

Exceptional Visitor Experiences in Modern Workspaces





Enhancing success with exceptional visitor experiences in modern workspaces

In the dynamic and evolving work landscape of today, the visitor experience plays a critical role in shaping an organisation's reputation, brand perception and overall success.

The shifts brought about by the COVID-19 pandemic have fundamentally transformed traditional business settings. As a result, organisations are now compelled to reimagine office environments with a renewed focus on workstyles, activity based working and enhanced collaboration and improved use of technology. With the modern workspaces now becoming a destination venue for many, developing new ways of welcoming people back in workspaces is key.

Visitor management and visitor experience matters in the office today more than ever, for your employees and VIP guests alike. This comprehensive eGuide dives into the significance of exceptional visitor experiences, offering actionable strategies and insights to empower companies in enhancing success within the modern workspace. By prioritising and investing in successful visitor experiences, businesses have the opportunity to not only improve brand perception and foster loyalty, but also to differentiate themselves effectively in today's competitive landscape.

A shift in business settings post-pandemic

The prospect of physical office spaces has undergone significant transformation following the COVID-19 pandemic.

With a growing requirement for hybrid and remote work models, organisations are reassessing their office environments for returning employees and visitors. This shift requires a strategic approach to creating inviting and efficient spaces, often integrating technology for a contemporary touch.

By reimagining office environments with these considerations in mind, companies can foster productivity, innovation and satisfaction among employees and visitors in this new era of workspaces.

Furthermore, the recent increase in in-person office presence has resulted in a significant rise in visitor traffic. This includes various stakeholders such as customers, vendors, investors, job candidates and others, seeking face-to-face interactions to build relationships and conduct business. According to our Office Trends Report: H1 2023, offices have seen a 147% surge in guest visits since January 2023, highlighting the importance of effective visitor management. A positive visitor experience significantly improves organisational and employee productivity, as well as promoting a great brand reputation.



This shift requires a strategic approach to creating inviting and efficient spaces.

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The importance of exceptional visitor experiences

Crafting an exceptional visitor experience is vital for any organisation.

It not only shapes a positive brand perception but also reinforces professionalism and adds a layer of trustworthiness. The first impression sets the tone for the entire visitor journey, playing a pivotal role in brand reputation and awareness. Studies show that 96% of customers are willing to switch to a competitor due to a negative experience; they can easily find the same product or service elsewhere but with better processes and a favourable first impression.

The impact of a first impression on brand perception and organisational reputation cannot be overstated. A positive first impression enhances brand awareness, conveying professionalism, reliability and attention to detail. It creates confidence within customers or shareholders, leaving them with positive associations about your

organisation that they are likely to share with others. Ensuring that your visitors feel welcomed, valued and attended to from the moment they arrive is crucial in creating a memorable and positive visitor experience.

This experience not only cultivates customer loyalty and boosts employee satisfaction but also generates future business opportunities through positive word-of-mouth. Differentiating your business through exceptional visitor experiences is particularly critical in today's competitive market, influencing customer choices and enhancing brand visibility. Visitor experiences directly impact relationships with customers, employees and stakeholders, ultimately affecting business reputation, sales and overall brand awareness.



Considerations for designing a stand-out visitor experience

Creating a positive office visitor experience goes far beyond aesthetics; it needs to embody the organisation's values, culture and dedication to excellence. Whether welcoming a returning client, a potential business partner or a prospective employee, a thoughtfully designed office visitor experience plays a crucial role in shaping perceptions, fostering

positive relationships and leaving a lasting impact on those engaging with the business. By focusing on key considerations such as physical layout and design, stylistic trends and accessibility, you can create a welcoming and inclusive environment that reflects your brand identity and values while meeting the diverse needs of all visitors.

1

The Importance of Physical Layout and Design

The physical layout, design and furniture used within a workspace helps to create welcoming environments that align with an organisation's brand identity and values. The elements of the reception upon entering a location, including tools used for visitor sign-in and added amenities such as beverages or snacks, contribute to creating a memorable brand experience. Welcoming visitors on-site allows organisations to curate their external presentation and foster a further resonance with visitors. Through conscious physical layout and design improvements based on visitor feedback, companies can continuously enhance their brand perception and encourage loyalty.

