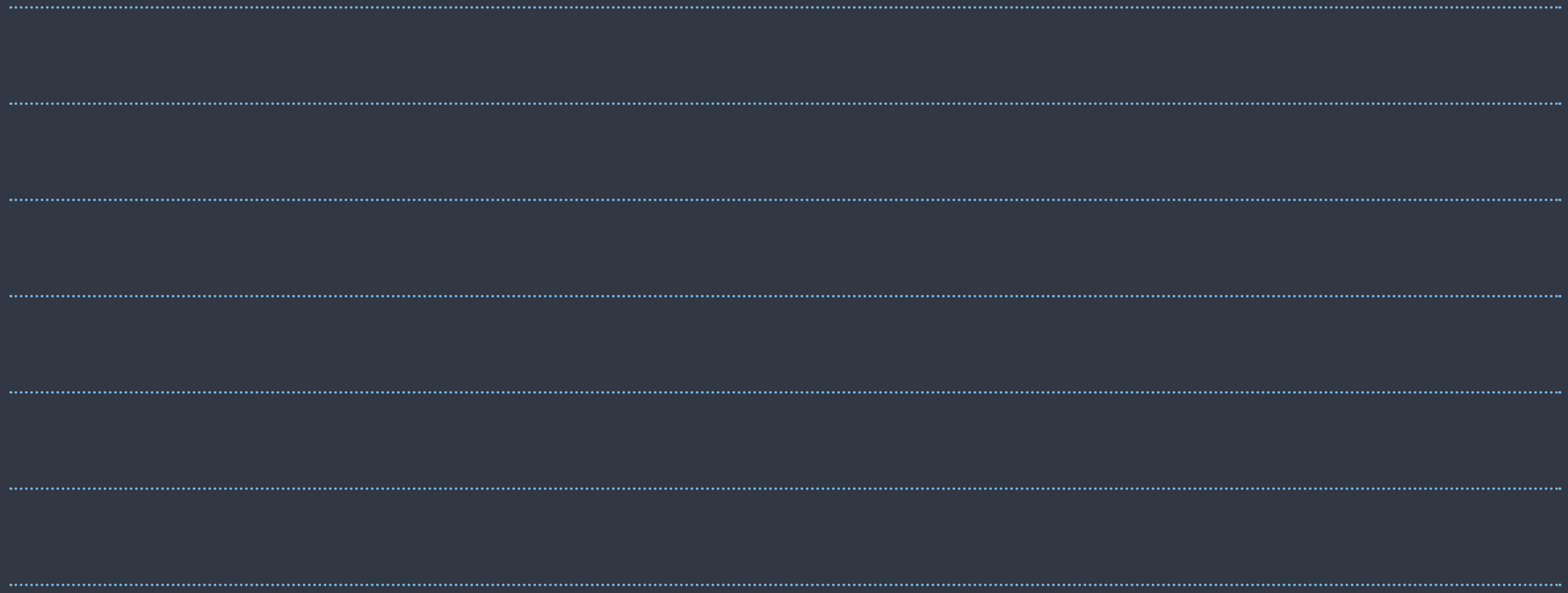Swiss Re

Digital Real Estate
Summit 2022

⊓ Swiss Re

Context. COVID-19 has had an unprecedented impact on the global economy and the commercial real estate (CRE) industry is no exception.

There are significant socio-economic, technological and business forces emerging which will impact the future of work and creating uncertainty.

Goal. We in Swiss Re have created a scenario to learn how the Future of Work looks like under the hypothesis that workplace experience and digitalization are key enablers of success.

The context

We need the right and better spaces.
- Employees are much more surgical and cognizant of the space requirements.
- „We do not need more spaces, we need the right and better spaces."

Hybrid working
- Hybrid working styles of in-person and at-home is probably the near future.

Uncertainty
- The Pandemic is not over yet and uncertainty might remain for longer.
- We need to be cautious about what the workforce is going to be like.
- We still need to see what it's like when there's more freedom to return to the office.

