



CASE STUDY

The Office Move Prescription

How a Leading Pharmaceutical
Firm Navigated Office Transitions
with Precision



Discover how a global pharmaceutical company seamlessly transitioned over 5000 employees from multiple locations to one mega center for innovation. This case study highlights how a mobile app played a pivotal role in facilitating communication, collaboration, and information dissemination throughout the relocation process.

By leveraging digital tools, the company successfully kept operations teams aligned and employees informed about the move while laying the foundation for a digital workplace experience at their new corporate headquarters.

Reasons for the Move:

- ✓ Further innovation by consolidating multiple departments into one center.
- ✓ Create new in-area jobs to support expanded operations.
- ✓ Expand acquisition of new customers through enhanced capabilities and resources.

OFFICE RELOCATION GOALS

LEAD WITH STRATEGIC MOBILE-FIRST COMMUNICATIONS

At the beginning of the transition to the new office space, effective communication was the #1 driver to ensure a smooth and successful move. Here's how the pharma company kept employees informed, engaged, and hopeful throughout the process:

- ✓ **Creating Value Propositions:** Highlighting the benefits and value propositions associated with the new office space, particularly for employees in the area, helped to emphasize the opportunity to work in a larger and more collaborative environment, where satellite workers could also come together to foster innovation and synergy.
- ✓ **Regular and Frequent Move-Related Communication:** Sending out regular and frequent emails and mobile app notifications about the office move, from 9 months out to the week of, created open and active communication channels. Additionally, the company ensured employees had access to essential information such as parking details, facility features, and any other pertinent information they may need leading up to and on move-in day.

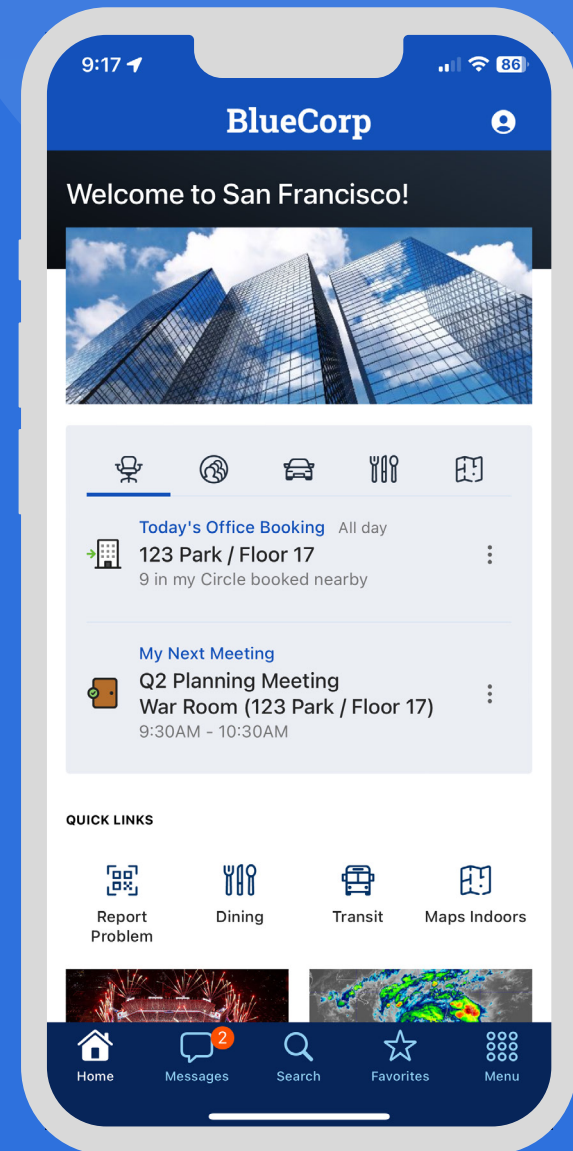


**Building
resistance to
ineffective
workplace
communication
side effect**

- ✓ **Addressing Logistical Concerns:** Providing clear and concise information about transportation routes, parking facilities, and any changes in commuting patterns alleviated employees' anxieties by acknowledging and addressing any logistical concerns.

- ✓ **A Well-Rounded Focus:** Aside from move-related information, the company promoted milestones to keep employees focused on the overarching goal of global success by sponsoring ongoing events and activities, celebrating company achievements, highlighting department or employee-specific wins and much more!