2

Embrace Stylistic Trends

Utilising stylistic trends in reception areas helps to create welcoming spaces that not only reflect but also amplify an organisation's unique identity and culture. Interior design in commercial spaces goes beyond aesthetics, aiming to leave a lasting impact from the moment someone steps into a room. These design choices have the potential to evoke emotions, capture attention and highlight brand identity and core values, fostering environments that promote comfort, energy and productivity for employees, customers and potential clients alike. Just like a website's homepage, the reception serves as the initial impression of the organisation for visitors, conveying essential information about the company's goals, culture and brand style from the outset.

3

Accessibility Matters

Ensuring that your reception area is accessible is an absolute must and should accommodate the diverse needs of all the people visiting your organisation. In the UK, an estimated 14.1 million individuals have some form of disability, with 4.1 million of them being employed. Inclusivity is more important than ever, and everyone should have the right to work in a comfortable environment with dignity. Aside from the ethical aspect, there is also a legal obligation to ensure workplace accessibility for both employees and visitors. Simple changes can greatly enhance accessibility, such as incorporating braille signs, digital displays, adjustable lighting settings and considering assistive technologies. Creating accessible reception areas not only fosters inclusivity but also ensures compliance with legal standards.



The future of visitor experience & management

The Need for New Technologies

To drive efficiency and enhance visitor experiences, digital solutions like Visitor Management Systems (VMS) play a transformative role. By implementing a VMS, organisations can automate sign-in procedures, bolster security measures and significantly reduce wait times. Innovative technologies, such as

digital self-service kiosks within VMS, also allow for seamless visitor check-ins and secure parcel deliveries. These kiosks not only facilitate digital sign-ins but also leverage idle states to communicate external brand promotions or internal messages, engaging and educating visitors effectively.

1

Improving Operational Efficiency

Integrating digital solutions and new technologies will drastically improve not only the visitor experience, but overall operational excellence. By automating registration and check-in processes, these systems reduce administrative burdens, leading to significant time and resource savings and enabling staff to concentrate on core responsibilities. Moreover, a well-organised system fosters a positive work environment, thereby increasing overall productivity. But most of all, operational efficiency creates spaces and experiences that people want to return to.