Lack of reliable data
- Decisions should be made based on facts.
- Data should be leveraged for decision making process.

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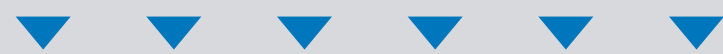
Digitalisation is an essential ingredient for operations efficiency and customer experience. Understand the relevance of technology, artificial intelligence and data for fact-based decisions is a must.

Employees at the center
Only employees can tell what is a right and a good office.

Challenges and opportunities

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Increase Data transparency with accurate data around how spaces are being utilized.

Service delivery improvement and customer experience by promoting self-service offering.

Empower employees with solutions that help to increase productivity as well as experience.

Improve the Digital interactions with customers.

Better understanding of Building occupants needs for a more personalized workplaces.

# What does digital transformation entails?

Swiss Re has put the employee in the center.
We can only learn about the Future of Work with
Continuous feedback from employees.

When the work environment is matching the needs
of the employees, they feel appreciated which,
in turn, drives motivation and engagement and
therefore productivity.

Only digital solutions can bring continuous
feedback to reality in an efficient manner.

Employees at the center

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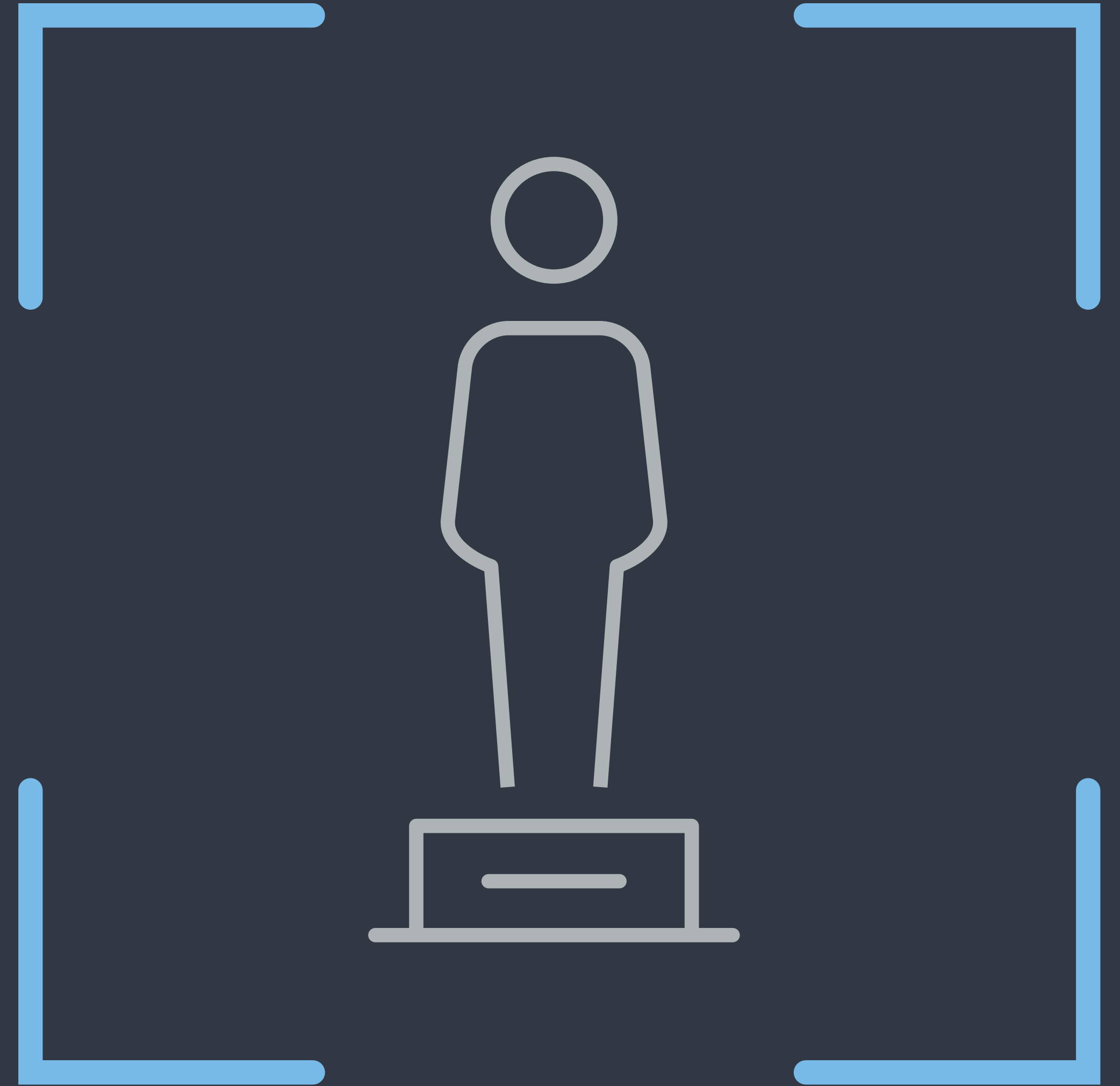
Everyone talks about hybrid work, but no one knows how to achieve this goal.