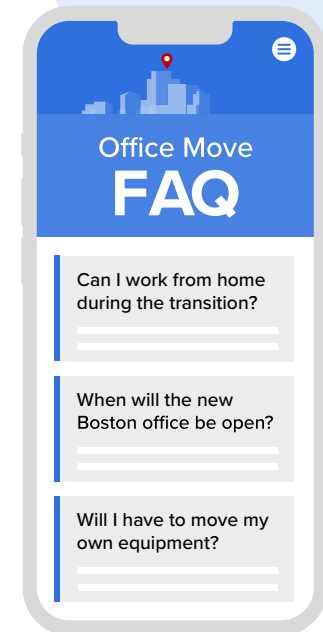
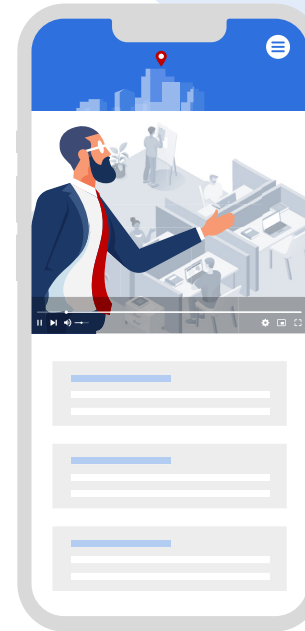
Prioritizing strategic communication, leading up to and throughout the office move, proved to effectively engage employees, address concerns, and create a sense of anticipation and enthusiasm for the transition to the new office space.



GENERATE EXCITEMENT AND EASE TRANSITION CONCERNS

When employees are excited about their new workspace, they are more likely to embrace change positively, leading to increased morale and engagement. Addressing concerns upfront and showcasing the benefits of the new facilities was instrumental in helping mitigate any apprehensions employees may have had, while also fostering a sense of anticipation and curiosity. Here's how they took an employee-centric approach to HQ perceptions:

- ✓ **Showcase Site Amenities:** Highlighting the new facilities and amenities through virtual tours, showcased the state-of-the-art features and exciting spaces employees were going to get to work in.
- ✓ **New Seating Arrangements:** Introducing employees to the new office layout and innovative seating arrangements that would be offered helped to accommodate diverse work styles while fostering collaboration and creativity under one roof.
- ✓ **Real Experiences, Real People:** By enlisting diverse team members to provide glimpses of a typical day at the new facility through employee stories and videos, the company was able to visually illustrate insights into the work-life balance and collaborative environments.

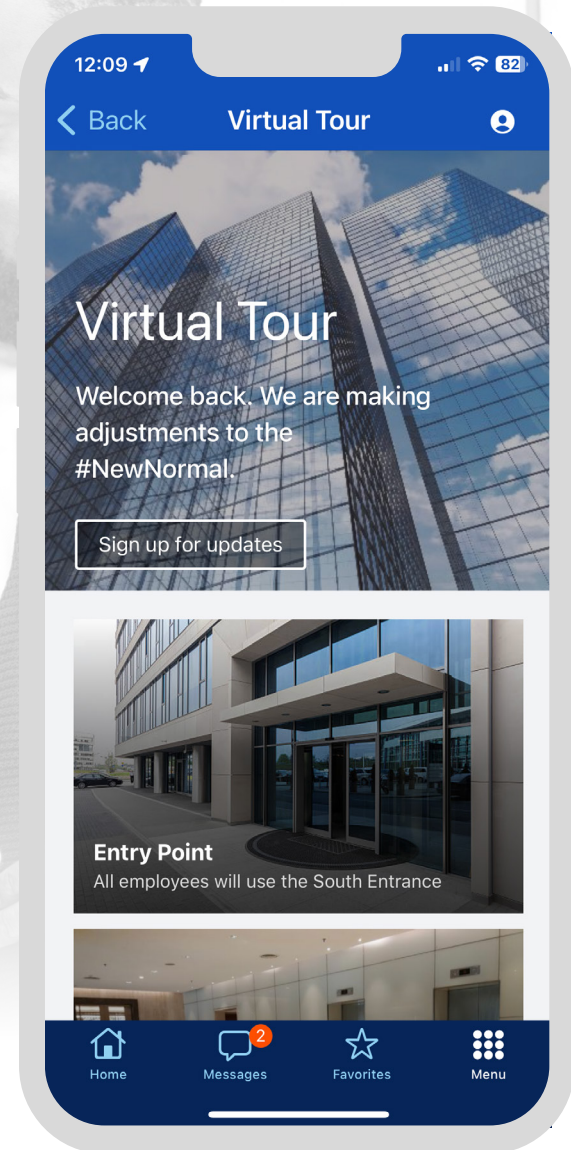


Curing move-in
malaise one
touchpoint at
a time

- ✓ **Feedback Channels:** Employees were encouraged to share feedback and suggestions through the app, fostering a sense of ownership and involvement in shaping the digital workplace experience.

