



## Case Study: Global Pharmaceutical Company

# Evolving the Workplace App from Return-to-Office Tool to Engagement Engine

When a Fortune 500 pharmaceutical company developed a post-COVID return-to-office app in 2020, it called on the agile MODO platform to enable its prescriptive approach. Because the organization's strategy hinged on moving fast, they deployed a rapid planning process that put a basic app in employees' hands quickly, with the tools needed to work safely in the office.



Over time, as the company’s workplace settled into a hybrid model, they began to look for opportunities to extend the workplace app with experiences that engaged people in the company’s culture and provided opportunities to collaborate and connect – to be a more human-centered, vs. office-centered, app.

They’re using the MODO platform’s low-code UI and out-of-the-box integrations to deliver an engaging, personalized digital experience to employees worldwide. Here’s a look at their app journey.



## PHASE 1: Enable a safe return to office with an accelerated timeline

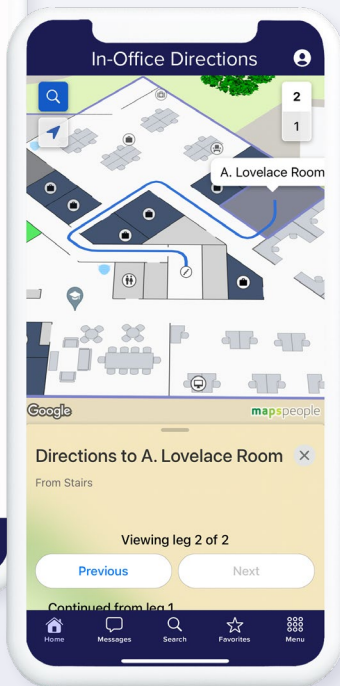
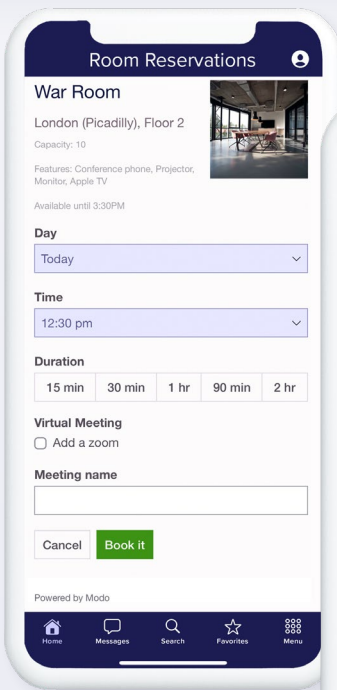
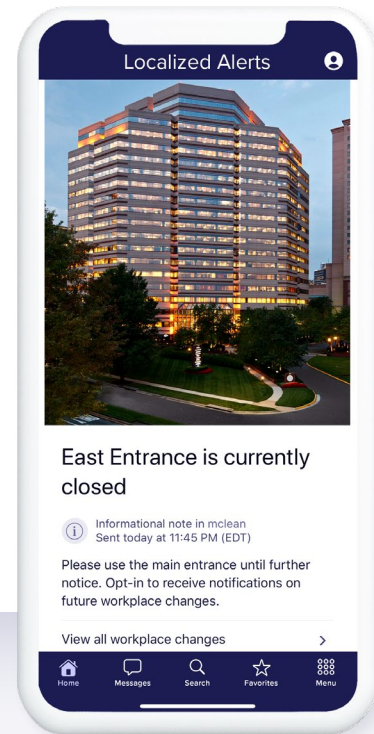
The company began its mobile app initiative by gathering employee input. Given the time sensitivity and critical nature of the process, an executive steering committee took on the project under an accelerated timeline. They first categorized the different types of experiences or use cases the mobile app could enable. Then they prioritized these based on importance to its workforce and determined needed integrations and content requirements for each. Last, they prioritized the list by essentials and nice-to-haves. The result was delivery of a digital experience, limited in scope and focused on out-of-the-box features, in 30 days. The app centered on five must-haves.