Everyone talks about the need to make the office more collaborative, but no one knows what to do to achieve this.

That's ok: the issue is complex, full of nuances and interdependencies, and the only rational (and honest) approach is to try things out, test what works and doesn't, correct, tweak, keep trying things out and improving.
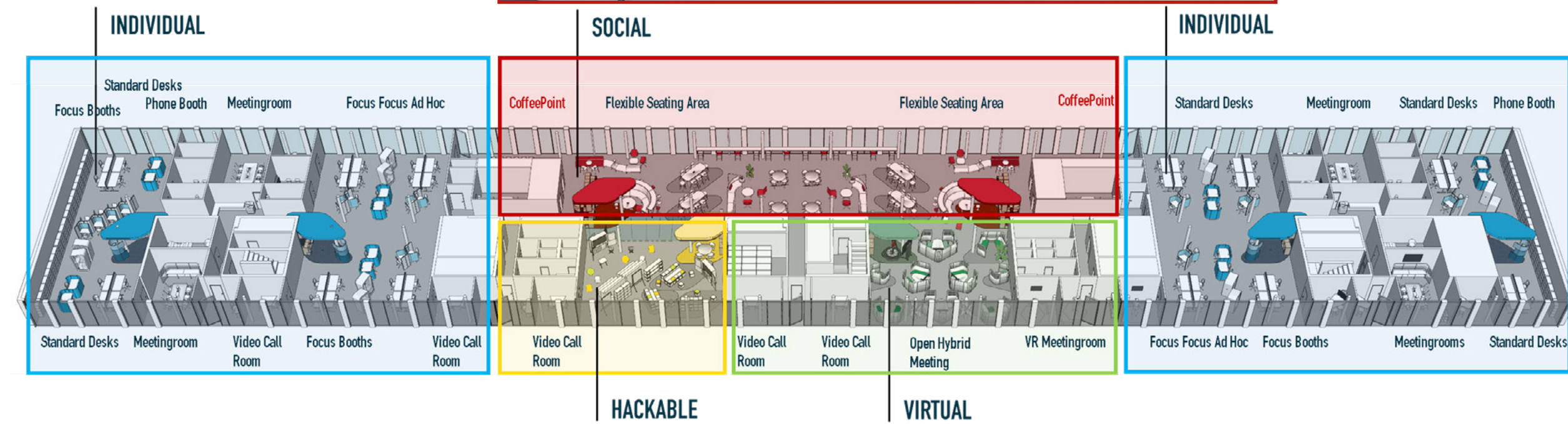
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Swiss Re is using different digital solutions in a retrofit to create a scenario called the Living Lab to create and test different office layouts.

....

The aim is to use digital solutions to learn from employees and to see what **are the activities, physical and service characteristics**[1] of the future of work.

