

CLIENT SURVEY

2018

**MatchOffice
presents this
year's client survey**

This year, over a 1,000 clients from 23 countries have participated in our survey. The responses we have received provide valuable industry insights from the clients' point of view. Get all the data and analysis you need, right here.



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Introduction

2018 is the fourth year when we survey clients of flexible workspaces in Europe to obtain an insight into consistent trends in the sphere of flexible workspaces. In our [**Industry Survey**](#), published in June 2018, we attempted to look at the global industry from providers' perspective. Encouragingly, higher profitability and growing occupancy for many flexible workspaces have resulted in prevailingly positive attitude and high aspirations for the future.

This year, we have 1,033 respondents who shared their views on the level of comfort and satisfaction they have in their flexible workspaces, which also influence the length of contracts and the client retention rate.

The market is increasing steadily as this year again there over 60% of new clients. However, with almost 40% of those who have not decided yet if they want to resume the contract, it is an excellent stimulus for providers to offer new and fresh features. The vast majority of clients are small teams of 1-2 people, which also explains why serviced offices are increasingly offering coworking options, too. Half of all clients prefer closed offices as privacy and avoiding distractions remain a high priority. However, a greater emphasis is placed on comfort and facilities which enable a healthy lifestyle.

We sincerely hope that the findings in our survey will help you develop your business and achieve a new level of client satisfaction and loyalty.



Jakob Dalhoff
CEO, MatchOffice
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Key Results

Our findings.

Hybridization

Versatility seems to be the keyword in 2018. Flexible workspaces are no longer only for startups, large corporates are getting more interested in working in the environment of innovation and new social contacts. Therefore, providers offer business premises for rent that combine the best features of coworking and serviced offices - a perfect hybrid of functional, flexible, and trendy. Without a doubt, comfortable hotel-feel spaces with modern technologies will completely outflank traditional ones in the near future.

Health and wellbeing

To work well, people need to feel well at the workplace, and this year, this focus on health is even more noticeable. Sports facilities, meditation, and relaxation rooms help maintain the right productivity level. It is something that creates more value for clients and helps win their long-term loyalty. Moreover, the sense of community, which has also been among clients priorities this year, is also related to well-being as people strive to network with the like-minded offline.

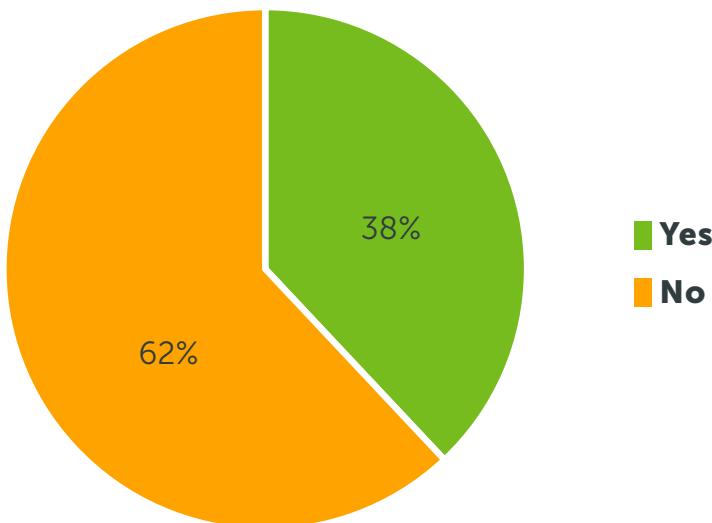
High-tech workspaces

Jakob Dalhoff, CEO of MatchOffice, says:

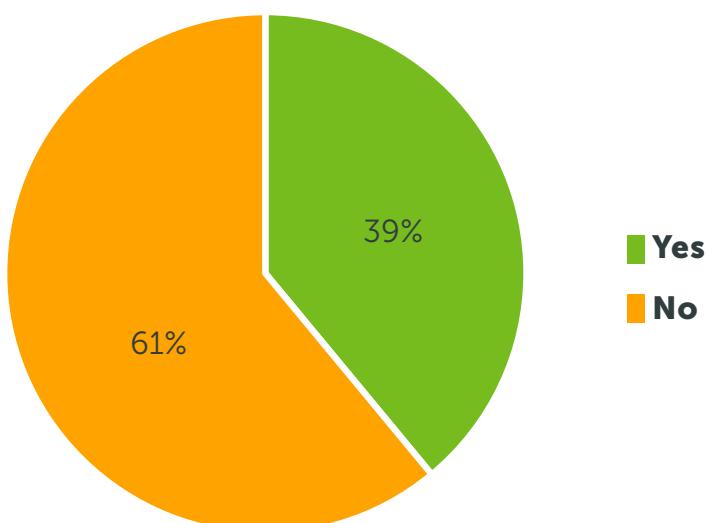
“We can see from the data we have obtained this year that all the tendencies continue to develop. Despite the overall high level of satisfaction, it is getting harder to retain clients, and this is where new technologies, as well as non-standard approaches, may help. All in all, this year's data look very promising for the industry.”

1 : Have you ever used a serviced office?

2017



2018

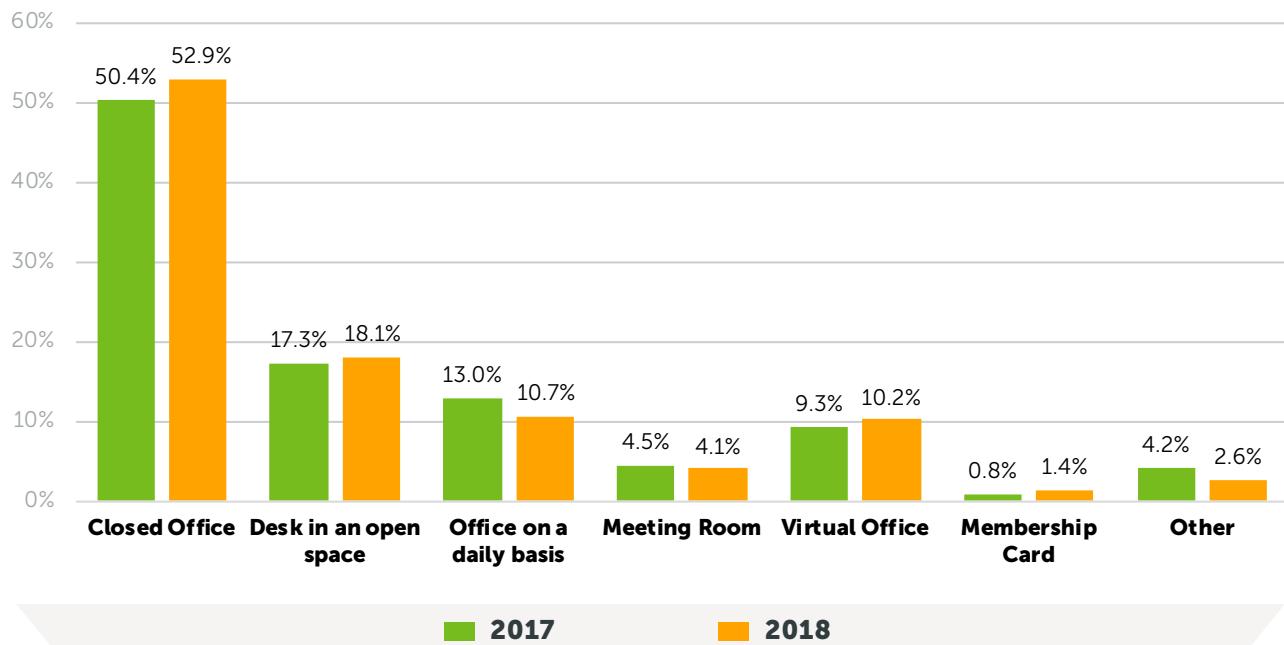


For the third consecutive year, the ratio of first-time and returning clients remains virtually unchanged. The market is expanding at a steady pace with over 60% of the new tenants choosing flexible workspaces for rent.

