

EQUIEM

How **Equiem** drives Content & Communications in your asset

Your asset has an identity. It's that identity that your occupiers engage with when they walk through the lobby every day. And it's the identity in the front of your tenants' minds when they consider whether to sign another lease. To truly make the most of your building's identity, you need to give it a voice. Equiem can help you do that.



Buildings that make sense to people

Equiem's powerful content and data suite opens up a line of two-way communication between your building and the people who work there.

Real relationships aren't one-sided. That's true of relationships between people and it's just as true of the relationship between your building and the people who work there every day. Yes, Equiem gives you the tools to communicate with your occupiers. But it also gives you the tools you need to hear them.

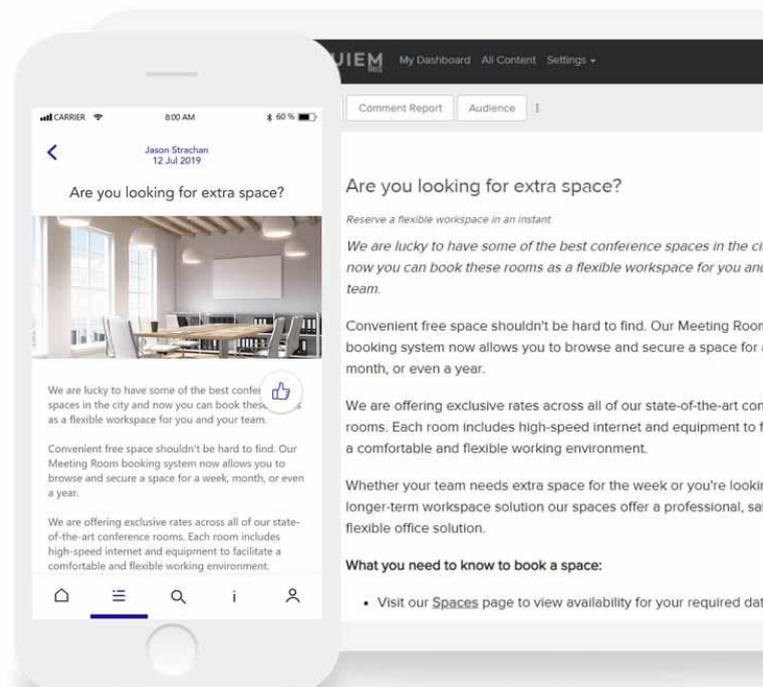
Streamline & supercharge your comms

Use Equiem's suite of communication tools to create real connections

Speak to the people in your building directly with Equiem's deep communications tools. Design everything from email newsletters to customisable push notifications. Equiem's desktop and mobile Workplace Experience app will also allow your users to communicate back to you, paving the way for true understanding.

- Easily build and schedule email newsletters to keep users excited about what's going on in your building
- Use sophisticated analytics to understand how – and when – your people most like to interact with your content
- Dynamic news and events feed keeps users in the loop and gives them an opportunity to engage directly with likes and comments
- Achieve engagement rates higher than the industry average

Engage users directly with powerful communication tools and our library of content.



Boost workplace satisfaction

Use your comms to keep workers connected to events, services, and amenities in your building

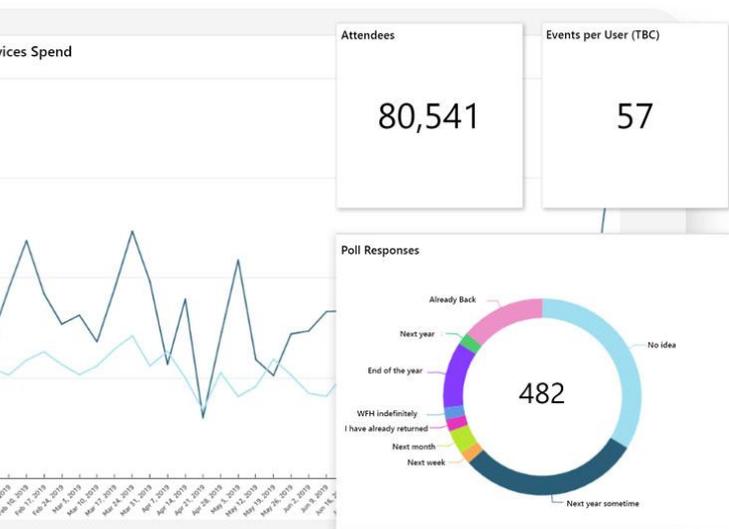
You've invested in your building, creating great amenities, onsite events, and partnerships with local retailers. Why? Because you know these things can significantly improve the day-to-day experience of the people who work there. Use Equiem's communication tools to deepen the connection between your people and everything your building has to offer.

- Promote your building's amenities in your building info posts and across your news feed
- Deepen the connection between your occupiers and onsite retailers with a fully functional eCommerce shop
- Offer discounts and deals on the app that users can claim from local shops and restaurants
- Create content that reflects your building's identity and brand, then make sure the right people see it

Deep data and analytics

Communication goes both ways. Use our data tools to truly understand your users

Communicate directly with your tenants to find out what they want and need from your building. Hear your users and let your building respond with events, amenities, and content you know they'll love.