The Living Lab.
A scenario to learn
from employees

INDIVIDUAL   SOCIAL   INDIVIDUAL

Standard Desks
Focus Booths Phone Booth Meetingroom Focus Focus Ad Hoc   CoffeePoint Flexible Seating Area   Flexible Seating Area CoffeePoint   Standard Desks   Meetingroom Standard Desks Phone Booth

Standard Desks Meetingroom Video Call Room Focus Booths Video Call Room   Video Call Room   Video Call Room Video Call Room Open Hybrid Meeting VR Meetingroom   Focus Focus Ad Hoc Focus Booths   Meetingrooms Standard Desks

HACKABLE   VIRTUAL

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How we want to learn it:

- Continuous feedback
  - Using Team based chat-bots to interact with employees asking contextualized questions to predefined different personas
  - Platforms for continuous feedback on-site
  - One-to-one Interviews

- Leverage IOT to learn about how spaces are being utilized

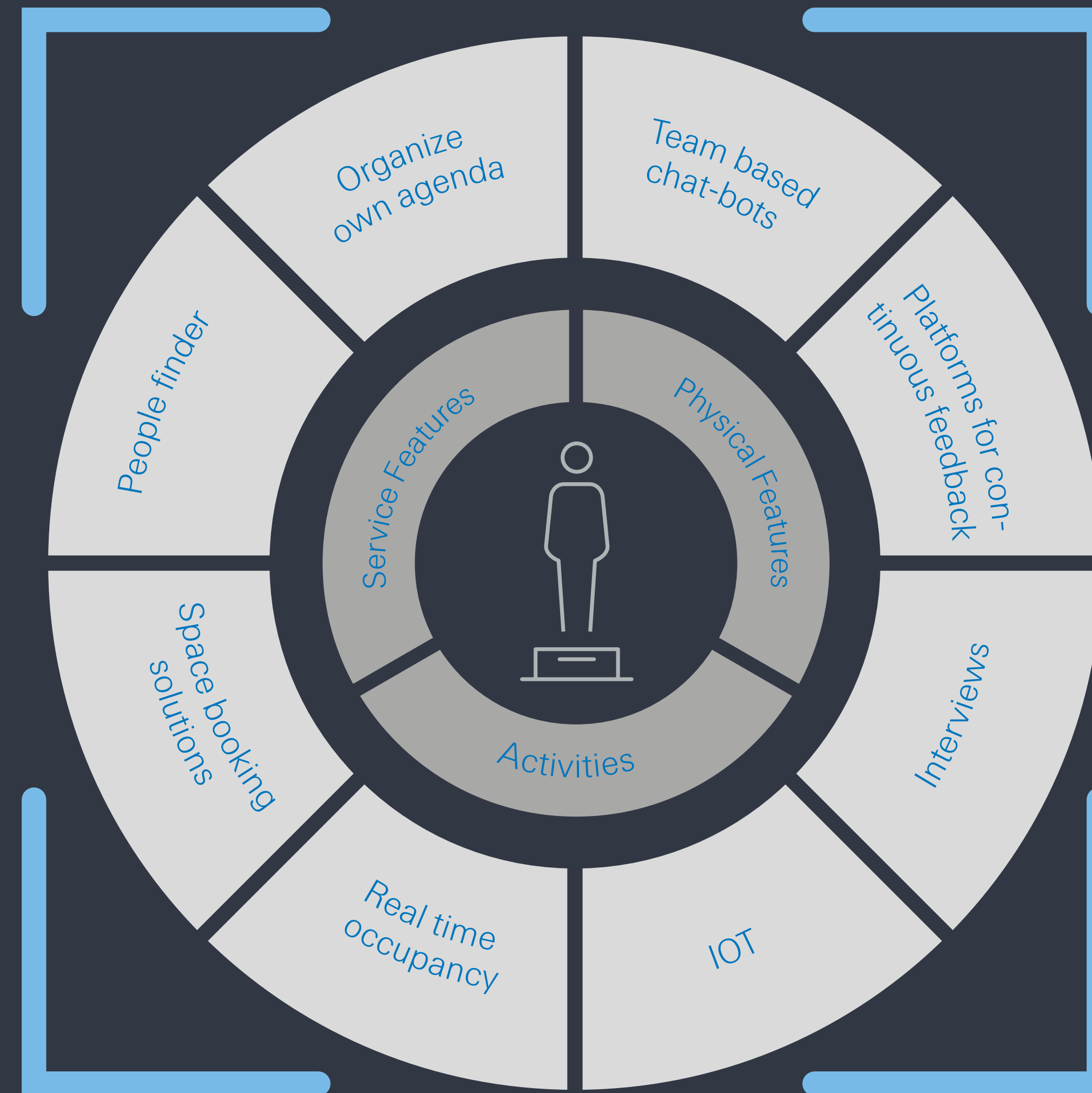- Digital Signage to display Real time occupancy as well as any other relevant communication