2

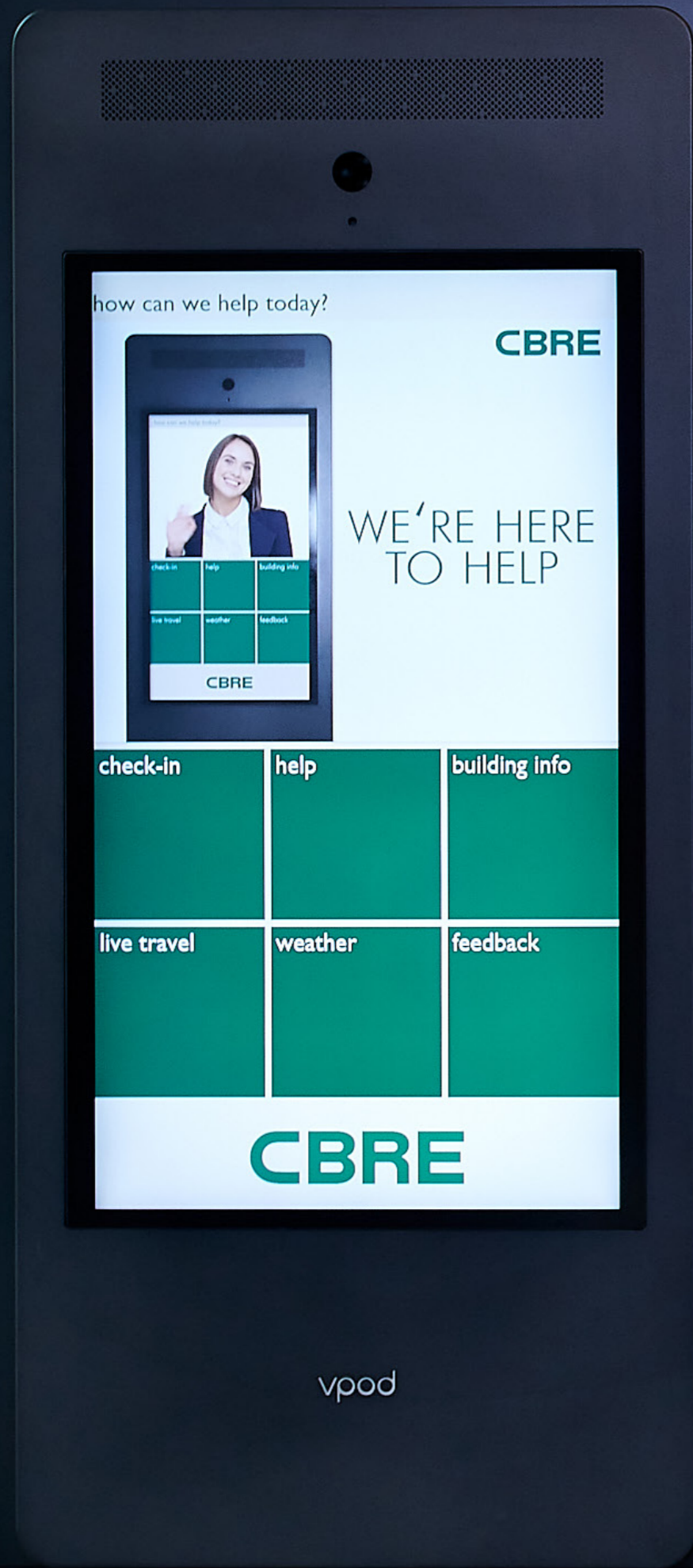
Savings on Hidden Costs

Inefficient processes lead to increased company costs and a lack of savings. The administrative expenses associated with reception tasks can accumulate when receptionists are burdened with heavy manual workloads. Let's consider an example: if a receptionist earns £15/hour, processes 200 visitors monthly, and takes 6 minutes to check in each visitor, this equates to 20 hours per month dedicated solely to check-ins. Consequently, this results in £300 per month per receptionist wasted on manual tasks! But hidden costs of inefficiency extend far beyond financial expenses. Poor user experience and inefficiency can result in a damaged brand reputation, GDPR breaches, diminished operational efficiency and reduced job satisfaction. Without a streamlined process, these hidden costs can triple overtime.

3

Prioritising Personalisation for Success

Understanding your visitors can make a significant impact on their experience. VMS technologies leverage features like pre-registration and feedback to personalise communications and interactions, ensuring each visitor feels valued and recognised. Looking ahead to 2030, businesses will analyse customer interactions to extract valuable insights, including contextual and emotional cues through real-time analysis. This intelligence will empower live agents and digital assistants to better understand individual customers, anticipate their needs, offer optimal solutions, and make tailored recommendations that feel intuitive and not invasive. By understanding visitor needs and preferences, organisations can deliver tailored experiences that drive engagement and satisfaction, ultimately leading to business success.



Introducing Vgreet from Vpod

Choosing the right technology is vital for modern office reception management, but it should not replace front desk receptionists.

At Vpod, we believe that businesses benefit most from a balanced blend of people and technology to optimise their reception areas for both business needs and customer satisfaction. Our Vgreet Virtual Reception System redefines the conventional reception desk by providing a multifunctional solution that seamlessly integrates with any workflow or software, ensuring every interaction is meaningful. Going beyond the standard visitor management kiosk, Vgreet is a robust platform that connects separate

systems effortlessly. It offers a range of capabilities such as checking in visitors and employees, managing deliveries and providing access to weather and travel information. It also provides a wealth of integration capabilities with other business systems via a fully configurable, open platform. In addition, the system can be customised to your own brand identity. This comprehensive platform transforms operations, consolidating multiple functions into a single, efficient kiosk, ultimately enhancing the overall visitor experience.

A tailored approach

Designed with accessibility at its core, Vgreet provides complete customisation of the user interface and software integration, delivering a personalised, end-to-end experience for both guests and employees.

Smart, Safe & Secure

Vgreet is fully GDPR compliant, guaranteeing the highest level of building security. Vgreet stores no personal data on the device.

Premium Support

From refining the user journey and customising the right solution to offering ongoing support, our Virtual Reception Solution is adaptable to your organisation and its people. You can rely on our dedicated team for prompt, 24/7 monitoring, ensuring the seamless operation of your Vgreet Virtual Reception system.



