

**EQUIEM**

# Foster meaningful engagement with Equiem

Your building should be a hub of community and collaboration. The best way to create a thriving, organic culture is to establish meaningful communication between building management and the people who come to work there every day.



# Engage tenants with the Equiem app

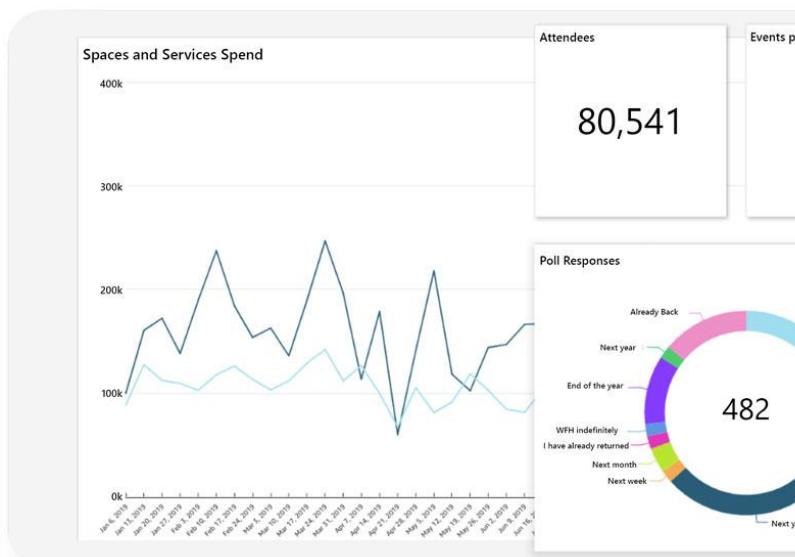
People engage with their workplace in many ways, and a robust engagement strategy works to maximize engagement across every platform. Equiem offers a suite of tools designed to engage users in both the physical and digital spaces. From customizable surveys to an advanced eCommerce Marketplace, the Equiem portal makes it easier than ever for users to interact with your site.

## Two-way communication

Start a conversation with your tenants about what they want from their building

At its core, engagement is about communication. Giving users a voice in the identity of your building means you can tailor your building's offerings around their needs and desires. At the same time, building managers need a simple way to communicate those offerings back to the user.

- Use Equiem's survey and polling function to find out what people want from their workplace
- Craft email newsletters that showcase the amenities, features, and retailers in your building. And don't forget to include promotions and discounts for better results
- Segmentation can help you send information to the people who will be interested. You can segment your communications by role, building location, interests, and more
- Boost onsite attendance with campaigns designed to draw attention to newly refurbished building facilities



*Send polls and surveys to tenants in order to find out what they want from their space.*

## Boost satisfaction

Equiem's app offers many ways to boost the satisfaction of your users and tenants

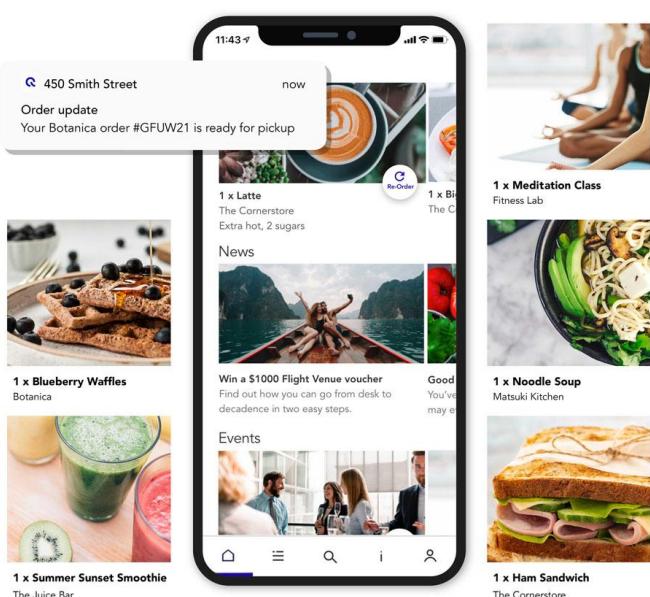
The relationship between engagement and user satisfaction is symbiotic. Engaged users are more satisfied, and satisfied users are more engaged. When users regularly interact with their workplace through the Equiem app, they are more likely to take full advantage of the features their workplace has to offer.

- Create a sense of space and community in your workplace with placemaking content initiatives and exciting onsite activities
- Assess the effectiveness of your strategy with Equiem's polls and analytics dashboard. Then structure your future engagement strategy around what works
- Maintain a bustling news and events feed to keep workers up to date with everything going on in the building
- Use our analytics dashboard to learn more about the people in your building. A needs-based strategy can be a powerful driver of workplace satisfaction

## Support retailers

When workers engage with your retailers, it's good for everyone

Equiem's eCommerce platform is the natural place to showcase your onsite food and retail options. By onboarding your retailers, you can create a more exciting environment for workers while driving up business at the same time.