The demand is driven by millennials, who value flexibility and openness and the providers' greater focus on feel-good factors. The number of startups with small teams as well as self-employed specialists is increasing in the world, which also pushes the market towards workspace hybridization to appeal to all kinds of clients: large enclosed offices for big teams and coworking desks for individuals.

2 : What sort of contract do you have?

2017 / 2018



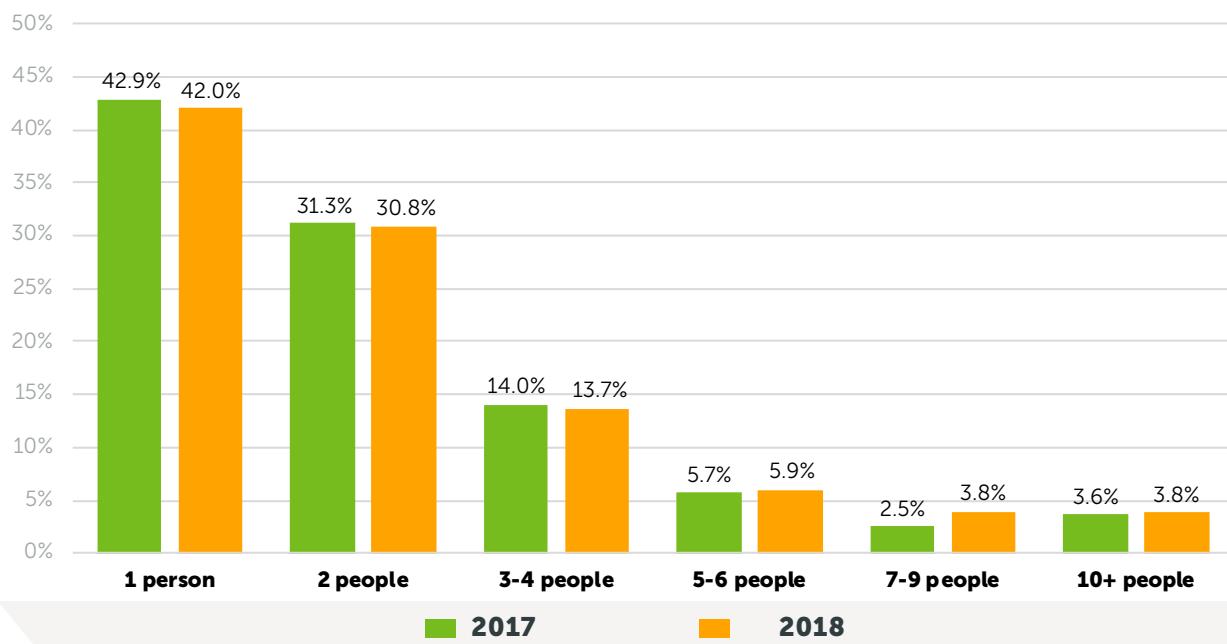
We can observe year-on-year stability in clients' choices, with a slight growth in the closed offices' band. As was mentioned above, many providers offer mixed-type premises. Larger companies, which used to opt for traditional agreements, now often choose flexible workspaces for their project teams. Hotdesking has become a little less popular, as longer leases are more cost-effective, not to mention loyalty bonuses - a tool for retaining clients.

Jakob Dalhoff, CEO of MatchOffice, says:

“We can see all tendencies continued from 2016-2017. For instance, virtual offices have remained a commercially viable solution as they allow establishing a business presence without spending too much on physical premises.”

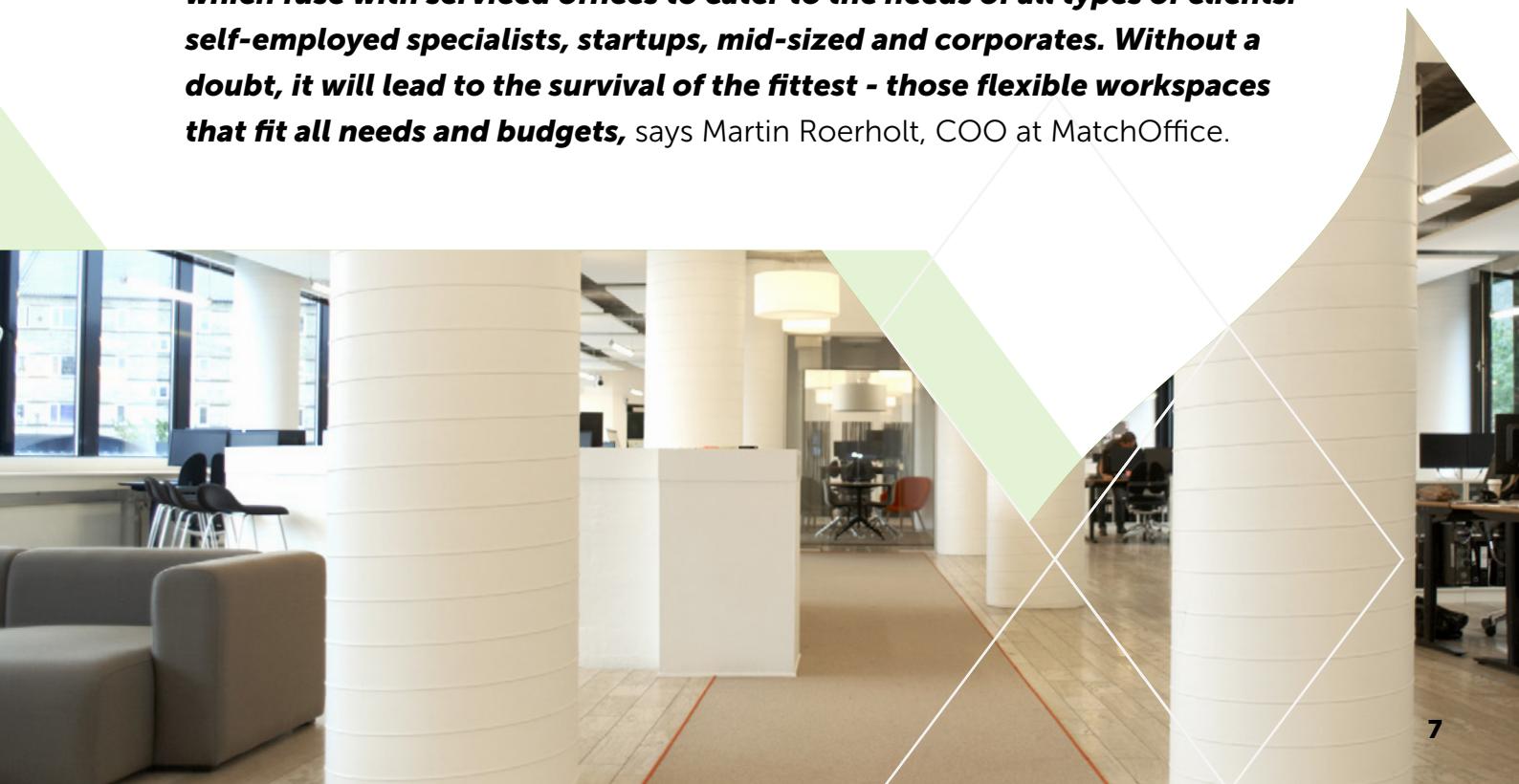
3 : How many people from your firm are using your serviced office?