- Space booking solution to ensure required workspace is available (desk, meeting rooms, other specific area)

- People finder to make sure that collaboration in the office is effective

- Organize own agenda to see when your colleagues are coming to the office

- Use weather forecast information to better manage temperature in the office to foster employee productivity

How we make sure employees are at the center

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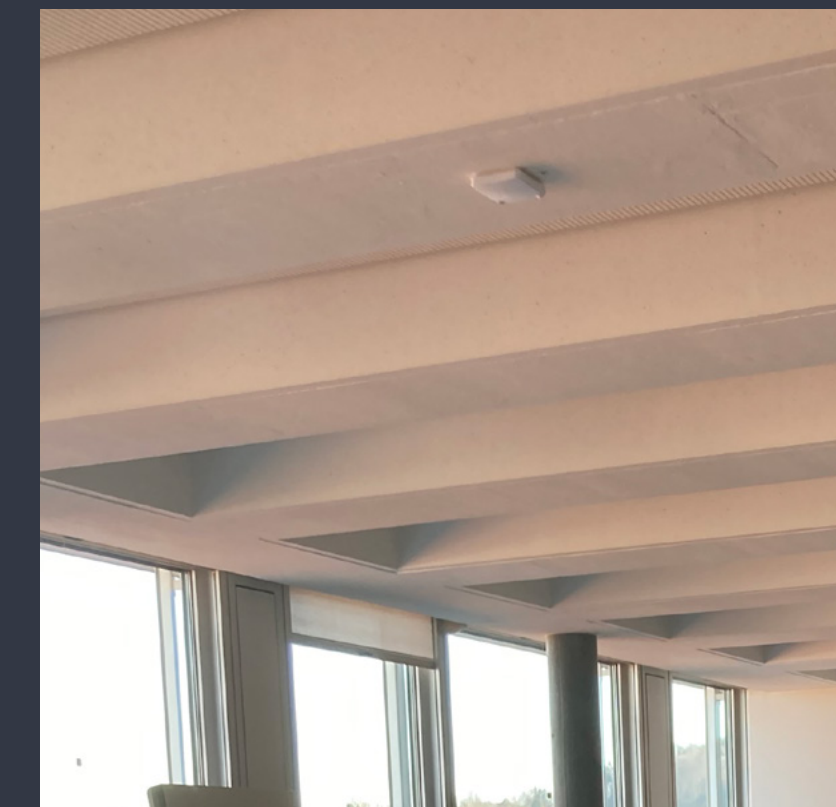- People finder to make sure that collaboration in the office is effective

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How we make sure employees are at the center