- Send easy-to-design polls and surveys to workers in your building on any topic you like
- Design your own poll or choose one from Equiem's comprehensive library
- Poll results can be cross-referenced against tenancies in the leasing dashboard for added insight
- Design events calendars that your tenants will be excited about. Assess the effectiveness of each

Every poll is represented visually so that the results are fast and easy to understand.

Case studies



Welcome new tenants before they take occupancy

The Client:
Major UK Commercial Landlord

The Asset:
Manchester, England
Large office building, 395,000 sq ft

Problem

In the midst of COVID restrictions, this Manchester-based building welcomed a new tenant. However, they encountered delays and were unable to physically move in to the building. Our client wanted a way to properly welcome the tenant once their lease had commenced that would feel substantial.

Solution

We used the Equiem tenant platform to create a segmented virtual welcome campaign for the new tenant. This campaign featured a virtual competition, an intro to the local area, and an invitation to an in-person welcome breakfast.

Results

Despite not physically moving into the building, the new tenant felt like a welcome member of the family. 70 new users registered to the Equiem platform – amounting to half of the users from the new tenant’s company.



Throw events to support your brand

The Client:
Global Commercial Landlord
20M sqft portfolio

The Asset:
480,000 sqft

Problem

This North Carolina client had recently undergone a major rebrand, including a brand new name for the campus. They only had one problem – they didn’t know how to communicate the news to their tenants.

Solution

Working with Equiem, our client decided to throw a “re-launch event”, designed to generate awareness and excitement about the campus’ new brand. We created a campaign of news posts to drive RSVPs to the event.

Results

Our campaign generated excitement across the campus, resulting in a 13% increase in activity on the client’s Equiem app. The event was a success, serving as an efficient and effective launchpad for the asset’s new identity.

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Gather feedback on events

The Client:

Major UK Commercial Landlord

The Asset:

London, England
264,000 sqft

Problem

Our client had recently thrown their first Community Drinks event since their users had returned to work. They wanted an engaging way to gather feedback from the event in order to understand how it had resonated with their users.

Solution

We used Iris' new feedback feature to create a pop-up form on the Equiem app's homepage. All users who attended the event were presented with this form, which gave them the option leave comments and rate the event on a scale of 1-10.

Results

The poll reached 41% of active users, allowing our client to receive a significant amount of feedback about their event. The dynamic pop-up tool encourages engagement, and the information gleaned from this poll will help to inform the client's future event strategy.



Use segmentation for complex comms problems

The Client:

Canadian Commercial Landlord

The Asset:

Toronto, Ontario
1,500,000 sqft

Problem

The largest tenant in this Toronto office building was moving in, welcoming 7,000 users over the span of 5 weeks. The onsite team needed a way to communicate with the specific group of tenants moving in each week in order to send them a Welcome email.

Solution

Using Equiem's segmentation tool, we were able to create unique segments for each group of employees in the move. Each week, the group moving in receives a "Welcome to the Building" email giving them the lay of the land. This welcome pack included important building information, transportation details, information about local food options, and more.

Results

More than 250 employees have registered each week, resulting in engagement with the site even prior to their scheduled move-in date. This not only makes these employees feel welcome, it helps connect them to all the amenities and retail options in and around their new building.

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Connect users to local transport and area news

The Client:

US Commercial Landlord

The Asset:

Austin, Texas
535,000 sqft

Problem

Austin, Texas received an influx of new residents during the COVID pandemic. And that meant a massive surge in traffic across the city. New infrastructure to accommodate this new traffic meant construction, delays, and changes to local transport. Our client wanted to find a way to communicate about traffic and road concerns to tenants as they began returning to the office.

Solution

We decided to create a weekly news post and newsletter, and approached the City of Austin Transportation Department to see if they would contribute an update each week. The city agreed, working with Equiem and our client to keep tenants informed about the best way to manage their commute.

Results

Both the news post and newsletter received significant engagement, helping to drive users to return to the workplace in person. Newsletters received an average open rate of 35% while the news posts averaged between 300 and 390 page views each week. When all was said and done, onsite occupancy increased from 30% to 65% in a single month.



Utilizing Polls to Confirm What Tenants Wanted

The Client:

Global Commercial Landlord
8M sqft portfolio

The Asset:

Boston, MA, USA
200,000 sqft

Problem

Prior to the pandemic, this client located in the heart of Boston operated a free shuttle bus service for employees. However, when most employees began working remotely, they stopped offering this service.

As employees started to return to the office in greater numbers, the client was faced with a decision: Should they resume the service? Or would it be a waste of their budget?

Solution

To make the decision simple, we ran a poll on the Equiem platform. We asked their users one simple question: Would they use the free shuttle service if it returned?

Results

50% of occupants completed the poll, with a significant number of those users expressing interest in the reinstatement of the service. As a result, our client brought their shuttle back with the confidence that it would be money well spent.