2017 / 2018



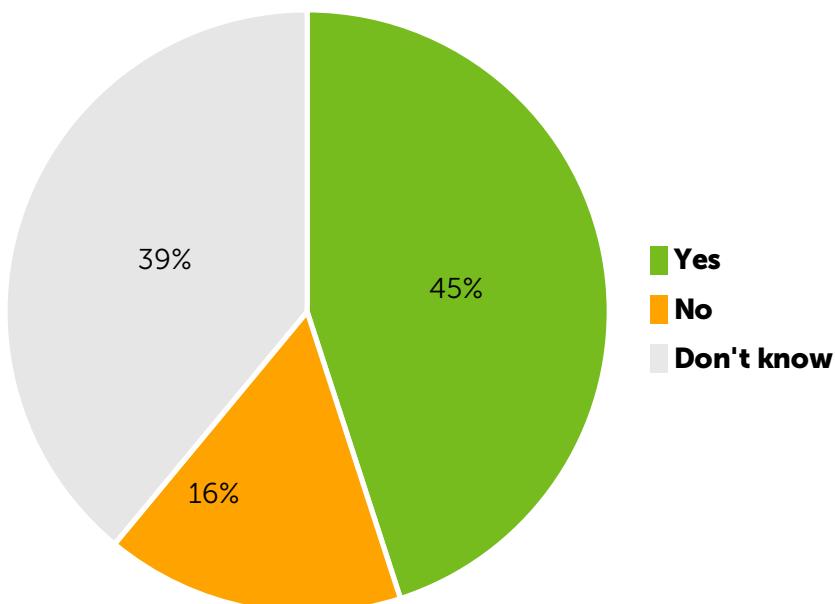
Like in previous years, over 70% of all flexible workspaces are used by individual entrepreneurs or small teams. In 2018, they are also more often preferred by scale-ups - 1.4 percentage points increase against 2017. It is not surprising as providers offer individual rooms with an adequate level of privacy as well as desks in the environment that stimulates productivity.

“These data can be explained by the explosive growth of coworking spaces, which fuse with serviced offices to cater to the needs of all types of clients: self-employed specialists, startups, mid-sized and corporates. Without a doubt, it will lead to the survival of the fittest - those flexible workspaces that fit all needs and budgets,” says Martin Roerholt, COO at MatchOffice.

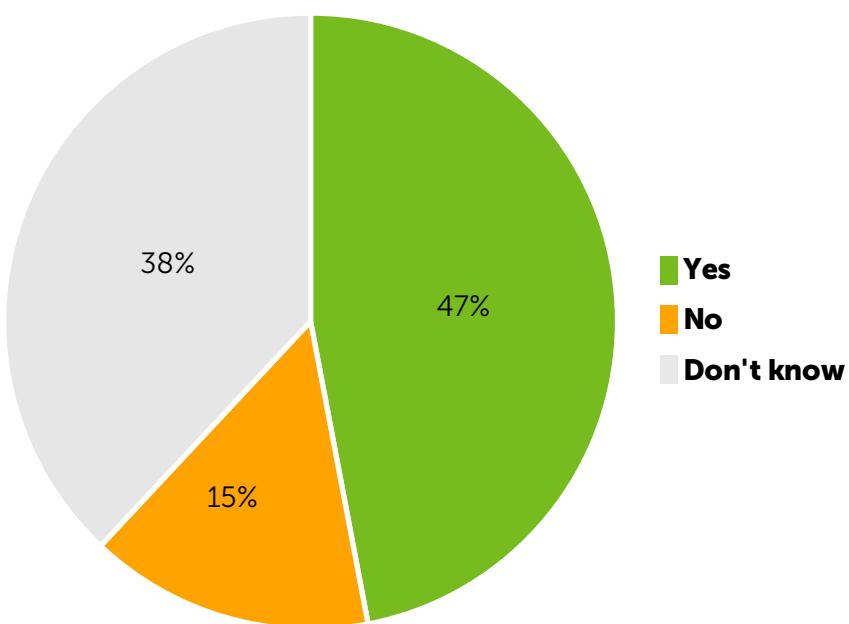


4 : Do you plan to renew your contract?

2017



2018



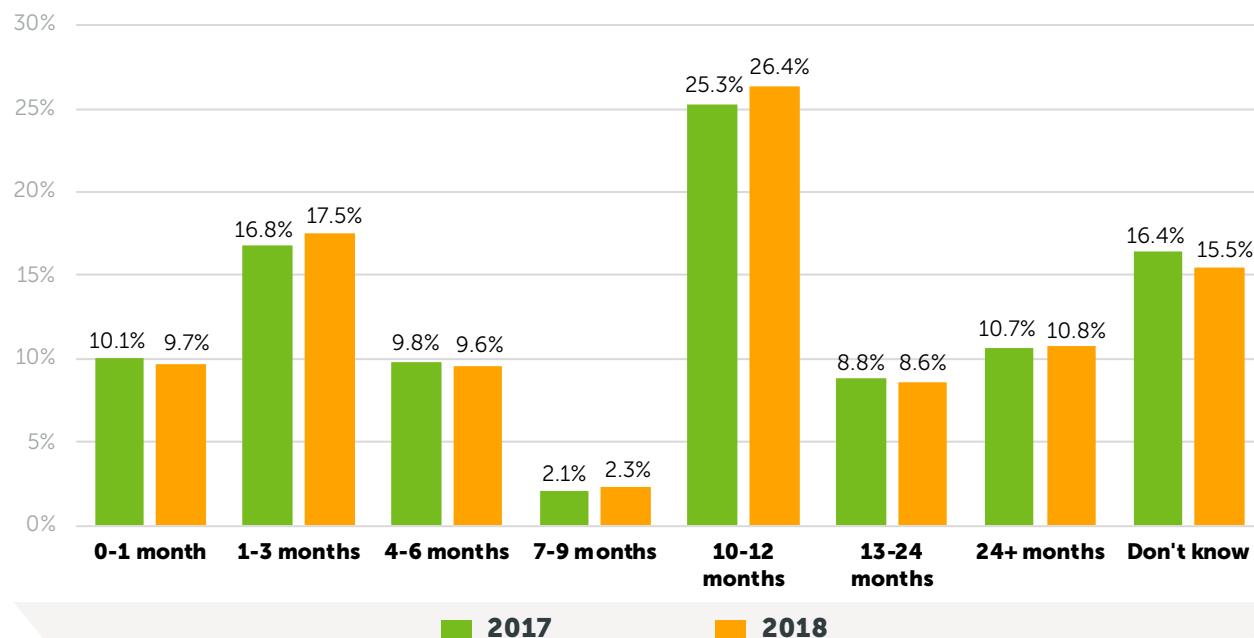
This year, we can see a slight increase in the number of tenants who plan on renewing their contract. Like in 2017, almost 40% are still undecided.