Digital Signage on every floor
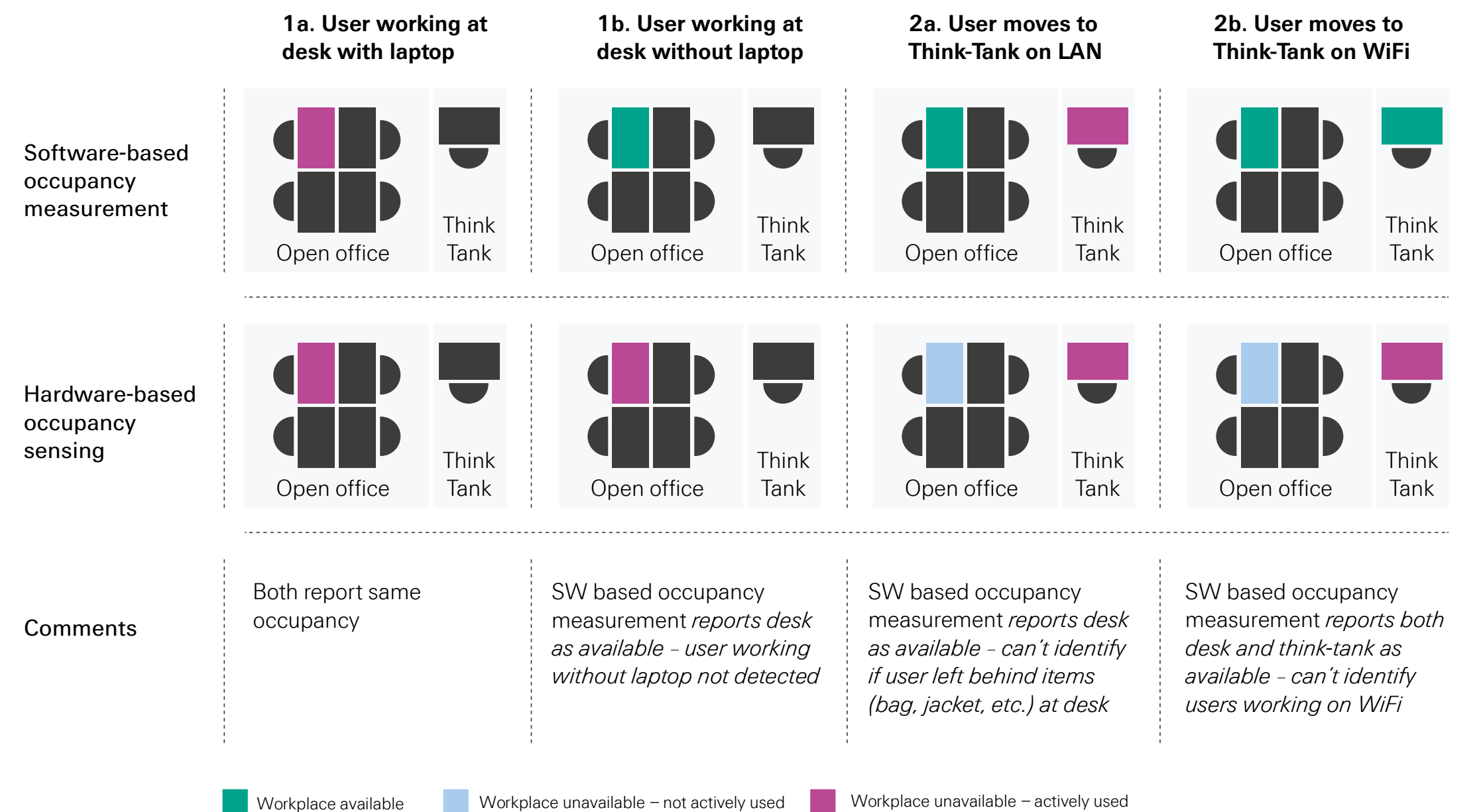

PeopleCountingSensors

MeetingRoomPanels

HeatMap for Occupancy

Swiss Re

Next generation
of occupancy sensors
is in place in the Living Lab!