- ✓ **Enhanced Connectivity:** Mobile app capabilities promoted team connectivity, allowing employees to view colleagues' upcoming reservations and orchestrate collaboration opportunities.

Building excitement can create a ripple effect, sparking creativity and fostering a collaborative atmosphere as employees look forward to exploring new opportunities in the updated environment. By storifying the move to the new office they were able to showcase the amenities, facilities, and opportunities for professional growth that the new office space offered.



BUILD AN INNOVATIVE DIGITAL WORKPLACE FOUNDATION

During the transition to a new center for innovation, it was of utmost importance to start from the end-goal and seize the opportunity to reimagine their workplace environment and lay the groundwork for digital innovation. Here's how this global pharma company accomplished it:

- ✓ **Reimagined Workplace:** The company aimed to bring all divisions together in a modern, neighborhood-based environment centered around science and innovation. This vision drove the design and layout of the new headquarters, fostering collaboration and creativity among employees.
- ✓ **Activity-Based Workstation Design:** Embracing modern workplace trends, the company introduced activity-based workstation design to optimize space utilization and enhance employee productivity. Through the app, employees could easily book desks and meeting spaces based on their specific needs, promoting flexibility and collaboration.
- ✓ **Integrated Facilities Support:** Recognizing the importance of seamless facilities—especially after an office move—the company integrated support services into their digital infrastructure. This ensured that employees had easy access to resources and assistance, enhancing their overall workplace experience.

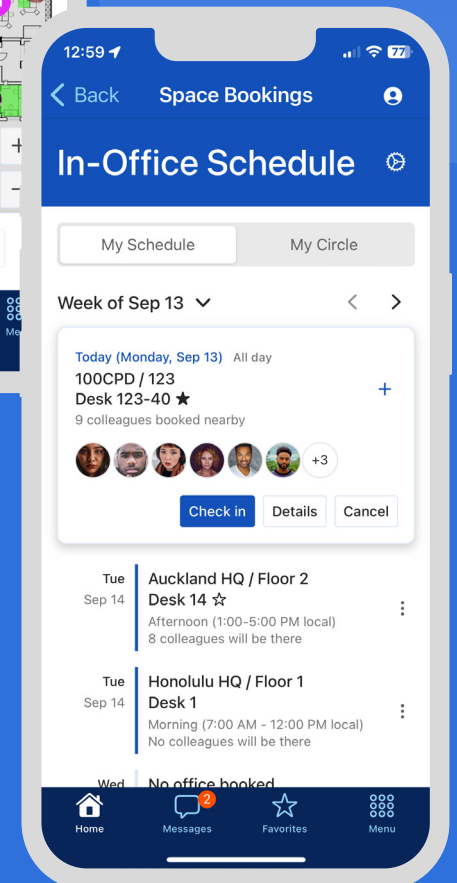
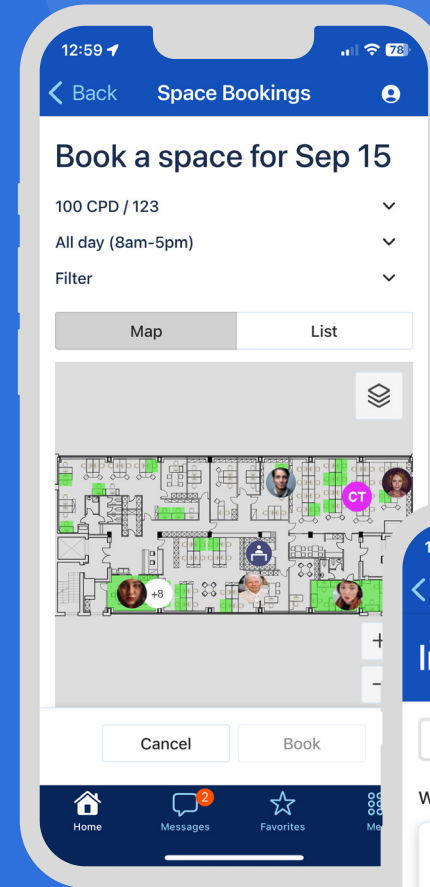


**Battling the
silent epidemic
of poor
workplace
experience and
a disconnected
tech stack**



✓ **Digital Workplace App:** To empower employees and streamline communication, the company consolidated all relevant information and resources into one mobile app. From facility updates to event schedules, employees could access everything they needed conveniently from their smartphones, creating a digitally-empowered workplace experience.