The way to reach this hesitating audience might be providing services for specific communities, e.g., tech-based, gamers, all-women, etc., which will consolidate clients even more in these niche workspaces. Therefore, such extras as on-site 3D printers or telepresence robots might soon become a common thing.

This year, networking is as important as before. Moreover, another trend on the rise - co-living - proves that people want to build connections and group around common values. Consequently, providers who organize inspiring community events, have all chances of becoming industry leaders.

5 : What length of contract did you sign?

2017 / 2018



These data show that the optimal length to over a quarter of the respondents is 10-12 months. It implies a discounted rate and has become the choice of even more clients. The number of those who committed to their lease for over two years has remained unchanged since 2017. The same refers to shorter contracts, with a slight positive skew in the 1-3 months bracket. Presumably, this length has become standard with many workspace providers.

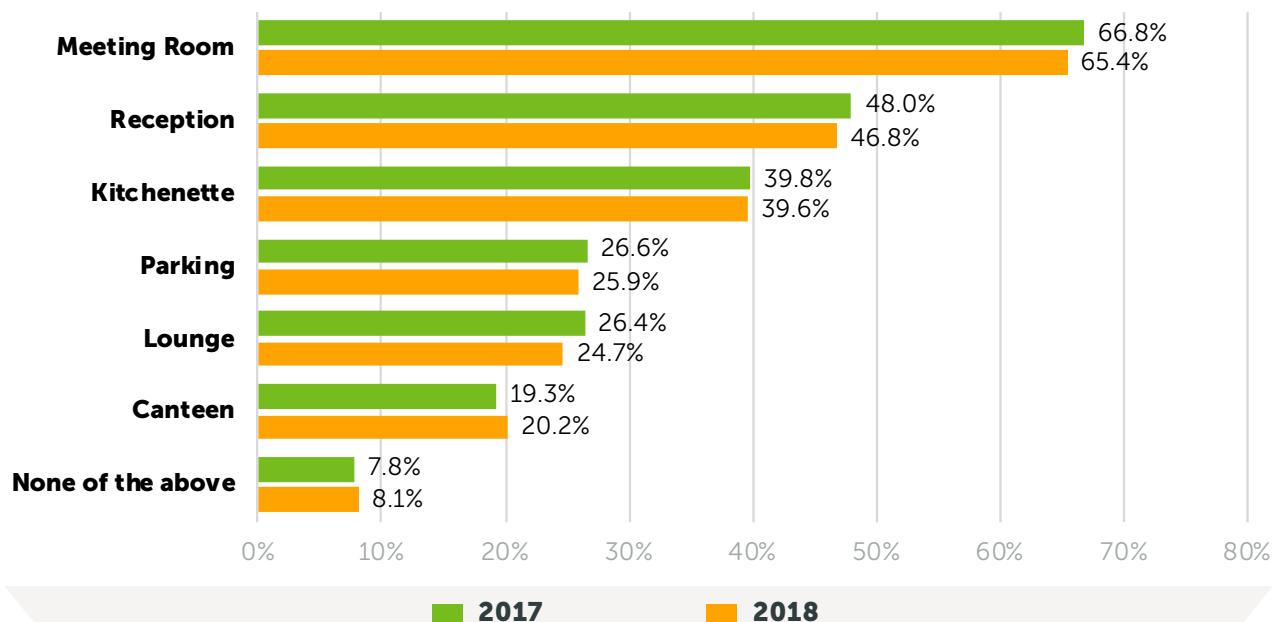
Jakob Dalhoff adds:

“The essence of flexible workspaces is minimum commitment. Naturally, circumstances may change: a new project or development strategy will require changes in the size or location of business premises, and with minimum deposit and no investment into office fit-out, it does not seem a big challenge anymore.”



6 : Which of your office's facilities do you use?

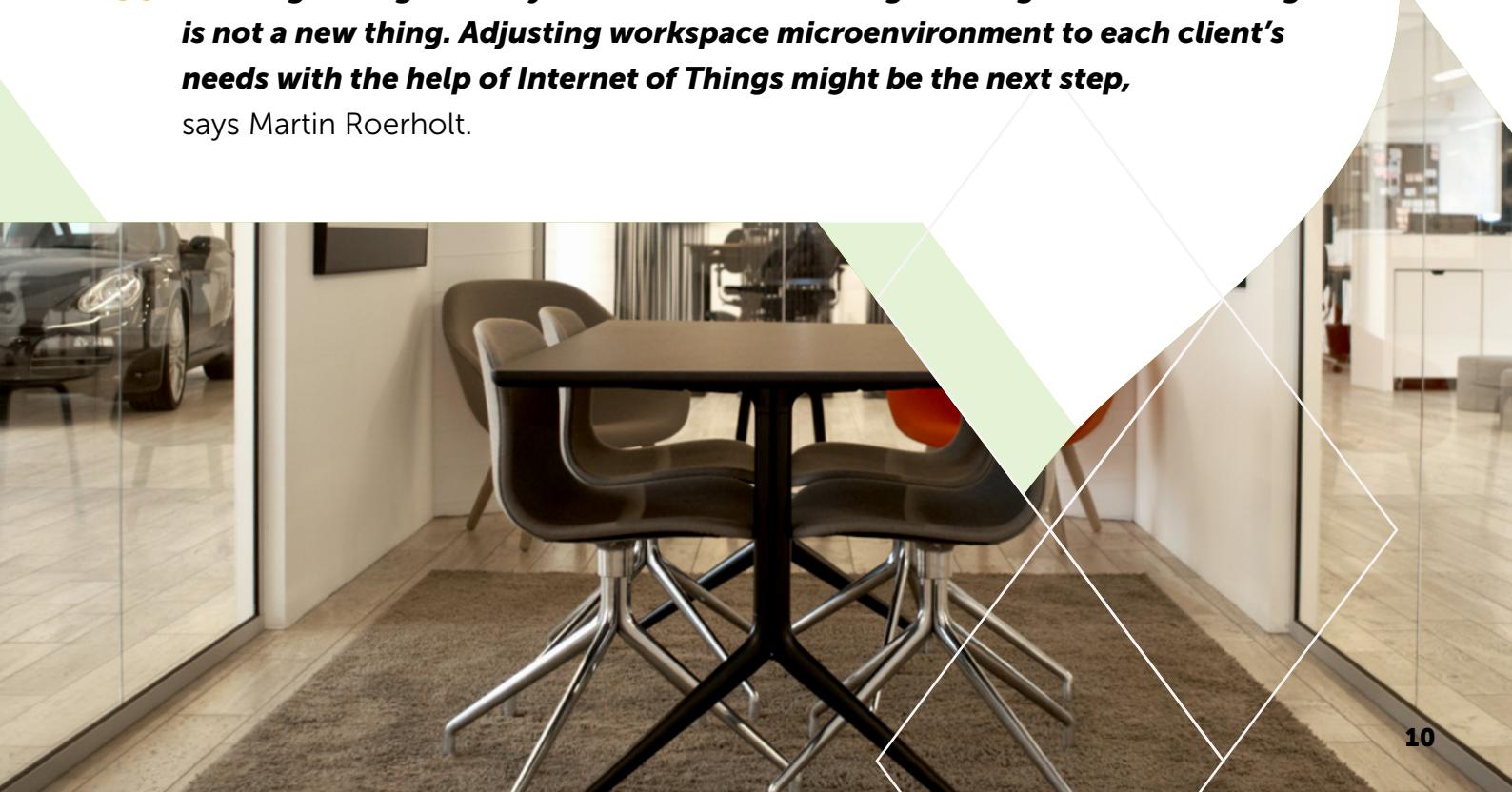
2017 / 2018



In 2018, meeting rooms remain the most used facility. Naturally, if there is state-of-the-art video conferencing equipment, comfortable chairs, big windows with daylight, it makes meetings more productive and enjoyable. Reception remains as crucial as areas for having coffee and lunch. Well-being is clearly clients' top priority, and modern technologies allow providers to deliver the level of comfort sufficient to stay afloat in the increasingly competitive market of flexible workspaces.

