

REPORT

The State of Workplace Hospitality 2026



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Executive summary

Workplace hospitality can transform return-to-office (RTO) from a mandate into an invitation, functioning as the link that bridges policy and emotion.

It's the daily expression of an organization's culture, care and commitment to its people. In the experience economy of work, as organizations operate in a hybrid reality, **the workplace must become a destination—one employees choose because it adds value beyond home.** Workplace hospitality brings this to life, while also supporting the growing wellness economy at work by embedding well-being into everyday moments. **Where workplace experience defines what a company wants employees to feel, workplace hospitality defines how that feeling is delivered.**

The business case for hospitality in the workplace is growing. We've reached near-universal acknowledgment of the importance of the workplace experience—**with leaders of large organizations feeling responsible for employee physical health (94%), mental health (93%), and financial well-being (86%),** according to ADP's 2026 HR Trends and Priorities guidebook. Despite these high priorities, Gallup's State of the Global Workplace 2026 revealed that 64% of workers around the world are not engaged (Page 17) and this is the first time global engagement has dropped for two consecutive years. (Page 6) This illustrates a widening "experience delivery gap" which is the defining challenge of the modern workplace. This report examines how organizations can close that gap through a more intentional approach to workplace hospitality.

cont.

Percentage of leaders of large organizations that feel responsible for:

Employee
physical
health:
94%

Employee
mental
health:
93%

Employee
financial
well-being:
86%

Executive summary cont.

Inside, we explore:

- **Why the office must earn its visitors**, and what a hospitality-led workplace looks like in a world where every office day is, in some sense, optional
- **How hybrid work**, along with generational and geographic trends, **have permanently reset expectations** around autonomy, flexibility and belonging
- **Why the RTO ownership gap demands attention**, calling on leaders to define who's responsible, what the data says actually brings people back, and how to align leadership around a shared model
- **What hospitality means for technology, data, and AI**—the platforms transforming service delivery and the employee trust questions that come with them
- **Why and how to measure the ROI of workplace hospitality** by connecting hospitality investment to engagement, retention, and measurable business performance
- **Sustainability and purpose**—why employees expect their physical environment to reflect organizational values
- **How to create an action plan for the future of work**, comprised of six priorities for embedding hospitality as a strategic capability

In addition to exploring global workplace trends, we'll share quantitative outcomes from organizations that have successfully implemented workplace hospitality initiatives, including the **impact on employee and visitor experience, satisfaction scores and increases in occupancy**. The evidence is unambiguous: organizations that treat hospitality as a strategic priority outperform on the metrics that matter most.

This report shows how.



Defining workplace hospitality in 2026



Workplace hospitality is an ethos and an ongoing practice, visible in the daily moments that make employees and guests feel valued, seen and genuinely welcome.

It operates across three interconnected offerings—each addressing a distinct dimension of the workplace experience, and each designed to give **people back something they don't have enough of: time, connection and a sense of being cared for.**

Hospitality in the workplace is about taking cues from high-end hotels and other destinations: **treating your employees and guests with the care, attention and seamless service.** Through workplace hospitality principles, organizations can create an environment where people feel welcomed, supported and valued from the moment they step through your front door.

The new employer–employee contract

The physical workspace itself is now under scrutiny as a driver of employee engagement.

The office must justify its existence on terms employees actually care about, which may vary by generation and geographic location. For instance, 51% of all employees rank work–

According to a Gallup poll, 51% of all employees rank work–life balance as a top priority.

life balance as a top priority, but Gen Z employees report lower satisfaction and higher burnout rates than older employees. For workplaces across

industries, the implications are direct. Every touchpoint—from arrival to the mid-afternoon snack break—must actively re-earn an employee’s presence each day.

Hybrid work has permanently reset employee expectations around autonomy, flexibility and well-being, such that workers now evaluate the overall experience of work rather than just compensation and benefits alone. The workplace experience—for better or worse—directly impacts engagement, retention and talent acquisition. As we outlined in our Q1–Q2 2026 Workplace Trends Report, **the need for structured flexibility that drives productivity and retention now outshines engagement strategies of decades past.** This shift is showing up in the data in striking ways: according to the same Gallup report mentioned above, global employee engagement has fallen to just 20%—the lowest level since 2020 (Page 5).

\$105,000–\$140,000

The true replacement cost for mid-level employee earning \$70,000 (accounting for recruitment, onboarding, training, lost productivity and knowledge gaps)



The two-point drop from 2023 to 2024 alone translated into \$438 billion in lost productivity (Page 6), a nearly incomprehensible figure. The pain points individual organizations feel are very tangible, though. Average employee replacement cost is \$45,236, up from \$36,723 last year, according to an Express Employment Professionals–Harris Poll survey. For a mid-level employee earning \$70,000, the true replacement cost can reach \$105,000–\$140,000 when accounting for recruitment, onboarding, training, lost productivity and knowledge gaps.