Vgreet key features



Global Product

- Supports 6 languages
- Live train feeds for UK, EU, AT, BE, CH, DE, DK, ES, FR, IE, IT, NL, SE, CA and US
- Live weather feeds all countries (OpenWeather)
- Live traffic all countries (Google Maps)
- Multi-travel included: active stations – bikes/scooters
- SIP voice calls to a landline/mobile to support digital concierge, security and facilities functions virtually



Software

- Automated meeting invites with QR code check in and pre-registration documents*
- Instant host notification*
- Access control system integration - permit secure access through turnstiles & entry/exit points*
- Multi-tenant option for up to 5 tenants



Vgreet Kiosk

- Visitors pass printing
- Opt-in/out photo capture
- Remote control, maintenance, and patch management via Vgreet
- Collect visitor feedback
- Real time content – allowing connection to a company URL for company updates or to add an attractor video
- Data analytics for customer journey clicks/time spent
- Indoor wayfinding with webapp integration to guide visitors to meeting rooms, washrooms, etc.*
- Visitors scan a QR code to send directions direct to their smartphone*
- Anti-virus protection
- Complete bespoke UI customisation

* 3rd party integration required



Vgreet at Javits Convention Center NYC

Vpod have deployed their Vgreet Visitor and Employee Management System across multiple convention centres globally including Javits Convention Center in NYC, providing Contractor Management solutions to a high footfall, global cultural hub. The intuitive visitor and employee management system has streamlined processes and irradiated inefficiencies for checking people in and out and enabling secure access to events.

Implementing Vgreet at the Javits Center has automated menial tasks and eliminated

congestion related to secure access, resulting in happier contractors and reducing the reception staff to three people while cutting check-in wait times to just 45 seconds. Since the implementation, the Javits Center Vgreetes have checked in 50,000 visitors, freeing up valuable reception and security staff time to assist where needed. They have replaced the costly one-time-use \$3 RFID wristbands, previously discarded after each visit, with sustainable visitor passes or QR codes on visitors' phones, significantly lowering access control costs.

“It’s common for the Javits Center to process 700+ contract workers in a single day. [...] With the VPOD software and self-service kiosks, we’ve achieved the goal of effectively processing hundreds of contract workers in short order and with minimum security staffing. [...] This goal has been achieved while simultaneously enhancing the security parameters around the entire process.”

*Ken Dixon
Senior Vice President of Security and Safety
Javits Convention Center*