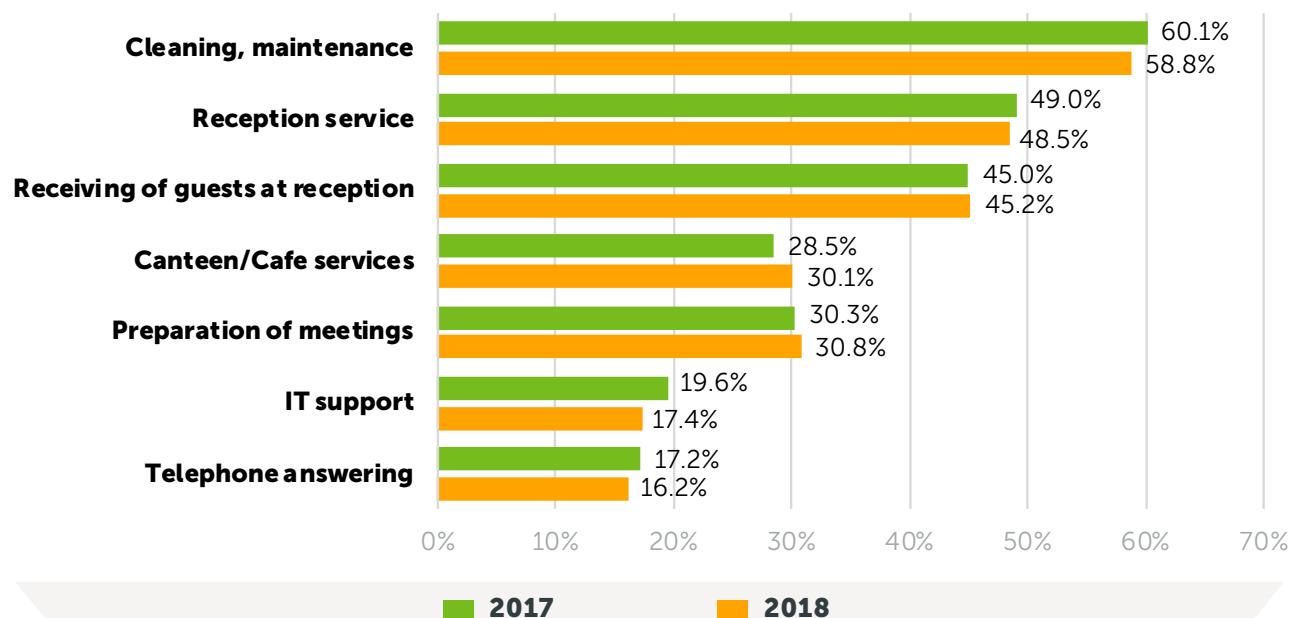
“Building management system with smart heating reacting to weather changes is not a new thing. Adjusting workspace microenvironment to each client's needs with the help of Internet of Things might be the next step,

says Martin Roerholt.



7 : Which services are the most important to you?

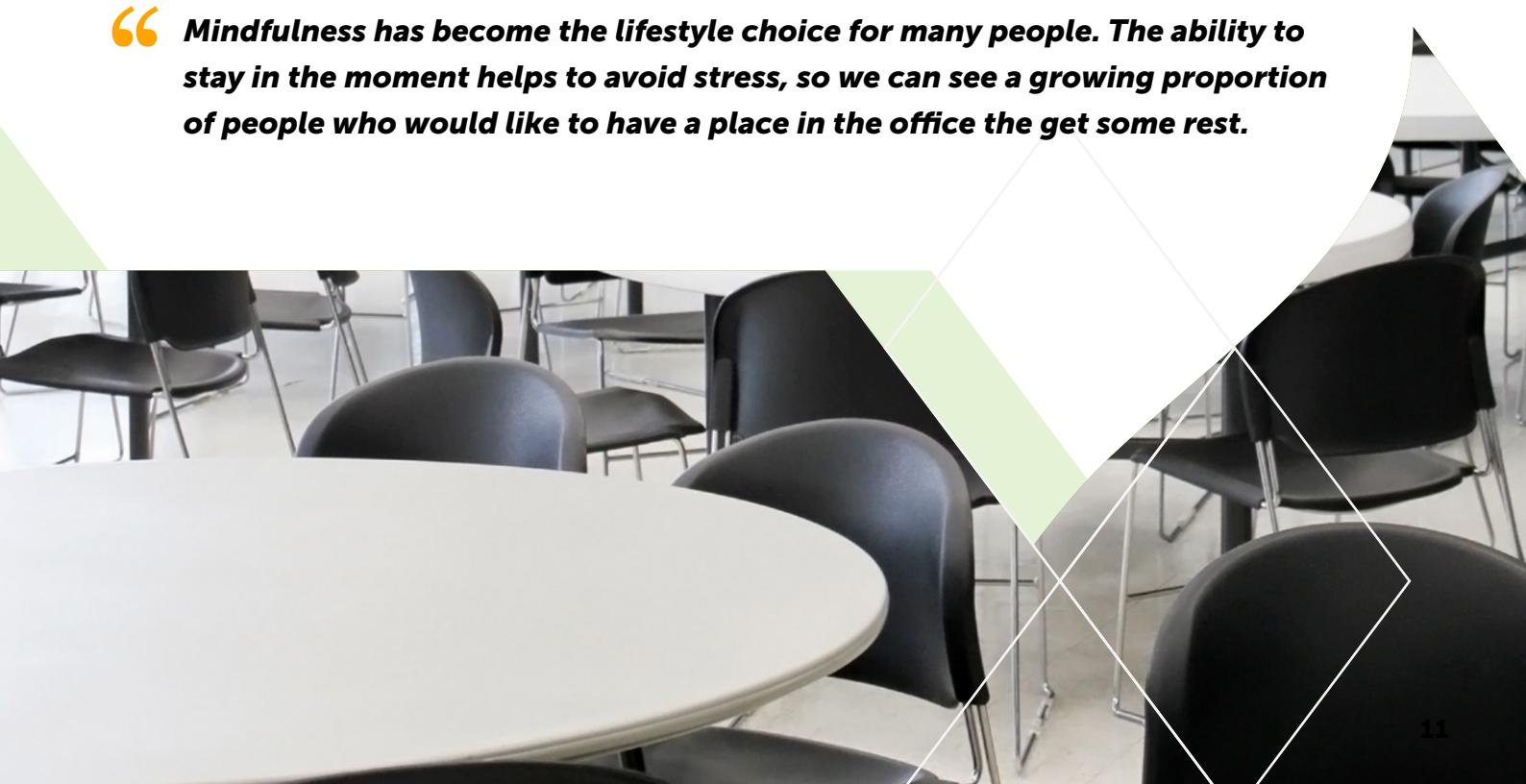
2017 / 2018



Health and networking are taking center stage in 2018. For over a quarter of clients, a fitness room is something they cannot do without. Presumably for most people with a dynamic lifestyle, commuting to a gym is an inconvenience they do not want to put up with. By the same token, showers are a must for almost one-fifth of the respondents who cycle to work. Unsurprisingly, we can see an upward trend in clients seeking socializing at work. And, like in previous years, dedicated spaces and regular facilitated events are very important.

