

The background of the entire page is a photograph of three people at an outdoor festival. On the left, a woman with curly brown hair is laughing. In the center, a woman with long brown hair is seen from the back. On the right, a man with glasses and a beard is smiling. They are all wearing casual clothing. In the background, there are colorful triangular flags (green, blue, and purple) hanging from a string. The lighting is warm, suggesting a sunset or sunrise.

The ultimate guide to  
**experience  
management**



## Part 2: How to plan and implement XM to drive tenants to your buildings

# 1 Strategizing your XM Program

Once you've decided to [implement an Experience Management \(XM\) strategy for your buildings](#), you need to determine what offerings are the right fit for your specific assets. Creating an effective XM program requires balancing your priorities with your tenants' needs. Plus, you must consider your building's footprint and facilities to find the right balance of amenities.

Wondering how to begin? Start by answering these core questions:

- **How large is your asset?**
- **What space is available for amenities?**
- **What types of companies are you looking to attract?**
- **What are your short-term and long-term goals for the asset?**

When planning XM, the tenant experience is paramount. To ensure a positive experience, you need to know your audience. A boxing ring or yoga studio might be the perfect fit for some tenants, but it sits unused for others. Step one is to evaluate your tenant needs and see how they match up with your asset's existing facilities and your overall programming budget. Consider sending out a survey or reaching out directly to the decision-makers in your building to get the information you need to move forward.

