

Front-of-house: A whole new world

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Insight from Alistair Craig, [Anabas Welcome](#) managing director

As the world of work continues to transform, so too does the role of front of house (FOH) services. Corporate FOH roles have evolved to meet the needs of the modern workplace, with a focus on enhancing workplace experience, engagement, and employee wellbeing.

According to KPMG's Global CEO Outlook, [64% of business leaders predict a full return to in-office working by the end of 2026](#). Whether you agree or not, FOH teams will play a significant role in creating a workplace that helps entice employees out of the home office.

Employee-centric workplaces are something we have seen gain traction for a while, and it was a hot topic of conversation at the recent [Worktech](#) conference in London. Employees now have much higher expectations for what the office provides. 'Hotelification', repositioning the workplace to feel more like a hotel, is becoming more sought after, a trend that stems from employees using offices more selectively. They visit more consciously for an engaging or productive experience.

Delivering a frictionless experience

For employees to have an enjoyable and productive day, they want the same frictionless experience that they would encounter in a five-star hotel. A warm welcome, helpful staff on hand to support them, seamless technology to improve efficiencies, and their favourite coffee to order.

The front-of-house team is the glue that holds all this together. Whether an employee or guest is looking for a meeting room to focus in or trying to report a paper jam in the printer, they should feel the warmth of service from someone who genuinely cares. A great FOH service is about earning employee trust, letting them know you have their needs covered by ensuring that the tech is working, the air quality is good, and

they have someone to turn to for help. What's more, employees expect the service to be genuine, considered, and consistent, whichever team member they ask on whichever day of the week.

Wow factor to wellbeing

Exceptional FOH service will be underpinned by a greater sense of employee care. Increasingly, the role's remit is to consider the wellbeing of those in the workplace, including mental health, community-building, socialisation and security.

FOH personnel are often the first people employees see on arrival and the last people they see at the end of the day, meaning they are well placed to notice changes in behaviour, mood and wellbeing, and signpost support. Looking after employees in this context is crucial, creating a healthier, happier, more productive workforce that is, [statistically](#), more likely to stick around.

Increasingly, FOH personnel are also responsible for creating a thriving workplace community that positively impacts culture and wellbeing to boost employee engagement. Event manager skill sets are now required to run in-office social events, team-building activities, and workshops to enrich personal and professional development and encourage collaboration and communication, or host pop-up retail and food stalls to get colleagues to socialise together.

A blended approach

In some FM contracts, the FOH and security service have completely blended, with many FOH personnel holding SIA licenses to offer additional safety and security for building occupants and visitors. In addition, this creates a clearer point of contact for building users, creating a more efficient, safer workplace experience.

FOH teams are no longer limited to traditional reception duties and now stand at the forefront of creating superior workplace experiences that exceed the comforts and benefits of working at home.

FOH services start at the front door, but they have an even greater scope to embed throughout the entire workplace for a memorable time spent in the corporate office. It's certain we can expect to see the importance of the front-of-house role gain further recognition as the corporate office evolves to meet future workplace strategies.