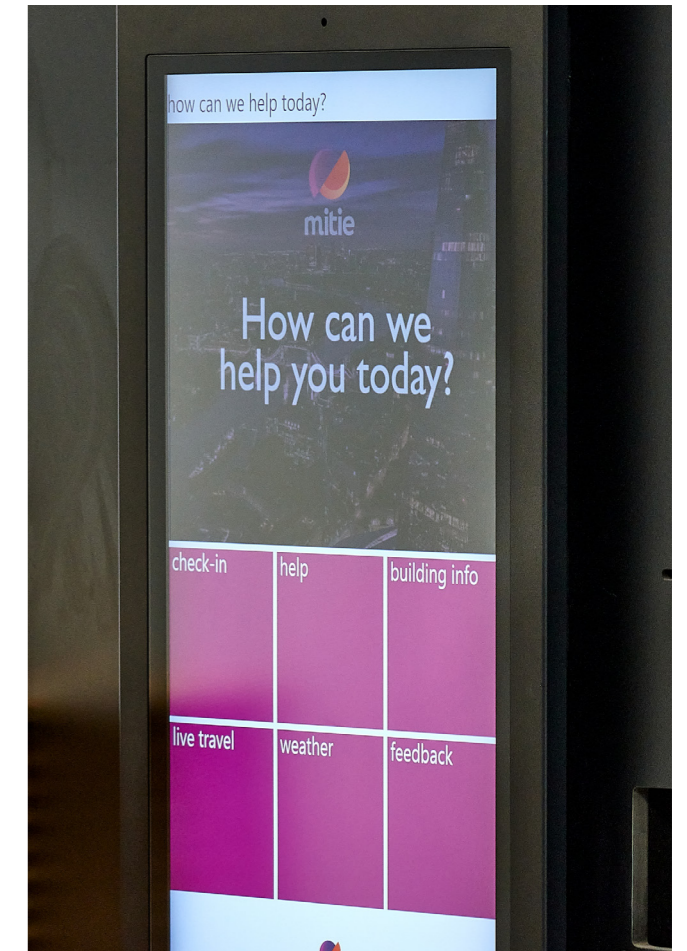
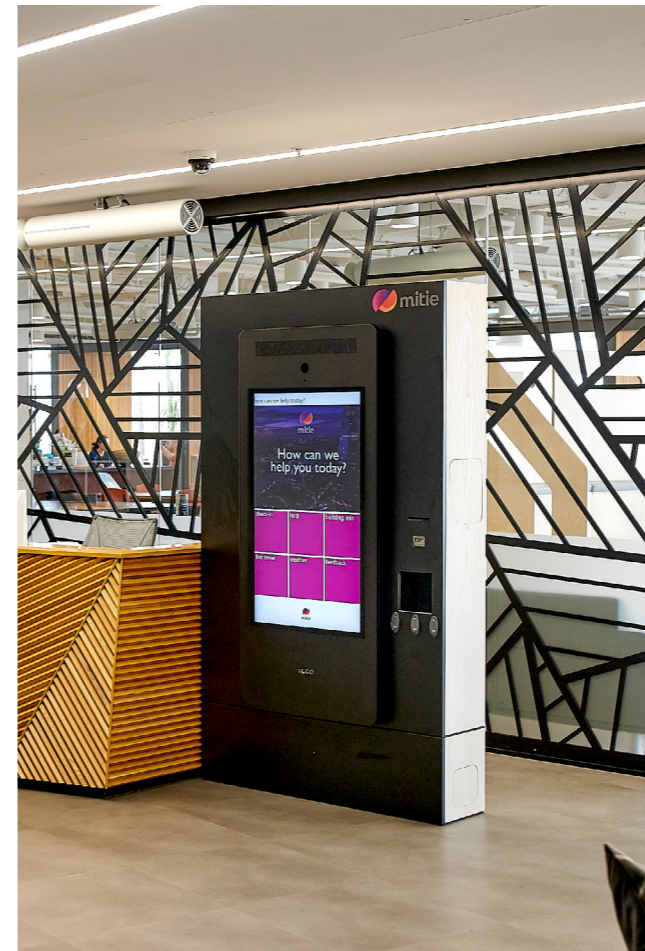


Vgreet at The Shard: Mitie Visitor Management

Vpod installed Vgreet at Mitie Facilities Management's head office in The Shard, London. Mitie manage and maintain some of the nation's most recognised landmarks and work with a wide range of blue-chip private and public sector clients. Vgreet has helped Mitie not only in their own office, but has also supported Mitie as a Vpod partner, allowing them to demonstrate the latest in visitor management technology to their client.

"From the initial planning right through to the configuration and launching of the system, the team at Vpod could not have been more helpful and they always go out of their way to make sure it is a success, which of course in turn makes us look good to our clients. When introducing Vgreet at either our offices or at our client's offices, the support that both myself and my team have received has been absolutely fantastic".
Phillip Dearden, Director of Signature, Mitie FOH Services