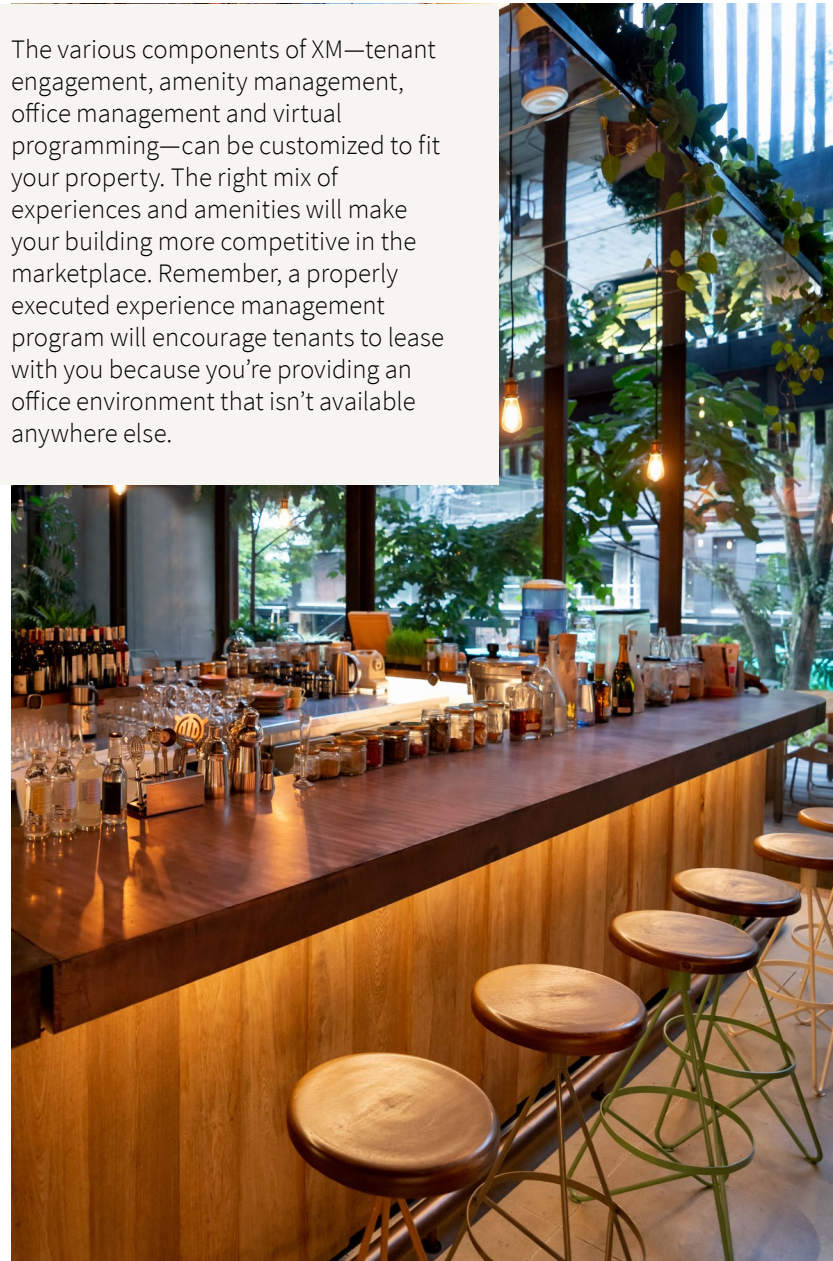




# 2

## Choosing amenities

The various components of XM—tenant engagement, amenity management, office management and virtual programming—can be customized to fit your property. The right mix of experiences and amenities will make your building more competitive in the marketplace. Remember, a properly executed experience management program will encourage tenants to lease with you because you're providing an office environment that isn't available anywhere else.





# 3 Ideas for your buildings

## Health and wellness

A recent survey of more than 600 HR executives indicated that 78% of employers believe health and wellness is important for their employees. A healthier workforce is happier and more productive. Case in point: among those companies with health and wellness programs in place, 56% of their employees had fewer sick days. And 54% reported a boost in morale.<sup>1</sup>

Depending on your tenants' needs, health and wellness amenities could include a small gym or fitness center or a more expansive environment with spa-like amenities, showers and changing rooms. Some buildings are also bringing medical facilities on site, offering tenants convenient access to everything from primary care to mental health services to physical therapy.<sup>2</sup>

When adding facilities, consider taking a holistic approach by incorporating amenities that benefit both the body and the mind. For example, adding water features and green elements to existing outdoor spaces can transform them into meditation areas to help employees relax and recharge.



Potential health and wellness amenities could include:

- **A fitness center with added features such as a rock-climbing wall or boxing ring**
- **Outdoor fitness space, including a walking track and basketball courts**
- **Saunas**
- **Meditation rooms or pods**
- **Massage rooms**
- **Nutrition classes**
- **Group fitness classes**
- **On-site medical services**

<sup>1</sup> <https://blog.wellable.co/2017/01/23/survey-78-of-organizations-view-wellness-as-critical-business-strategy>

<sup>2</sup> <https://www.bizjournals.com/chicago/news/2021/07/01/sterling-bay-chicago-clinics-offices.html>



## Food and beverage

The emphasis on wellness extends to the food and beverage amenities you make available to tenants. Long gone are the days of junk food-filled vending machines. In the [Regenerative Workplace report](#), 44% of workers chose healthy food options as a top office amenity.

Consider making some sort of food service available right in the building to add convenience and value for your tenants. For example, in-house cafes can double as meeting spaces, so your tenants' employees can have impromptu meetings onsite rather than leaving the property to grab an afternoon coffee.

As a bonus, your in-house food or catering service could provide an additional revenue stream for your properties.

If your building's size limits what you can do with food and beverage, bring in pop-up food trucks or partner with food delivery vendors like Farmer's Fridge to drop off healthy, individually packaged meals and installation and setup of the lockers are relatively easy. For example, the delivery service places the tenant's order in a locker or pod and is notified when it arrives. The service also helps alleviate COVID-era health concerns, as the food stays fresh and untouched inside the locker. The lockers also benefit restaurants—having them installed in buildings cuts down on third-party delivery fees.

Food and beverage service options could include:

- **Coffee or café area**
- **Bars and lounges**
- **Pop-up restaurants**
- **Food truck visits**
- **Food ordering and delivery**
- **Food hall or restaurant open to the public**
- **A small grocery or convenience store**





## Common spaces

Formal workspaces are important, but so are informal community areas where employees can step away from their desks to recharge, brainstorm, or have informal meetings. A tenant lounge or outdoor meeting area could be an excellent way to provide additional community space at your property. Or consider remaking your building lobby into a dynamic shared space. In Chicago, the Old Post Office, a massive downtown development project, transformed its historic lobby into a venue that can host tenants' events and be used as a private event space for weddings and corporate galas.