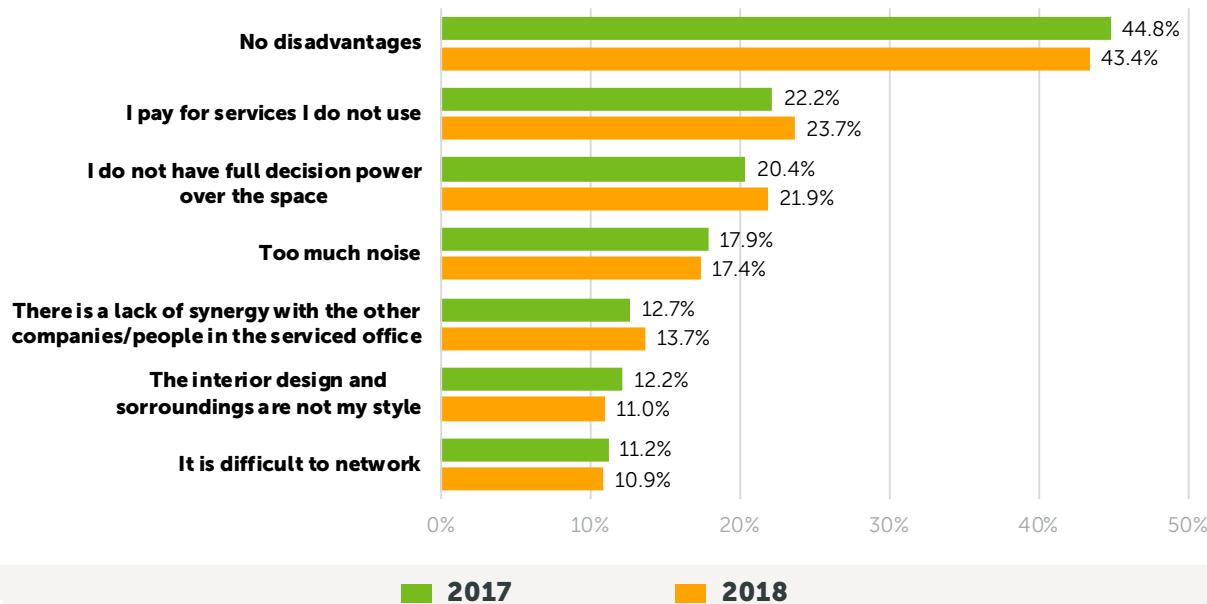
Jakob Dalhoff says:

“Mindfulness has become the lifestyle choice for many people. The ability to stay in the moment helps to avoid stress, so we can see a growing proportion of people who would like to have a place in the office to get some rest.”



8 : What are the disadvantages of serviced offices?

2017 / 2018

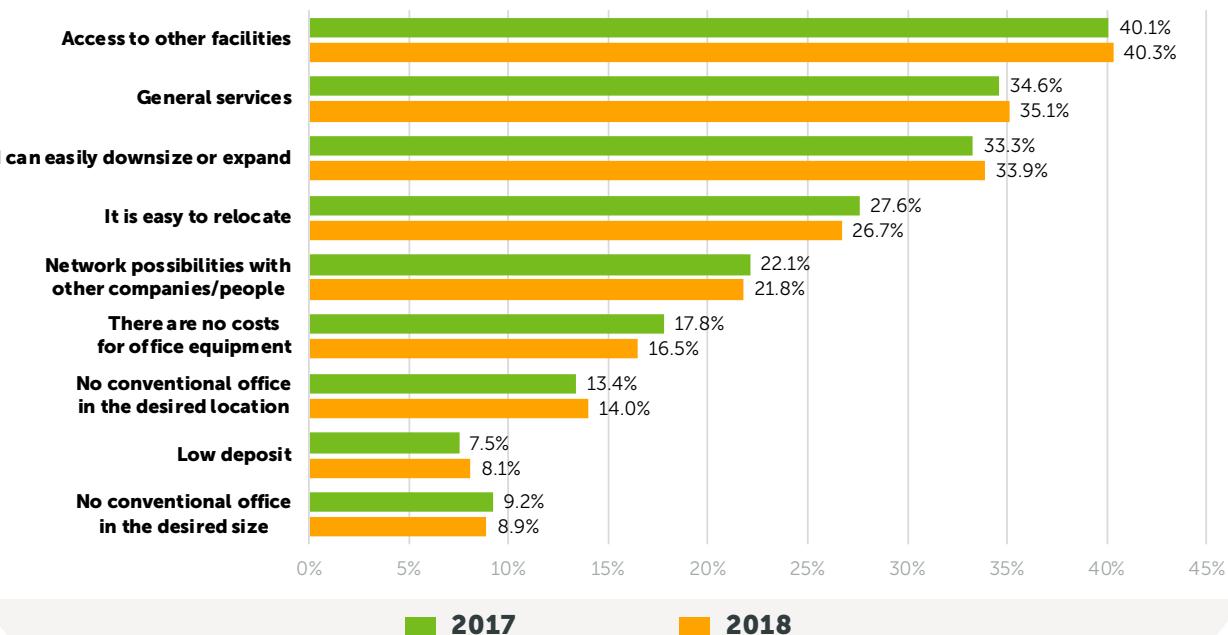


In 2018, virtually the same number of clients believe that flexible workspaces have no minuses, whereas the number of those who would like to pay for the office only without the extra services has increased insignificantly. No control over workspaces, i.e., inability to redesign/adjust them to own needs is the third biggest letdown. We can see that more clients are not happy with the lack of synergy with other tenants. As graph 2 demonstrates, over half of them choose closed offices, apparently to avoid distractions, but it also impedes communication. While noisy neighbors remain a turn off for a small proportion of clients, informal communication in dedicated areas is something that makes many of them stick around.



9 : What made you choose a serviced office over a traditional one?

2017 / 2018



The data resemble those obtained in two previous years. The changing nature of work and business requires new approaches, and flexible workspaces deliver. Although some clients are not happy to pay for the services they are not using, the vast majority prefer "packages". Such agreements have a very low level of commitment, which means that a decision, for instance, about relocation, can be taken and implemented very quickly.

