



CASE STUDY

How Jamestown Built a Stronger Tenant Community and Reinforced Their Brand with HqO

Overview

Today's commercial real estate (CRE) firms face an emerging set of challenges, and visionaries like [Jamestown](#) are reinventing the industry through a relentless focus on tenant experience. At a recent centennial celebration event, Jamestown gave away 100 pairs of Reebok sneakers branded with the logo of their iconic property, the Innovation and Design Building. The sneakers were sold-out in just seven minutes.

How has the team behind the Innovation and Design Building turned tenants into raving fans of their brand?

The Innovation and Design Building offers a powerful case study for staying competitive in an ever-changing market focused on putting tenants first. By using workplace experience technology, they have been able to center every element of their brand and building management around the people in their buildings. HqO has been a proud partner to Jamestown, helping deliver a tech-enabled piece of the strategy to bring this vision to life.

Location:

» Boston, MA

Property Size:

» 1.4 million square feet

Client Type:

» Asset-Level



*Top:
Multiple on-site food
stalls and amenities are
available to tenants*

*Above:
A quick game of corn-
hole to break up the day*

*Left:
Exterior of the
IDB, Boston*



The Innovation and Design Building Signage

Innovation and Design Building

The Innovation and Design Building is a 1.4-million-square-foot commercial mixed-use, multi-tenant asset located in Boston's Seaport District. The property is owned and managed by Jamestown. Anchor tenants include world-class brands like: Reebok, which bases its global headquarters at the IDB; Mass Challenge, one of the world's largest startup incubators; and the Boston Design Center, Boston's premier resource for design professionals.

As home to some of the city's highest-growth companies and creative talent, Jamestown has developed a space that brings together the area's top business, design, and experiential companies. Thus, IDB is home to makers, designers, architects, communicators, researchers, manufacturers, technologists, innovators, and entrepreneurs.

The building itself offers flexible floor plans, natural light, and high ceilings. To attract technology, advertising, marketing, and information (TAMI) tenants and the cornerstone companies of Boston's innovation economy, the IDB invested heavily in a number of physical improvements to the property as well as a technology platform to activate those new amenities.



Tenants and non-tenants take advantage of the retail and public-facing shops

The Challenge

Before partnering with HqO, Jamestown had to manually communicate with their various tenants, as well as their public guests who visited the property as a top Atlanta destination. On the workplace side, they had to work with the office managers for each tenant to disseminate communications through email, texts, and other sources that forced building occupants to keep track of multiple avenues for important information.

On the retail and public-facing side, Jamestown sought to promote their local retailers and restaurants to the general population beyond their website, social channels, and earned and paid media programming. Additionally, with the onset of the COVID-19 pandemic, the need for increased landlord-to-tenant communication became necessary in order to keep occupants updated on the latest health and safety regulations. Not only could placing this information directly in the hands of their customers help increase building occupancy safely, but it could also support the local community through driving sales to their retailers despite having fewer people on-site.

The Solution

Getting to Know Customers Through Data

In a landscape driven by underlying shifts, commercial real estate firms need a strong strategy to compete — and the Jamestown management team recognized that competing successfully cannot be accomplished through amenities alone. Instead, they took the steps needed to own the relationship with their tenants by deeply understanding their most important needs and creating experiences to fulfill them.

Leading with a tenant-first perspective, Jamestown optimized the space, addressed challenges their tenants faced, and went above and beyond to deliver value and programming that reinforces the tenant experience at all levels. HqO's tenant experience framework focuses on several areas of tenant experience, including: convenience, entertainment, mobility, security, sustainability, food and beverage, accessibility, and wellness. The IDB team invested heavily in each of these areas, and then used a series of strategies and platform features to activate the value of those investments.

“Building shuttle usage data helped us determine that our shuttles are running at full capacity and that we might need to consider upscaling. Similarly, tenant engagement data has helped us understand the type of events/services our tenants like the most and plan more throughout the year.”

Michael Dekrmnjan,
Property Manager at Innovation and Design Building

A Strong Partnership

The Innovation and Design partnership kicked off with a series of discovery meetings. During these consultations, HqO's Customer Success and Experience Management teams worked with Jamestown to understand their most urgent priorities

for the property. Jamestown management brought together a multi-disciplinary team from across their organization to represent executive vision, marketing, property management, and asset management to understand tenant experience priorities at all key touch points.

The HqO team used this discovery process to take a deep dive into the goals, current experience, and technology needs. Then, HqO shared best practices, cutting-edge trends, and key insights on the workplace experience as a consultative partner. The first step was defining a series of goals to drive the customized strategy and software roadmap, as well as set the focus for the collaboration and define the KPIs for success. The IDB's goal was to make their tenants' days easier, as well as highlighting their brand and building a strong community.

The effort measured success by looking at factors such as:

- » Easing the tenant's day and gathering direct tenant feedback on what's working and what else is needed
- » Cost savings options, revenue generation opportunities, and ensuring that investments strategically support the tenant experience
- » Strengthening the IDB brand and fostering strong relationships between owners and tenants — as well as building a larger community

HqO's team worked to define a feature set that supported these visions. After supporting the launch and providing training, HqO continued to partner with Jamestown in a number of key areas. From helping develop an engagement programming roadmap to ensuring monthly insights reporting aligns with management's goals, HqO has continued to support the innovative and highly effective tenant experience program that's turned the IDB into one of Boston's hottest commercial properties.