As mentioned, outdoor common spaces can contribute to employee wellness. Studies indicate that they can create a restorative environment and improve moods.<sup>3</sup> Plus, adding green elements to rooftops and other areas can help mitigate the "heat island effect" in cities by reducing the concentration of surfaces that absorb and retain heat, advancing your organization's sustainability efforts.<sup>4</sup>

If your building size or budget means you must prioritize what XM amenities to add, a conference area, tenant lounge, or outdoor area provides good bang for your buck. These shared spaces appeal to a broad audience and are essential for supporting your educational and entertainment initiatives for tenants.

Common spaces to consider include:

- **Conference centers**
- **Meeting rooms of all sizes**
- **Tenant lounge**
- **Rooftop lounge**
- **Outdoor patio**
- **Building lobbies**

## Programming

If you're going to invest in tenant fitness centers, lounges and other areas, you want to ensure those spaces remain vibrant and lively. With a well-executed XM program that activates all your amenity spaces, you can prevent underutilization, so every square foot delivers value.

XM programming could involve networking opportunities for tenants from different companies, bringing in retail partners to offer unique shopping experiences, or hosting pop-up events in the lobby. Your engagement efforts should entertain tenants and make their lives more enriching or more convenient. They should also reflect the unique culture surrounding your building and offer a bespoke experience.

Example programming could include:

- **Concierge services**
- **Happy hours**
- **Community blood drives**
- **Trivia nights**
- **Guest speakers**
- **Networking mixers**
- **Book clubs (virtual or in-person)**

<sup>3</sup> <https://www.discovermagazine.com/health/green-spaces-are-a-necessity-not-an-amenity-how-can-cities-make-them>

<sup>4</sup> <https://www.epa.gov/green-infrastructure/reduce-urban-heat-island-effect>

## Technology

Technology helps provide a seamless experience for tenants to interact with your building. It includes the infrastructure of your building and the wired and wireless connections necessary to support your tenants' day-to-day work. When you incorporate innovative technology, such as building automation systems (BAS), you can monitor space and facility use and provide asset managers with valuable operational data.

Tenant engagement apps can further enhance your tenants' workplace experience. With the right technology in place, tenants can use your customized app to access the building, register visitors, order coffee from the in-house café, or manage their onsite fitness center membership—all from their phones.

Building technology into your XM program not only helps tenants better engage with their work environment, it also enhances your asset sustainability programs. BAS is integral for reducing energy usage and utility costs.

Studies show that automated buildings typically use [less energy](#) than non-automated buildings. For example, remote-sensing lighting and HVAC systems ensure shared spaces are activated when occupied and turned off when not in use.

A full suite of technology addresses the tenant's desire for convenience and value while meeting your social and sustainable goals.

XM building technology could include:

- **High-quality audio and visual conferencing tech in shared conference spaces**
- **Easy sign-up for conference rooms**
- **Fitness class bookings**
- **Food and beverage ordering**
- **Seamless building access and visitor registration**
- **Electric car chargers**

## Hybrid Programming

As remote work continues, XM can build bridges between those working in the office and those working elsewhere. Through digital experiences, you can gather people wherever they decide to work.

For example, virtual programming is accessible anytime, delivering educational and entertaining content that provides another layer of value for your tenants by connecting their employees when they aren't together in the office.

During the pandemic, JLL launched InTouch, a tenant and employee engagement service designed to improve and support workplace connections.

InTouch virtual programming provides content tailored to building communities, such as fitness classes, seminars, do-it-yourself tutorials, and team-building activities. Plus, since access is branded to the property, it helps enhance your building's brand image.

### [Explore InTouch Programming](#)



## Flex

The [2021 Global Flex Space Report](#) found that 41% of tenants expect to increase their use of flex space in the post-pandemic environment. As tenants question how much space they need, where, and for how long, flex space offerings provide a welcome solution.

