

New HubStar technology aims to make it easier for companies to attract hybrid workers back into the office

1 year ago



As the tug-of-war between employers and employees over returning to the office continues in the post-COVID workplace, [HubStar](#) – a leader in hybrid workplace solutions – is introducing a new workplace experience tool designed to help organizations that are struggling to persuade hybrid workers to come together on-site more often.

In a bid to overcome remote working inertia, HubStar has developed [HubStar Connect](#) – a set of advanced workplace experience features which aim to help drive purposeful attendance in the office.

The HubStar Connect ‘virtual assistant’ app was created as a decision support toolkit for remote workers. Its purpose is to help hybrid employees plan their week and make sure any trip to the office is worth the commute.

The app encourages people to come into the office more often by telling them when their team or favourite colleagues will be on-site so they can coordinate their schedules. The ‘virtual assistant’ also suggests the best time to come in and shows how busy it will be. Another feature even helps employees to find their friends on a floor plan.

To give everyone a reason to come together – and to help build camaraderie, teamwork and a sense of ‘belonging’ – the app also showcases key meetings, company events and social activities in the office to encourage more frequent attendance.

Whether hybrid workers want to collaborate or socialize – or need a quiet space for deep work – the ‘virtual

assistant' provides recommendations on the perfect desk or space to meet their requirements. It also makes the reservation process simpler by booking the space for them, along with amenities such as parking or a catered lunch.

As well as giving hybrid workers a better workplace experience, [HubStar Connect](#) also delivers important data-driven benefits for employers.

For example, by providing accurate occupancy data in real time, HubStar enables companies to close down under-utilized floors on quiet days and funnel hybrid employees into alternative spaces to ensure the right 'buzz' is maintained in the office. In this way, companies can fit more people into less space while still improving the workplace experience.

HubStar Connect also allows companies to set occupancy threshold alerts when a workspace is close to capacity. This enables them to open up 'overspill' areas at short notice.

Steve Vatis, HubStar's executive chairman, said, "HubStar Connect was designed to solve the problem of bringing people into the office more often. It empowers individuals to choose to come into the office at the time that will deliver the best workplace experience for them. It's all about managing data and using in-built intelligence to ensure hybrid workers are better informed to make the office more attractive to them."

He added, "Most people feel energized by in-person connection but too many barriers often stand in their way. HubStar Connect was created to eliminate such barriers once and for all and increase on-site collaboration and rebuild social connection.

"HubStar Connect encourages hybrid workers to create groups, build a community, and decide who can find them and when. The objective is to bring people together more frequently, and with greater purpose, to drive innovation, learning and create a vibrant culture."

Find out more by watching this short [HubStar Connect video](#).