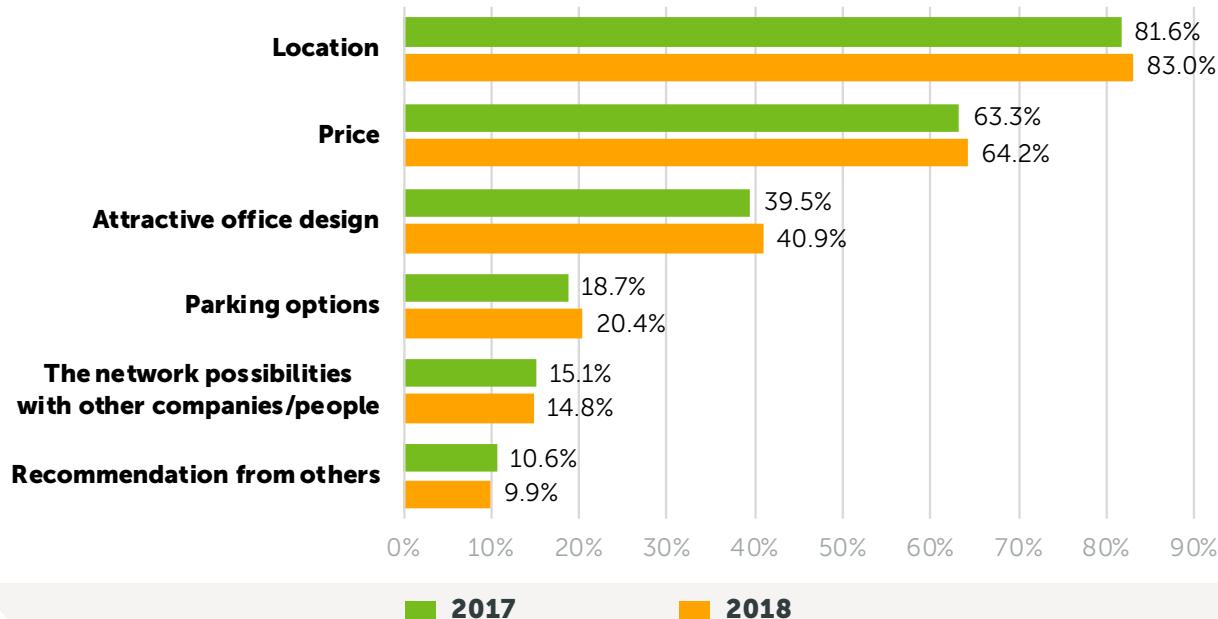
Martin Roerholt, COO at MatchOffice, says:

“Networking with likeminded runs like a golden thread through many graphs. In comparison with traditional offices, it is an undeniable advantage, as it allows finding people who, as a minimum, can share some interesting information, and even become business partners.”



10 : Why did you choose the serviced office you currently use?

2017 / 2018

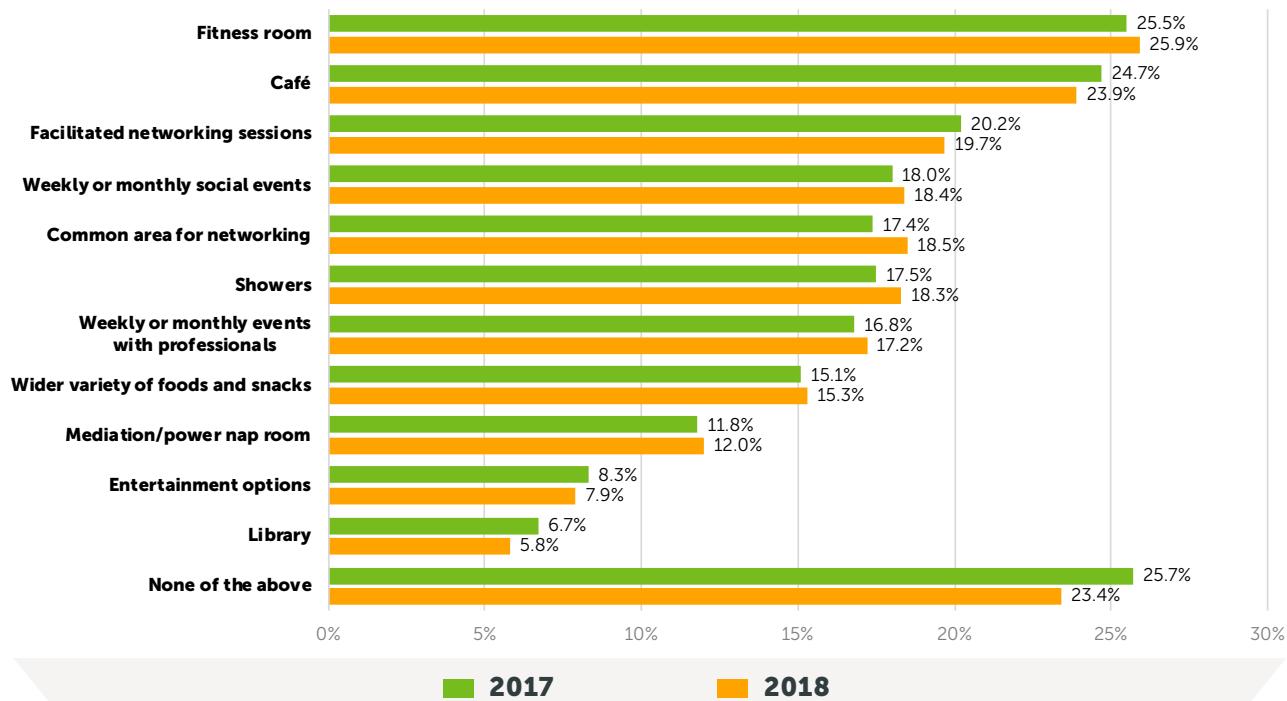


We have not seen any drastic changes in factors influencing clients choice this year. The combination of social interaction opportunities, good infrastructure, and attractive pricing is still one of the main competitiveness factors. Central business districts of cities and business parks remain a popular choice for location.

The former gives prestige and full access to banks, shops, and other facilities, whereas rental rates might be quite high. Business parks are normally located further from the center, although their vicinity to transport amenities and lower rates is an undeniable advantage. Considering also that many people commute to work, it is not surprising that parking options are essential for one-fifth of the respondents.