Getting closer
with an example

HeatMap for Occupancy

10 November 2021   10 November 2021   10 November 2021   10 November 2021   10 November 2021

PeopleCountingSensors
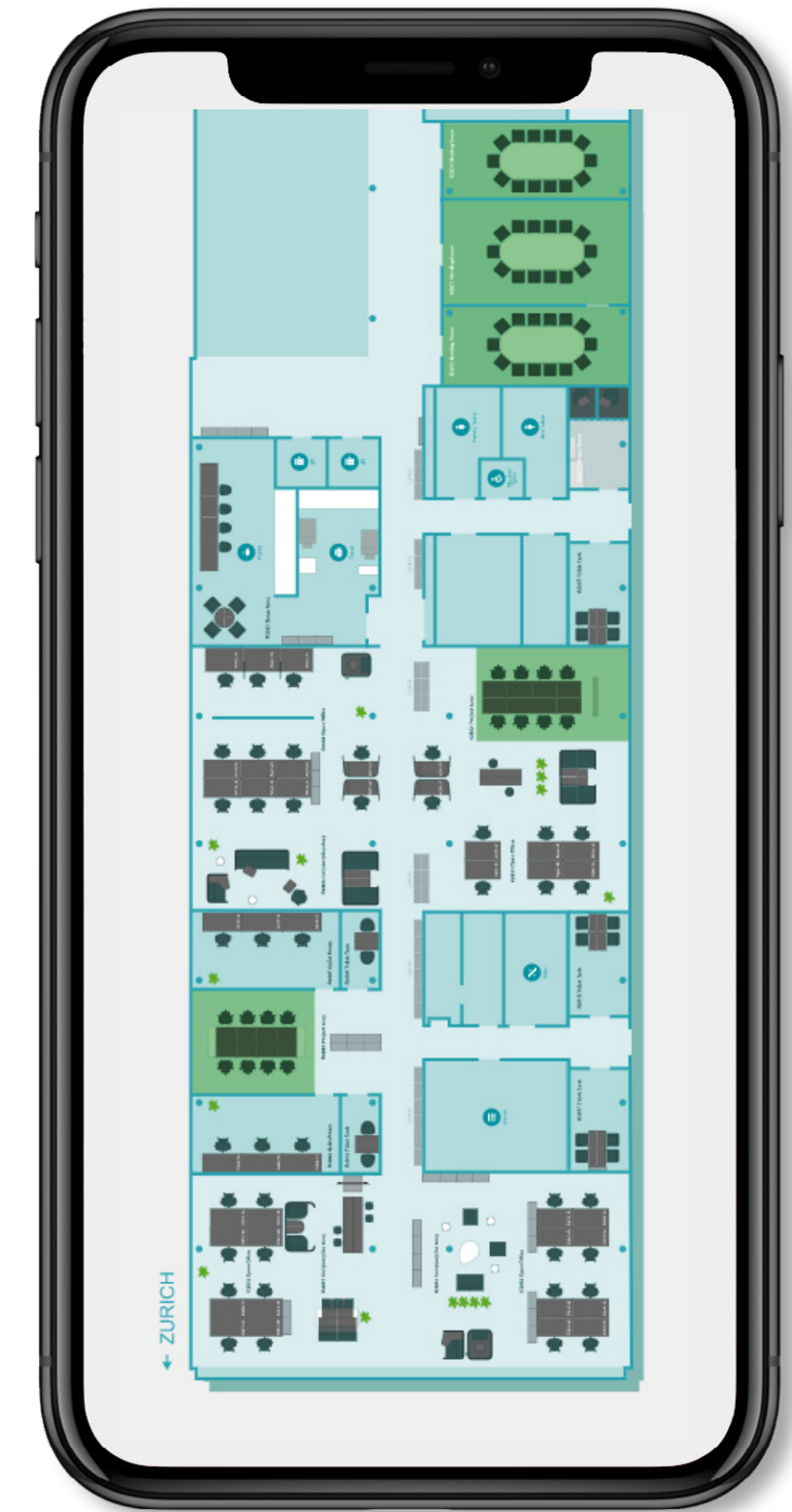
App for SpaceBooking Solution

ZURICH

Swiss Re

We should focus on the hybrid customer journey and try to understand the motivation to come to the office of the individual personas. What we have learned so far is that Social interaction is one of their main motivation.

Digital solutions are key enablers of Hybrid collaboration.

We need to focus on improving the work experience through Employee-centred design by continuous feedback, supported by digital solutions.