- Onboard your local and onsite restaurants and retail options to encourage user engagement with the portal
- Bolster business for retail tenants while also improving the workplace experience
- Offer a range of pickup and delivery options including Click-and-Collect, Order Ahead, and even Desk Delivery. Payment can also be completed in the app
- Stoke engagement by promoting offers and discounts via newsletters and push notifications

# Showcase building amenities

## Use online campaigns to draw workers to physical spaces

If you're listening to your tenants and creating facilities they'll be excited about, you want to make sure they know about them. Equiem's tenant platform is perfectly suited for the task, giving you the opportunity to promote features and amenities with both traditional and non-traditional campaigns.

- Plan and promote launch events for new building facilities
- Showcase new changes in newsletters and on your Equiem news feed. Use segmentation to send information to the users who have an interest in the specific feature
- Come up with a more creative approach to draw users to your space. Try staging a scavenger hunt – put the hints on the portal and let people come to the building to find the hidden solution
- Stage events that could attract people to your site. Recently refurbished your lobby? Create a campaign of industry speakers and drinks to show it off! New open-air deck? Sounds like the perfect place for a pilates class

## Case studies



### Supporting Struggling Onsite Retailers During COVID

**The Client:**

Major Global Landlord  
With \$48.5M assets under management

**The Asset:**

A-Grade Office  
302,000 sqft  
Adelaide, Australia

**Problem**

As a result of lower occupancy during the pandemic, several of this urban office building's onsite retailers were struggling. So they came to Equiem to find out if there was any way we could help those retailers make up the shortfall.

**Solution**

We saw an opportunity to leverage Equiem's engagement tools to drive business back to those retailers. We spearheaded the launch of monthly retailer newsletters, featuring competitions, promotions, and prizes.

**Results**

These newsletters have received significant engagement since they were instituted in 2021, with hundreds of users clicking through to retailers' online stores and more than 100 entries in the featured competitions.

This campaign wasn't just a great way to drive up user engagement. It also presented a chance for us to showcase the power of the Equiem app to the retailers involved.



## Providing a Tenant Wellness Program, Helping Achieve WELL Certification

### The Client:

Major Global Landlord  
With \$48.5M assets under management

### The Asset:

Business Park  
108,000 sqft  
Reading, UK

### Problem

With two new buildings in Reading recently completed, our client wanted to secure WELL accreditation. The internationally known Green accreditation is a powerful way to showcase your site's environmental bona fides, and the client wanted to put their best foot forward.

But they encountered a roadblock. In order to receive the accreditation, they needed to give users in the buildings access to a health and wellness program. And here's the kicker – it needed to be a program specific to users in just these two buildings.

### Solution

Equiem's segmented content functionality was up to the task. Working hand-in-hand with building management, we curated a health and wellness content campaign that was sent directly to the building's users.

### Results

The result was happier, healthier users and the successful accreditation of the client's two sites.



## Boosting Retailer Sales with our e-Commerce Suite

### The Client:

Australian Diversified Landlord

### The Asset:

A-Grade Office  
646,000 sqft  
Sydney, Australia

### Problem

In the midst of the pandemic, this Sydney office building welcomed a new coffee shop to its CBD site. However, owing to the unique challenges of the health crisis, business was off to a slow start.

### Solution

With Equiem's help, the coffee shop introduced a range of modern delivery options that would keep them afloat during the lean months that were to follow.

We started by onboarding the retailer onto the eCommerce platform in the Equiem App. This empowered the retailer to offer a range of COVID-safe delivery options such as Click-and-Collect and Order Ahead. It also allowed our client to promote the retailer through the app, lifting their visibility among users.

### Results

The flexibility and promotion afforded the retailer ensured a consistent increase in orders since the

campaign launched. And the customers are happy too, with a more convenient way to order and collect their food and beverages from the cafe.



## Re-engaging Tenants with a Digital and Physical Activation

**The Client:**  
Global Diversified Landlord

**The Asset:**  
A-Grade Office  
142,000 sqft  
Brisbane, Australia

### Problem

After months of lockdowns and minimal onsite attendance, our client was eager to activate their lobby. The goal was to instill excitement while also tying the physical space to the digital portal, reinforcing the connection between the online and offline space. Ultimately, we hoped to capture new users and revive dormant users.

### Solution

We decided to make a bit of a splash with an eye-catching ceiling display festooned with balloons and tinsel. But look a little closer, and users might notice a special item hidden in the display.

These hidden items were part of a scavenger hunt we launched on the building's portal. Every day, a new post would go out with a hint about the hidden item on the lobby ceiling. Users could enter the solution in an online poll, also hosted on their Equiem portal.

### Results

The response was overwhelming, earning hundreds of page views, a healthy bump in Monthly Active Users, as well as the endorsement of users on the site. As one user breathlessly told us, "I'm so on to this...I want to win the pink bubbly & champagne glasses"