### 1. Location awareness

With offices around the world, it was critical that the company’s mobile app deliver notifications and alerts relevant to each location while supporting the ability to quickly adapt to changing circumstances. Employees receive notifications as they drive to or enter the office based on their geofence. For example, the notification might say, “Today the 15th floor is in use all day so avoid going there.”

The app also alerts employees entering a building to fill out an in-app health assessment form and/or remind them to ensure they have reserved a workspace. By calling on the app’s ability to detect a person’s location, the organization localizes the app experience to ensure everyone followed the new guidelines and protocols for safe work.



### 2. Workspace reservations

Through the app, employees can reserve the right to be in certain areas of the building and on certain floors, even before they arrive at the office. This helped enforce social distancing at the time, ensuring a limited number of people in the office, on each floor, and in every section of each building.

When requesting spaces, employees can check real-time density and availability, along with indoor maps showing seating and conference room options. The organization determined ahead of time how they make allocation decisions and who can approve or decline reservation requests. Based on geofencing, employees are prompted to check in via the app upon arrival to an office so the organization can keep track of trends in real time. Seats can be released automatically if employees don’t confirm their reservations via the app.



### 3. Proximity-based wellness check-ins

To preserve a safe work environment and comply with government regulations and corporate policy, the organization enabled wellness reporting via its mobile app. Using their local language, employees can self-assess and report any symptoms via the app, and are cleared for entering if their health is up to par.

By collecting this information daily, the company can keep tabs on the wellness of its in-office personnel and react quickly if needed. For instance, if an employee reports having a temperature or experiencing other symptoms, the app can display the appropriate steps to follow based on the organization’s policies and protocols.



#### 4. Current guidance on a changing workplace

While the organization's offices looked largely the same when employees first returned, the in-office experience was completely different. By providing employees with a guide to the new work world, the organization helped them feel comfortable about returning to the office. To ensure it evolved its app to meet people's needs, a Quick Poll on the app's home screen asked the employee's biggest concern about returning to the office.

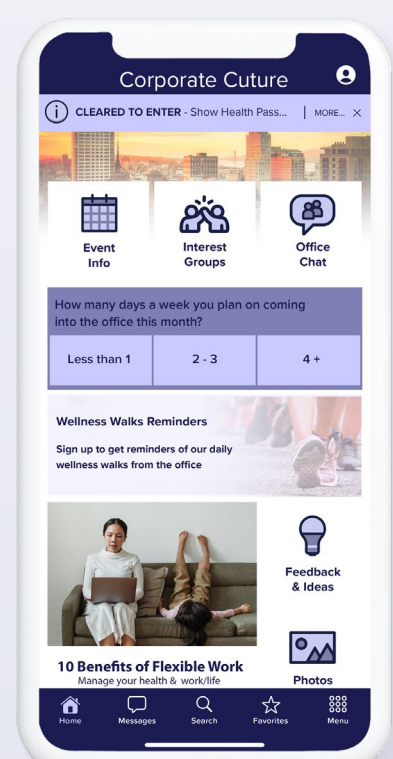
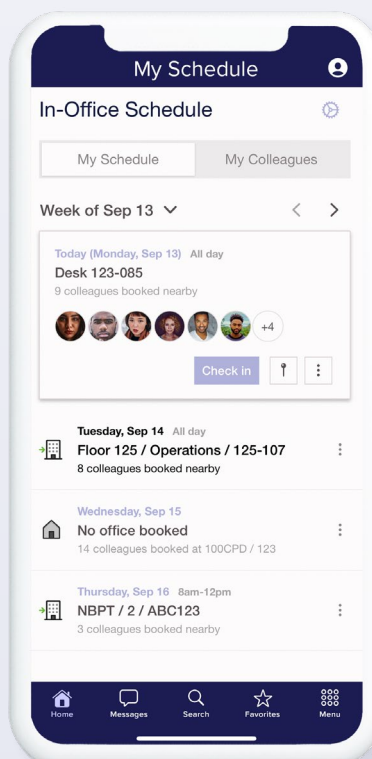
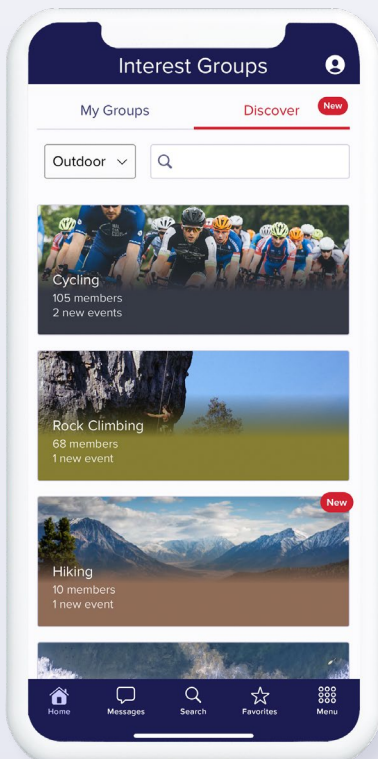