Learnings so far about the future of work

Social Interaction

Digital solutions

Employee-centred design

Hybrid collaboration

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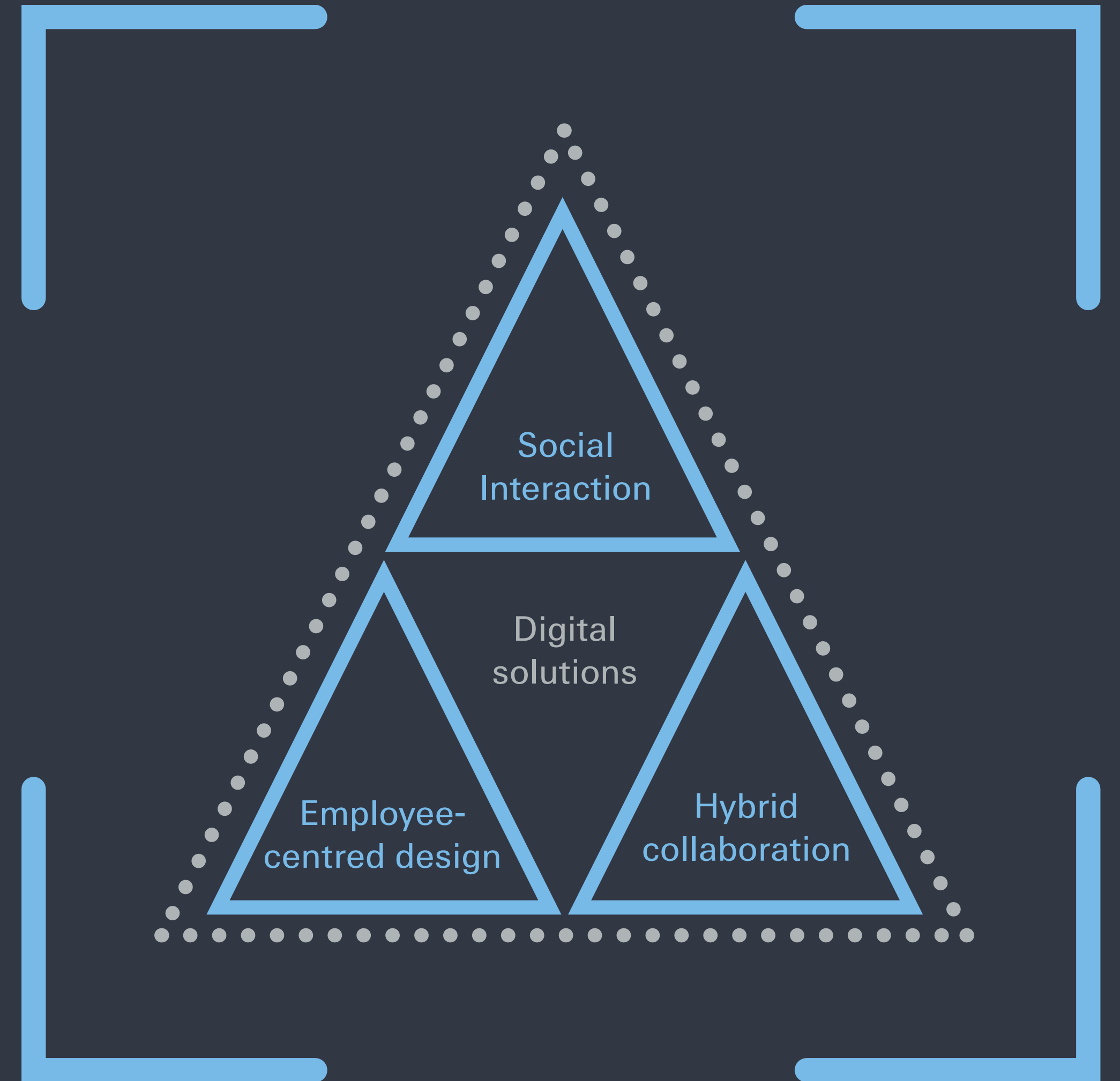
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