This proactive approach ensured that employees were equipped with the tools and resources they needed to thrive in their new environment, setting the stage for continued innovation and success.

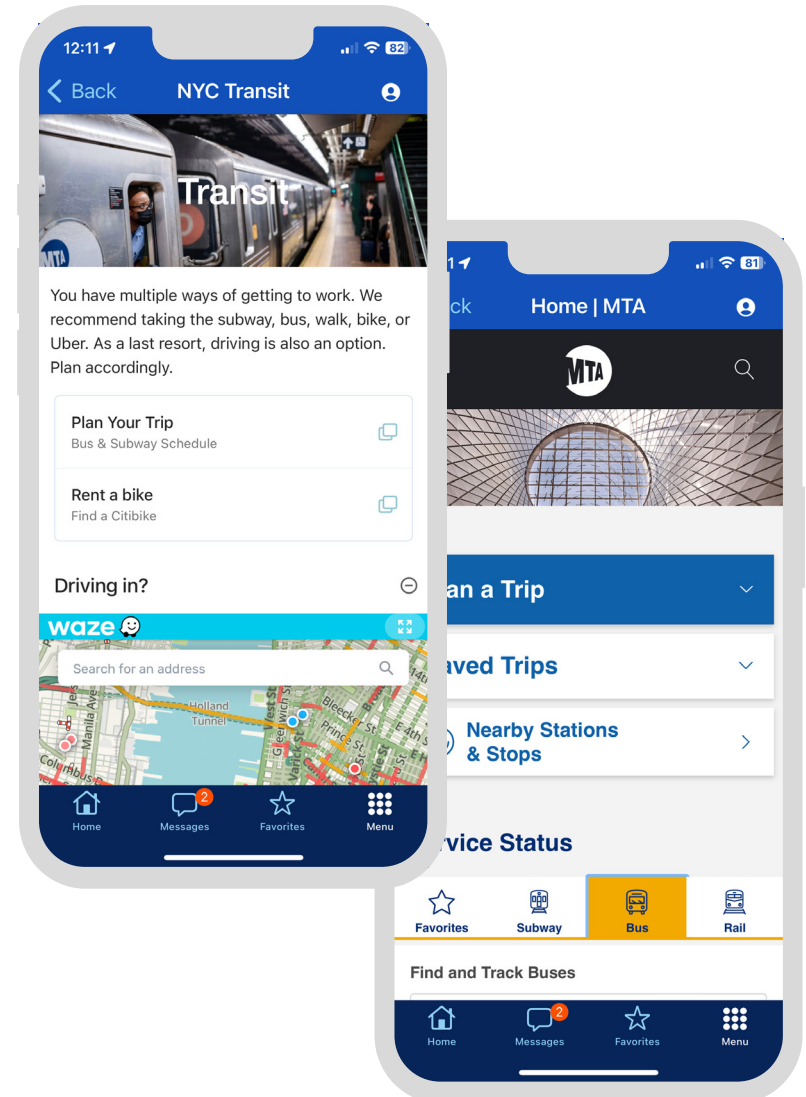


THE DOCTOR IS IN

During the relocation of thousands of employees to the new headquarters, the MODO Workplace app played a pivotal role in ensuring a smooth transition. Here's how our diverse features and capabilities facilitated the process:

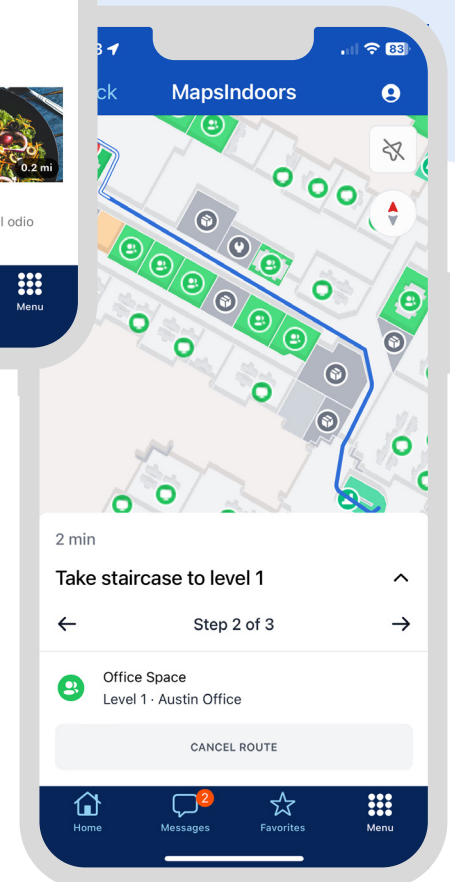
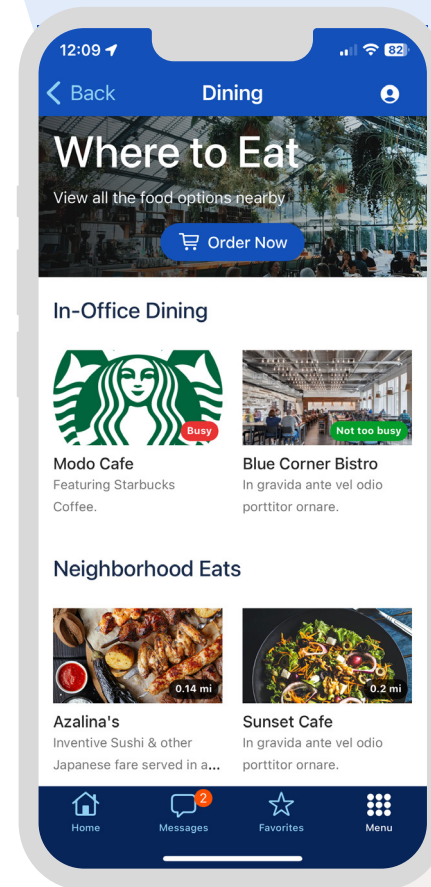
- ✓ **Help Desk:** The integrated help desk feature enabled employees to seek assistance and support for any relocation-related queries or concerns, ensuring a responsive and supportive environment.
- ✓ **Transit Hub:** Providing information about transit options and schedules, the transit hub feature facilitated employees' commute to the new headquarters, ensuring punctuality and convenience.
- ✓ **Desk Bookings:** Employees could easily book desks and meeting spaces through the app, optimizing workspace utilization and accommodating individual preferences.
- ✓ **Mobile ID:** The app's mobile ID feature streamlined access control, allowing employees to securely enter the premises using their mobile devices.
- ✓ **Office Maps:** Detailed office maps within the app offered employees a comprehensive view of the new headquarters, helping them locate departments, facilities, and amenities.

Modo Workplace features & capabilities



- ✓ **Wayfinding:** The app's wayfinding feature provided detailed indoor navigation, helping employees effortlessly navigate the new office space.
- ✓ **Perks Section:** Employees could explore various perks and benefits offered by the company through the app's perks section, enhancing their overall workplace experience.
- ✓ **Events Calendar:** The app's events calendar kept employees informed about on-site and in-person engagements, fostering community and collaboration during and after the relocation period.
- ✓ **Food Ordering:** With integrated food ordering from onsite restaurants and cafes, employees could conveniently order meals and snacks at the new facility.
- ✓ **IT Support:** Employees could easily access IT support through the app, resolving any technical issues swiftly and ensuring uninterrupted workflow.

Together, these features and capabilities empowered employees with the tools and resources needed to navigate the office transition seamlessly, contributing to a successful relocation to the new headquarters.





PRESCRIBING SUCCESS: THE DIGITAL PILL FOR SEAMLESS OFFICE TRANSITIONS



Navigating a major office transition can be a daunting task, but for our global pharmaceutical company, it became an opportunity for transformation. By prioritizing strategic communication and digital innovation, they successfully consolidated multiple campuses into one vibrant center of innovation.

From seamless workstation reservations to real-time updates on company news, the new app became the cornerstone of their connected workplace strategy. This is just the beginning of their journey towards a more connected and collaborative workplace environment.

About Modò Labs

Our Office Moves solution offers comprehensive support, from corporate relocation readiness to eliminating workspace chaos. It empowers informed workspace planning and spearheads meaningful changes in the built world. Embracing workplace IoT for smarter, mobile-powered capabilities also extends a warm welcome to every newcomer with an in-app access pass.

No matter your current stage, we're here to support your journey.

[Learn More](#)