Flex space provides tenants with more choice and flexibility in their work experience. It helps owners meet the needs of a changing workforce while driving more interest in their assets.

An XM program complements your flex program by guiding you toward the ideal concepts for your building, helping you reimagine lobby and office spaces in new and creative ways. Adding flex into an XM-enabled building also increases leasing interest and the potential to generate income.

Flex spaces require the following:

- **Plug-and-play technology connectivity**
- **Move-in ready spaces**
- **XM amenities and programming**

# 4 Seven steps to implementing XM

## 1. Find an XM partner

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Experience management is more than just a marketing play. It involves researching competitors, sourcing local vendors, engaging the community, understanding technology, and networking skills. Set the stage for success with an XM partner who will be a resource for implementing a cohesive tenant experience that aligns with your building's brand. The right partner will collaborate with your team to implement custom XM amenities and programming that increase tenant satisfaction and enhance your asset's value.

## 2. Assess amenity space

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No two office buildings are alike. One may have the square footage to support a large fitness center and full-service café, while another may only have room for a tenant lounge and outdoor wellness space. No matter the size, XM finds a way to engage your tenants and add value to the building.

## 3. Customize the space

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Evaluate the space and its potential from every angle. How will an amenity benefit individual employees? How will it improve the tenant's relationship with their visitors and guests? How could it drive leasing interest in the asset? Tenant-driven XM motivates employees

to want to come to the office and use its amenities. A good XM partner will have conversations with tenants about what amenities will make their lives more convenient—and glean insights from tenant polls and satisfaction surveys.

## 4. Leverage the programming budget

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Work with your budget to provide the maximum value. Consider the best use for available property space and programming, and craft your strategy with the budget in mind. For buildings that may not have the physical resources or budget for a dedicated on-site XM partner, consider vendors that virtually coordinate the programming and amenity activations. The property management team then acts as the day-of coordinator. This option provides the benefits of customized experiences for less.

## 5. Create a welcoming environment

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XM sets the tone for how people will engage with your asset. Think like a hospitality industry professional when designing the strategy. How does a hotel greet guests? What steps do hotel brands take to provide a cohesive experience? A hospitality approach guides the interactions the employees and visitors have in the building.

## 6. Hire an on-site XM resource

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XM requires numerous behind-the-scenes resources and daily active engagement. An on-site community manager facilitates XM implementation so owners make full use of their investment in amenity spaces and programming. The manager stays tuned to shifting tenant needs and market trends. They cultivate the building experience according to the owner's goals. They test XM strategies, find new ways to utilize building features, and keep the offerings custom to the building community.

## 7. Plan for XM rollout

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It's not enough to have an XM strategy or launch a tenant engagement app. The goal is to create a relationship with every employee in the building. For example, your on-site XM manager can use the tenant app to reach out to those in your building to encourage participation in amenities and programming. Your XM partner should frequently talk with tenants and their employees, gathering information about their experience working in your building.



# 5 The XM advantage

Any office can have a long list of amenities. What you do with those amenities makes the difference in attracting and keeping tenants.

How you implement your building experience strategy is key to gaining the most from your investment in amenity spaces, technology, and programming. An experienced management partner will bring their resources to the table to help research the market, evaluate the asset, and leverage the programming budget. With a well-designed XM strategy in place, your building will be positioned to meet tenant needs and support short- and long-term leasing activity.

Remember, today's workforce demands convenience and flexibility. It's the role of asset managers and owners to give people a reason to want to come to the office.

Buildings equipped with gathering places, amenities, concierge services, and white-glove offerings deliver convenience and value to tenant lives. The investment in technology, facilities, programming, and personnel are rewarded with higher tenant satisfaction, retention rates and increased leasing activity. XM makes the office building experience one people can't have working from home.

JLL Experience Management collaborates with owners and asset managers seeking office innovations. Let's work together to engage your tenants with activated office environments that drive sustained leasing activity.

[Learn more about XM](#)