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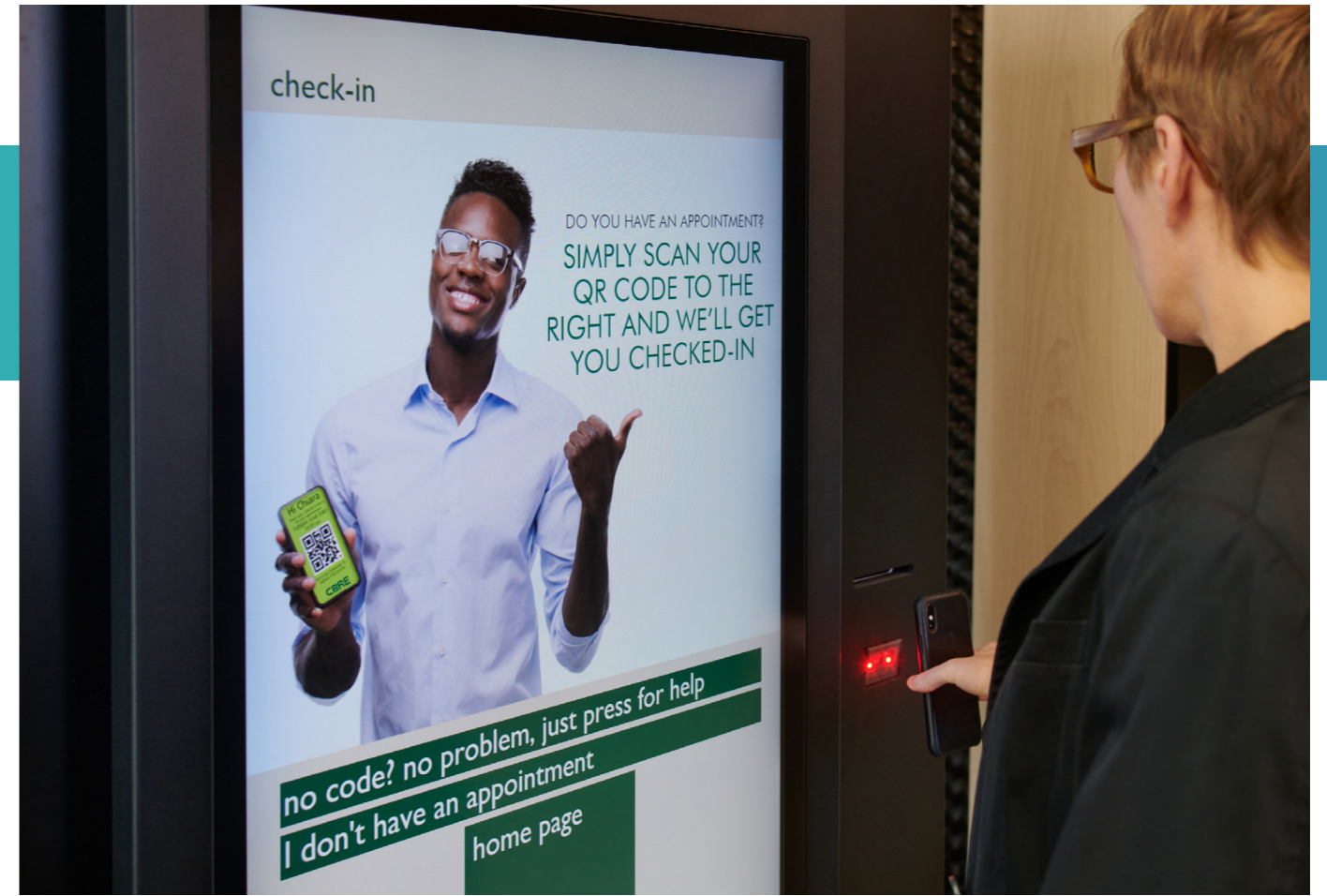


Vgreet at CBRE

As one of the largest commercial real estate companies in the world, CBRE offers a range of integrated services, including property management, leasing, facilities and property sales among many other of their first-class services. The Workplace Experience Host Team at CBRE were looking for a smart solution to cope with the influx of people arriving at their office. Vpod Smart Solutions installed 3 digital Vgreet visitor management kiosks at CBRE's Global Workplace Solutions EMEA headquarters in London.

Dominika Gaj-Vatansver, the Workplace Experience Host Manager at CBRE Southwark Street, has said that Vgreet will also become part of CBRE's future sales strategy: "Visitor management is a part of CBRE's global workplace solutions. Now we have Vgreet in our London flagship office, we will also use them to showcase new, innovative technology to our clients."

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Achieving extra success through staff training and engagement

Now that we've discussed the importance of exceptional visitor experiences and digital solutions, let's explore how staff training and engagement can further enhance these experiences.

At Vpod, we advocate for a collaborative approach between humans and technology rather than viewing them as replacements for each other. Our Vgreet kiosks are designed to complement human efforts by streamlining front-of-house processes. While Vgreet handles the tedious tasks, highly trained individuals can focus on delivering exceptional guest experiences. Investing in regular customer service training for front-line staff is crucial to ensure they possess the skills and knowledge to provide exceptional service. Frontline representatives are the initial point of contact for visitors and play a vital role in embodying the

organisation's values – setting the tone for the visitor experience. Proper training equips staff to manage visitors efficiently, from warm greetings to resolving queries or issues effectively.

