

# CASE STUDY

## Leading Law Firm Advances Plans for Open Plan Offices with Freespace Technology

Industry

Legal Services

Location

Global

Deployment size

125 desks at Silk Street - rollout continues with bespoke SPOT Tags at Colchester (150 desks)

Products

Employee app, analytics, various integrations, Bespoke SPOT Tags at Colchester (works in parallel to Embrava pucks)

Solution

Optimizing real estate, Hybrid working



## THE CHALLENGE

The leading law firm started their journey with Freespace in 2020 following a decline in the number of employees returning to the office post-pandemic. The law firm's workplace policy requires 50 - 80% of their employee's time in the office for them to be able to measure their current office space effectively and inform future real estate decisions. Their goal was to transition over 5,000 lawyers from fixed-address seating to free-address seating, maximize their real estate and establish processes to foster new ways of working.

The law firm aspired to transition 31 offices globally to open plan working over the next four years, starting with an 18-month pilot in their London office. They wanted to develop a solution focusing on simplicity for the end-user, supporting every aspect of the user journey. As a law firm, they require additional consideration for informational barriers and challenges around privacy. They saw their priority as having bookable spaces, amenities, and equipment, and enabling colleagues to search and find each other within their reimagined open plan, non-allocated seating environments. They envisioned their new office spaces supporting open plan seating with ad-hoc meeting spaces for lawyers to use when they need some privacy.

## THE BARRIERS

- 01 Unused office space:** office occupancy was much lower than in previous years.
- 02 Traditional workplace culture:** a workforce favoring assigned seating and dedicated desks.
- 03 GDPR and information barriers:** each department had a different policy for handling information.
- 04 Confidentiality and privacy:** the nature of the industry requires more consideration around private workspaces.

*“We are in the early stages of this pilot, however, we plan to deploy this technology in our Frankfurt office, and we are getting requests from our Colchester and Milan offices - they are keen to see the results, how it progresses, and see if it could work. So far, there has been a lot of positive feedback.”*

## WHY FREESPACE?

Initially, the law firm chose Freespace for our desk booking technology - they liked the simplicity of the application and booking spaces to work. When going through their requirements with our experts, the law firm discovered the flexibility of the Freespace platform and additional data and integration opportunities. The law firm could look beyond simple desk booking and towards a more holistic, bespoke solution for each of their offices.

*“The Employee App is a big win - our lawyers can see when their colleagues are going to be in the office, reserve a space next to them or book a seat on their behalf. It has been a powerful tool.”*



## OUR SOLUTION

Since early 2020, we have successfully installed occupancy and thermal imaging sensors into the pilot space to enable spaces to be found, booked, and visible based on availability.

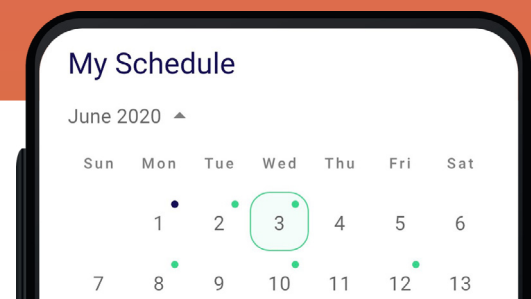
Desks, lockers, and meeting rooms are all integrated into the Employee App and SPOT Platform for easy check-in for employees. The “My Circle” feature enabled the lawyers to work with team members, adding to collaboration opportunities. Large Freespace digital screens installed throughout the building for colleagues to find each other and show desk availability at a glance. With smaller touch screens facilitating real-time name searching for colleagues, showing which desk their colleague is seated at and where that desk is.

“We have gone through and created what we think our new building would look like; very much choosing open plan seating with lots of ad hoc meeting spaces for our lawyers to use when they need some privacy. Freespace's flexible workplace solutions have reduced the roadblocks we expected to experience when changing from a dedicated office into an open plan space.”

Today, Freespace remains working closely with the law firm to develop their measurable, flexible working solution. To determine the best combination of space types, technology, and integrations to maximize office use in the future. In addition to exploring other services to integrate with Freespace technology and measuring their impact on space use.

## HOW THE LAW FIRM ARE USING FREESPACE TECHNOLOGY

- 01 The Employee App:** bookable lockers for belongings, desks, meeting rooms and on behalf of colleagues for training and collaboration.
- 02 The Spot Platform:** embedded QR codes and card readers on the desks, simplifying checking into spaces for lawyers.
- 03 Signage:** providing wayfinding, space availability status and enabling lawyers to search for colleagues via touch screen functionality.
- 04 Sensors:** detecting and informing space availability automatically - across different space types; breakout space, meeting rooms and desks.
- 05 Integrations:** Lockers, meeting room signage and access card readers.
- 06 Analytics:** identifying space use and influences such as equipment, task, or time of day, and understanding the demand for those spaces.



“I would say if you're looking at a platform for respacing and you're keen on some of the integrations, being able to work with the Freespace team and fine-tune them has been extremely valuable for us - we've got a very specific use case. We want to create a really good experience for our lawyers. As you can imagine, there's nothing quite like having your own office, and when you're taking that away from a lawyer, it can be quite a challenge. Making sure the technology supports that has been key for us.”

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