#### 5. Access to health and wellness resources

The initial version of the app ensured all employees knew where to locate and how to request everything from masks to hand sanitizer and gloves. They were also able to request sanitization of equipment and spaces.

## PHASE 2: Engage employees wherever they are

As the company settles into a hybrid work model, they are evolving the workplace app to meet new needs; to simplify the complexity of working between many different apps and tools, and to help people engage, collaborate, and progress in their careers. To evolve the app, the organization revisited its initial priority list of nice-to-have features and launched a second round of internal polling to gauge employee priorities. They are also in the process of delivering a feature that enables employees to submit app ideas and comments for 'upvoting' right in the app. Here are some of the capabilities phase II will bring to the app.



**Collaboration opportunities** – The organization is implementing Modo's MyCircle capabilities that enable people to sync schedules and seating with colleagues to make the most of time in the office. They can also leverage virtual spaces for scheduled or 'drop-by' online meetups.

**Socializing and engagement** – People can set up robust personal profiles and engage with interest groups and social sharing, gamification and challenges, with opt-in/opt-out flexibility.

**Events** - The organization recently used the app to facilitate a leadership event on site, publishing an Event feature with the agenda, orientation info and logistics for participants.

**Integrations to remove friction** – While the company's app includes links to a wealth of services just a click away, the 'code switching' required to jump in and out of different apps can be frustrating, and waste valuable time. To simplify the experience, the company is exploring bringing commonly used features from popular apps directly into the workplace app through integrations such as:

- **Facility requests** – Integration with Sodexo to enable people to submit tickets and requests
- **Food ordering/menus** – Integration with Thrive food ordering
- **Accessibility** –Integration with Mobility Mojo, to provide location-specific info on wheelchair access, handicapped parking and seating, doorway size and more



## Continued Evolution

The workplace is wherever employees are. This pharmaceutical company is continually evolving its digital experience to meet them there – as the workplace continues to change. They started with an app centered on a return to office, with space reservations, wellness checks and compliance at the core. They are now delivering a people-centered digital experience with collaboration, productivity, and engagement at the core, while optimizing space utilization. The Modo platform has enabled them to flex with the times and rise to meet their employees' new needs.

# A Modular Approach to App Deployment

KEY IMPACTS	BEST PRACTICES
Launched initial return-to-office app in 30 days	Identify essential needs and priorities
Delivered a localized experience with limited features to users in one location	Develop a digital experience plan based on must-haves you can support
Seamlessly scaled to support additional locations	Embrace a phased approach to rollout when serving multiple locations
Extending app from 'required' to 'desired'	Discover what employees need to engage and deliver personalized, people-centered experiences

## Why Modos?

Modo is trusted by hundreds of the world's leading financial services, educational and commercial institutions to deliver their campus and workplace experience. The Modos agile platform is preferred because it enables:

- Citizen developers with an easy no-code approach
- Organizations to collaborate and delegate, accelerating app creation and information sharing
- IT to spend less time assisting with app development
- Location-based and personalized communications to keep everyone connected

Get started today enabling a safe return-to-office experience with a Modos-powered workplace app.



100 Cambridgepark Drive  
Suite 200  
Cambridge, MA 02140

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 [communications@modolabs.com](mailto:communications@modolabs.com)

 1 (866) 391-6636 (MODOS)

 [www.modolabs.com](http://www.modolabs.com)

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