Engagement initiatives are equally important, fostering motivation and commitment among front-of-house staff, leading to higher job satisfaction and reduced turnover rates. By investing in their frontline staff, organisations can create a consistently positive and professional first impression, which enhances visitor satisfaction, strengthens the brand's reputation and contributes to long-term success.





Enhancing visitor experience

A Path of Continuous Improvement

To achieve ongoing improvement in visitor experiences, organisations can greatly benefit from utilising feedback mechanisms, data analysis and industry benchmarking. These practices are crucial for maintaining competitiveness and adaptability in today's ever-changing workspace. By embracing the Japanese concept of Kaizen, which emphasises continuous improvement through incremental changes, organisations can establish a supportive system without unnecessary complexity. Continuous learning and innovation in visitor management can be fostered

by valuing feedback, encouraging experimentation and staying informed about industry trends.

Engaging staff in ongoing training programs helps to refine skills needed to meet evolving visitor expectations, while technology solutions streamline processes, gather data-driven insights and enable real-time adjustments for improved efficiency. Regular benchmarking against industry peers inspires innovation, informs strategic decisions and helps create exceptional visitor experiences that set organisations apart.

1

Leveraging Feedback for Actionable Insights

Using surveys and data analytics is key to gathering visitor insights and pinpointing areas for improvement. This data, including metrics and statistics, offers valuable insights into operational effectiveness when properly interpreted.

2

Improving User Feedback

Employing a 5-level Likert-type visual scale with standard icons (such as stars or emoticons) enhances feedback quality. Customisable descriptive text ensures that feedback is meaningful and context-specific, allowing actionable insights needed for continuous improvement of customer service and performance.

3

Taking Data-Driven Steps

Analysing feedback data reveals common trends and opportunities for improvement within the visitor experience. These insights, combined with demographic and purchasing behaviour data, help to shape future success strategies. Data analytics also allow for informed decisions about adjustments based on metrics like visit duration and repeat visits.

4

Harnessing Benchmarking for Growth

Benchmarking against industry standards and competitors helps organisations identify areas for enhancement. Staying updated on trends and innovations through continuous learning ensures you'll remain flexible in an ever-changing landscape.

Transforming visitor engagement

Elevating the Experience through Action

Vpod aims to empower companies to harness the potential of exceptional visitor experiences as a strategic tool for enhancing organisational success in the modern workspace. Business space managers, take charge of enhancing visitor experiences in your workspace. Empower your organisation to prioritise visitor needs, leverage technology for efficiency and invest in staff training.

By focusing on visitor experiences, you can differentiate your brand, foster customer loyalty and ultimately drive success. Vpod's smart tool platform enables unlimited integrations and clear communication with seamless

virtual receptions and top-quality smart locker systems. Our solutions engage employees, connect creatives to consumers and lead the way for true workplace growth. Our workplace consultants help you to interpret data and optimise your workspace in a way that best accommodates your culture and unique needs.

Reach out to our team of consultants today to explore implementing exceptional visitor experiences in your workplace. Together, let's create spaces and interactions that leave a lasting impact and set your organisation apart from the rest in today's competitive business environment.

Our workplace consultants help you to interpret data and optimise your workspace in a way that best accommodates your culture and unique needs.



Who we are Vpod Smart Solutions

At Vpod, we aim to challenge the notion that technology is complex and difficult to adapt to by focusing on three core values: preserving the 'Human Element' in technology, upholding 'Culture & Integrity' at work and creating an adaptable, customisable 'Platform.' We care about our customers' challenges and share their vision for growth. As a global company with in-house manufacturing, we provide evolving workplace solutions through a consultative approach. By streamlining processes, integrating cutting-edge technology, and supporting collaborative cultures, we deliver sustainable solutions and bespoke systems for visitor management, making hybrid working, process automation and cost and space savings easier than ever. Our commitment to staying ahead of industry trends ensures that our solutions remain relevant and effective in an ever-changing world.



vpod Smart Solutions

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