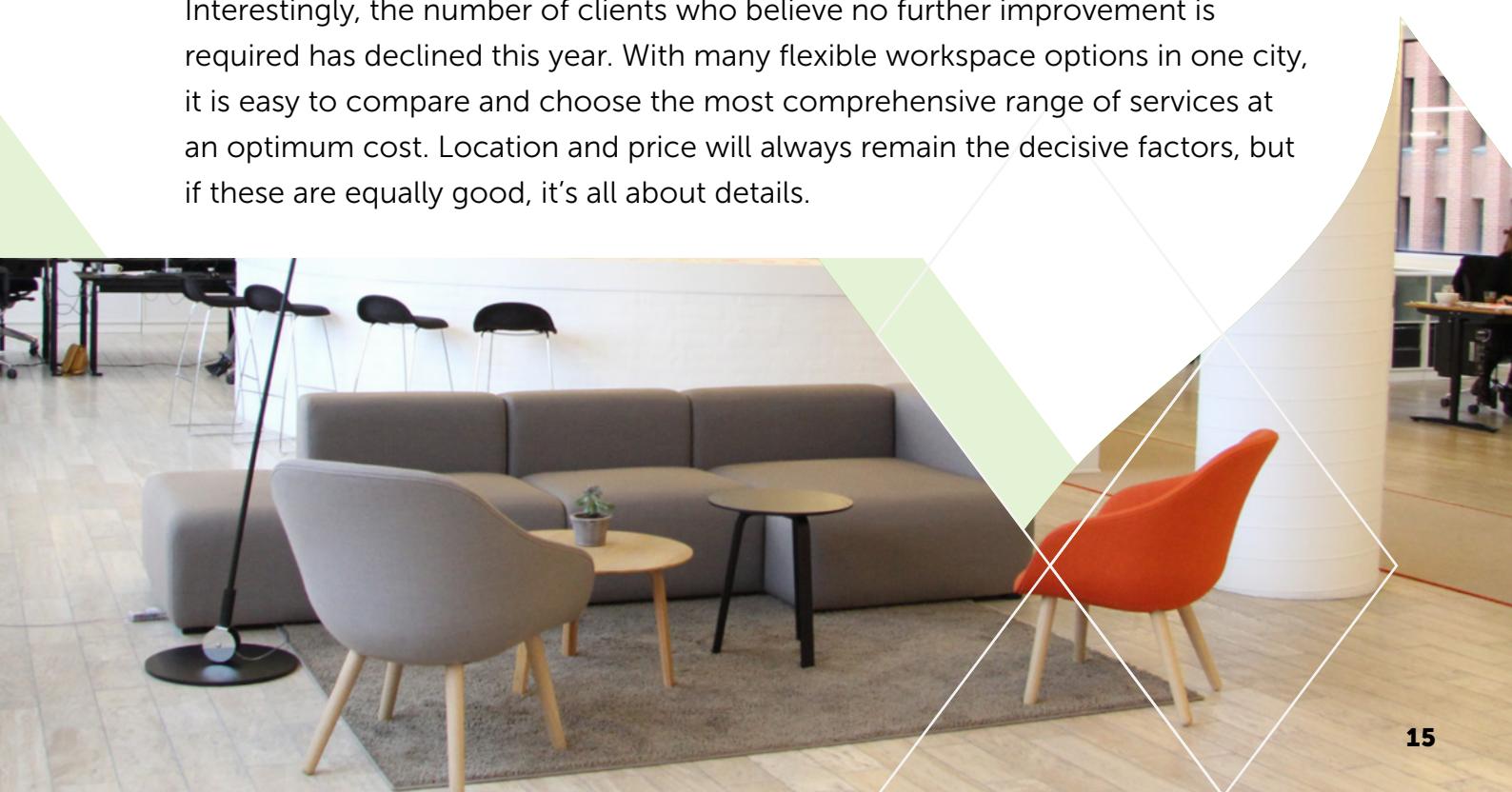
11 : What would increase the value of your serviced office?

2017 / 2018



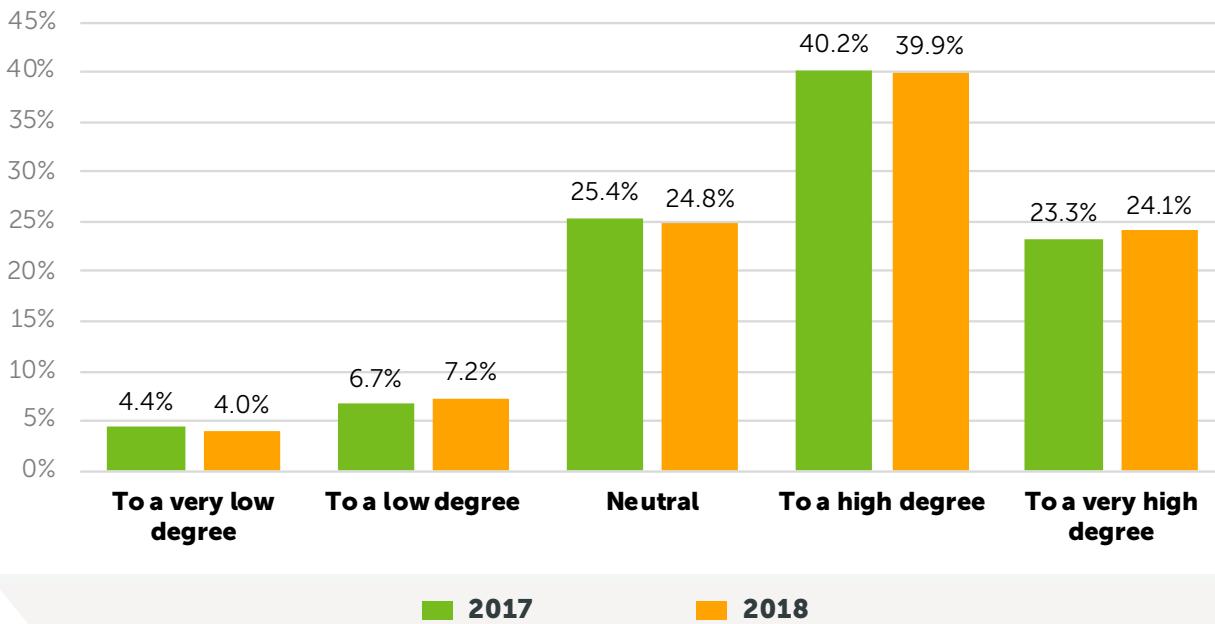
If you want to create more value for your clients, encourage them to work-out and socialize - the same message we got from last year's survey with an even larger emphasis on sport and networking. A cafe in the building is the second significant benefit that would win client loyalty. It saves a lot of time and allows focusing on the most important - work.

Interestingly, the number of clients who believe no further improvement is required has declined this year. With many flexible workspace options in one city, it is easy to compare and choose the most comprehensive range of services at an optimum cost. Location and price will always remain the decisive factors, but if these are equally good, it's all about details.



12 : How well does your serviced office meet your expectations?

2017 / 2018



It is heartening to see that over 60% of clients report high levels of satisfaction with their flexible workspaces. Almost a quarter are neutral like the year before, whereas more than 10% are disappointed. As graph 8 shows, despite all the benefits, some clients are not happy with working in a pre-set environment they cannot better adjust to their needs.

Martin Roerholt comments:

“In the future, it will not be enough only to provide high-quality services to survive the intense competition from existing and new global players on the flexible workspace market. Therefore, there might be a tendency towards allowing clients to customize the rented premises as well as making their experience unique and enjoyable with outstanding interior design, etc.”



About MatchOffice

MatchOffice is one of Europe's leading commercial real estate brokers, cooperating with flexible workspaces since 2004. Almost 7,000 flexible workspaces are represented on our global website, and the number is increasing rapidly. Our strategies of visibility, easy user-engagement and automatization are among the cornerstones of our leadership.

We strive to stay one step ahead and deliver the best service to our clients and partners.

Our talented international team makes a remarkable effort to introduce new, cool functions and make our platform as user-friendly as possible. This approach is valued by thousands of businesses which choose us for commercial space lease, sale or purchase.

MatchOffice is a forward-thinking company that looks to the future with confidence.

Explore MatchOffice's other surveys

[Client Survey 2017](#)

[Industry Report 2018](#)

[Industry Report 2017](#)



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Spain, Switzerland, Luxembourg,
Poland, France, Belgium, United Kingdom,
Austria, Italy, India, Singapore, and Hong Kong.