

## Case Study: Leading Global Bank

### Summary

A leading global bank needed to accurately identify how much their branches were being utilised to develop a successful workplace strategy.

### Client

The leading bank is one of the largest financial services companies in the world. It operates in over 50 countries and employs over 127,000 people. It has over 27million customers and clients worldwide.

### Challenge

The leading global bank were refreshing their branches in South Africa to include more IT features and better work environments for clients and employees. They wanted to check that the changes they had made to the first five branches were based on the right decisions.

The bank needed a solution that would allow them to measure the



**Increased utilisation**  
through new workplace  
strategy

utilisation and occupancy of a variety of workspaces from workstations to meeting rooms, breakout spaces, video collaboration suites and dining areas. This would allow them to determine exactly what the optimum size of the branches should be, as well as how big their meeting rooms needed to be and how many desks they actually required.

Above all, the global bank needed to be certain that the new environments would not just look great, but were also fit for purpose. They needed to be capable of supporting the number of transactions at the branch and servicing the number of people who came into the branch.

### Condeco Solution



Condeco Workspace  
Occupancy Sensor

## Solution

The bank previously relied on data from a footfall counter, but Condeco offered a quicker, cost-effective and accurate result.

Condeco proposed a workspace occupancy study to measure the utilisation of the first five branches that had been newly refurbished. This would allow them to collate enough data about their workspace to identify whether or not the changes were effective.

The bank knew Condeco's sensors provided them with 100% accurate data so they could confidently make decisions regarding the rest of their real estate. They were also attracted to the wireless, IoT (Internet of things) capabilities, as it was undisruptive to their employees and their IT infrastructure.



The sensor study gave the bank instant access to real-time data about their workspace by taking a reading every minute. This data was relayed to a management console stored in the cloud and presented back to them in simple graphs over the Internet.

A three-month study clearly identified not only the utilisation of the branch, but also the different types of space within each branch. This information allowed the bank to see what impact the branch refresh had on serving its customer.

Condeco Sense collected data about different types of their workspace. The leading bank found that a large part of their client facing space was being unused each day. The study also demonstrated the client could implement a desk-sharing scheme to improve utilisation rates and reduce workspace. The employee to desk ratio of 1:1 could change to 1:1.2, meaning the bank could afford to reduce the amount of desks without feeling any change in productivity or staff discomfort.

The bank also discovered that their interview rooms were underutilised at peak times during the day. This data is now being used to build the optimum branch of the future.

## Results

Condeco worked closely with the client to help them determine what data was key to identify the success of their refreshed branches. Using their online dashboard, they could break down the data by building, department, floor and desk. This let the bank identify key areas of their

workplace effortlessly. The data could also be downloaded as excel spreadsheets for the rest of the management team to see.

The leading global bank is now looking to measure 600 branches, which were in the original scope to be refreshed. It is estimated that this project will last 24 months.

By identifying the peak and underutilised areas during the Condeco Sense studies, workspace can be designed and managed for optimum productivity and efficiency. Employees and customers will therefore have spaces that function for them, making the branches more comfortable places to work and visit.

They have found the precise data so insightful and easy to gain, it has made their long-term strategy planning straightforward.

To make sure the workspaces are correctly managed and monitored in the future, the bank also want to adopt Condeco's integrated room and desk booking software. This will allow them to create an efficient, agile workplace for the future.

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