The Results

The Jamestown team quickly achieved their goals of activating their investments, building a stronger community with their tenants, and reinforcing their brand. Some of the most notable wins include:

- » 89% of tenants are signed up for the app
- » 54% of tenants are active monthly users
- » As Jamestown prepares to add new buildings, they're scaling the experience across their portfolio

"The team has listened to our needs and understands our vision and culture. [They] have been very responsive and all content updates are done in a timely manner. We appreciate working with a very proactive team, and look forward to a long positive relationship."

Michael Dekrmnjan,
Property Manager at Innovation and Design Building

Workplace Experience Highlights

Informed Programming: By leveraging HqO's platform, the IDB management team routinely tracks engagement, event participation, and emerging needs to shape its future programming. Recently, the IDB team was considering a major investment to bring an upscale restaurant to their mixed-use commercial space. The management wanted direct tenant feedback to guide this important CapEx decision: Was this the highest value use of the space and resources? They leveraged the platform to survey tenants and to identify further opportunities and needs. The survey revealed that tenants were happy with the existing meeting space and dining options. An upscale dining option was #7 on their list. Yet, it also revealed a more pressing opportunity. The building's location made it difficult to sometimes access pharmacies conveniently during business hours. The managed team partnered with a pharmacy to offer popup retail programming. It was a big hit with tenants and ensured that each dollar invested in growth had a maximum impact on the tenant experience.

Eliminated Commuter Stress: Commuting to and from work is a major source of stress for professionals, and efficient transportation options play a key role in alleviating that. The Innovation and Design Building is located in Boston's Seaport District along the water and accessible from Boston's public transportation system. However, the IDB team recognized this could be a pain point for tenants, especially when multiple bus, train, or shuttle service changes were involved. The shuttles operate on a schedule, but Boston's heavy and sometimes unpredictable traffic could make it challenging to pinpoint a shuttle's arrival time. The HqO team suggested an integration that leveraged the shuttle's onboard GPS devices to add a tracking feature to the app. The app now provides a real-time shuttle tracking feature, which helps tenants better plan their commutes and maximize their productivity, while eliminating wait times and commuting frustration. Because the shuttle tracker is centralized in the IDB HqO app, it supports the open tenant-focused communication that Jamestown fosters throughout their experience.

Smarter Investments: Real-time data and insights help ownership and property management make smart business decisions based on how a building is used. Jamestown has used the data provided by the HqO platform to optimize performance and target their programming. Consider this example: food trucks and pop up dining bring diverse dining options to

tenants on a regular schedule. By tapping into the app, it was possible to determine which food providers were the most popular – right down to specific menu items. Leveraging that data helped the management team determine which vendors to bring in permanently. It was also used to push promotions through the app for popular items, and to bring attention to vendors and dishes currently being overlooked. Using data to tune into the tenant experience at that micro-level drove relevant, personalized offerings and interactions. It also helps drive additional revenue and value for retail partners, service providers, and pop up programming vendors.

Unique Offerings: The IDB has shown industry-leading creativity through their event programming. HqO provided support to this initiative at many levels. Information about event programming was centralized in the app, making it easier for tenants to track what’s going on that they might be interested in. By leveraging engagement and attendance data, the IDB quickly identifies what types of events are working and not. In 2019 alone, the IDB has offered a variety of services and creative programming to

tenants. In addition to the permanent onsite food and retail opportunities, these have also included creative options such as:

- » Manicures
- » Eye exams
- » Invisalign consultations
- » Blood drive
- » Bike tune-ups
- » Vehicle wash and detailing
- » Injury screening
- » Teeth whitening

Meeting the needs of busy tenants makes core services available during the workday – such as during a lunch break or before a commute – a significant value-add to being part of the IDB community.

The Future of the Workplace

The Jamestown Innovation and Design Building is a powerful example of how a tech-enabled workplace experience focus can provide lasting competitive differentiation in today’s commercial real estate market. By investing in strategies that activated their investments and amenities, the IDB addressed their tenants’ most pressing concerns and offered high value-add services and programming to solidify community-building. HqO’s platform has enabled their vision to take shape in a mobile-friendly, accessible way. The IDB’s willingness to remain on the cutting edge of tenant experience means that they’ve effectively leveraged insights, data, and advisory services for ever-improving results. The future is bright for the Innovation and Design Building, and their roadmap to success is built on a foundation of strategic tenant engagement management and technology.



Tenants are able to grab food or beverages from the IDB



About HqO

As the leader in workplace experience technology, HqO is revolutionizing how people connect with each other and the places they work — right from the palm of their hands. Composed of an award-winning app, analytics suite, hybrid work tools, and a flex space management system, the HqO Workplace Experience Platform empowers top employers and commercial property teams to create personalized experiences that engage and delight the people at their properties and inform data-driven decision making.

Active in over 200 million square feet and across 24 countries, 57% of the Fortune 100 rely on HqO to build meaningful relationships with the people in the workplace every day. For more information, visit www.hqo.com.



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