Operational efficiency remains necessary, but today’s world demands more. Workplaces must also deliver emotional resonance if they are to compete with the comfort and convenience of working from home.

The human element: well-being, belonging and community

Behind every conversation about hybrid schedules, desk ratios, and office attendance policies lies a more fundamental question:

Do people actually feel like they belong in the office?

Monster's Mental Health in the Workplace poll revealed 80% of workers agree they work in a toxic environment, up from 67% in 2024. If that weren't concerning enough, 93% say their employer isn't doing enough to support their mental health, up 15 points from the year before. That gap represents precisely where many workplace environments fail to intervene.



What actually motivates people to show up?

When asked what draws them into the office, 90% of Circles' members¹ cited belonging and team connection as their top motivators—not the equipment, not the commute subsidy, not the location. The social architecture of the workplace matters more than its physical

one. Tellingly, commute fatigue emerged as the primary deterrent, which means the bar for what the office experience must deliver has never been higher. People are weighing a real cost—time, energy, money—against what they expect to get in return. If the return is another day of heads-down work that could have happened at home, the calculation doesn't work.

This is where hospitality becomes operational rather than aesthetic. A hospitality-led approach to workplace management embeds empathy directly into the day—a warm welcome that acknowledges people by name, consistent human contact that isn't transactional, micro-moments of care that signal attentiveness without performance and personalized support that adapts to individual needs rather than assuming uniformity. None of these are grand gestures. Altogether, these touchpoints are what makes a place feel like somewhere worth returning to.

90% of Circles' members¹ cited belonging and team connection as their top reasons to go to the office.

¹Based on a survey of 200 members in the U.S., UK, and France, conducted in June 2025.

Generational and geographic shifts in expectations

The specific challenges that workplace hospitality can address vary somewhat depending on the generational makeup of an employee population, as well as geographic locations.

The generational shift

Four generations comprise today's workforce and meeting the needs of such a diverse population demands a fundamentally adaptive approach to hospitality. Millennials and Gen Z gravitate toward flexibility, lifestyle integration, and wellness, while Gen X and Boomers place a premium on reliability and consistent support. And, soon, employers need to address the concerns and priorities of Gen Alpha as well, whose oldest members will reach adulthood in 2028. No single program or amenity can speak equally to all of these priorities, which means employers



must move beyond a uniform playbook and start designing experiences that shift with the people they serve.

Yet even organizations that recognize this diversity are falling short in practice. According to Deloitte research (Figure 3), 44% of Gen Z and 42% of Millennials expect their managers to actively help them achieve work/life balance—but only 26% and 24%, respectively, say they actually receive that support. That gap is not merely a management failure; it reflects a broader structural mismatch between what employees need and what employers have built the capacity to deliver. **Services that absorb personal administrative demands directly address this gap, returning time and mental bandwidth to employees who report receiving too little support.**

Generational and geographic shifts in expectations cont.

The generational shift cont.

Part of the problem is that the benefits and amenities playbook itself has grown stale. Programs that gave employers a meaningful competitive edge just 20 years ago have since become table stakes. This stagnation extends beyond benefits to the physical workplace: **facility managers are facing rising expectations from employees who no longer see office amenities as perks.** Circles' member survey revealed this generational texture directly: younger employees placed the greatest weight on on-site wellness offerings, food and social events, while older workers were drawn to ease and convenience. The range of expectations is wide and a static amenities strategy cannot bridge it.

The throughline across generational diversity is a single hospitality principle:

The range of expectations is wide and a static amenities strategy cannot bridge it.

personalization is no longer a premium offering. Services, environments and experiences must be designed to flex by life stage rather than defaulting to a one-size-fits-all model. Organizations that treat adaptability as a core operating principle, rather than an occasional accommodation, may be far better positioned to attract, retain and genuinely support a workforce that is anything but uniform.



Generational and geographic shifts in expectations cont.

The evolution of workplace hospitality

Workplace hospitality continues to evolve globally, with organizations shaping programs around local workplace cultures, employee expectations and business priorities. For global organizations, this creates an opportunity to deliver hospitality in ways that are both locally relevant and aligned to a broader employee experience strategy.

In Love Brands' research for Circles, **geographic trends revealed different approaches to workplace hospitality across regions, reflecting varying levels of workplace maturity, service expectations and organizational focus.**

In some markets, hospitality is centered on creating smooth, efficient workplace operations and supporting employees through essential workplace services. In others, hospitality plays a broader role in shaping employee experience, community, culture and connection within the workplace.

Regardless of approach, organizations are increasingly recognizing workplace hospitality as an important part of creating workplaces that support productivity, engagement and a stronger overall employee experience.

Organizations tend to approach workplace hospitality in different ways:

Markets where hospitality is primarily positioned as **operational support**

Hospitality is focused on delivering seamless workplace support, improving operational efficiency and helping employees navigate everyday workplace needs with ease.

Markets where hospitality is positioned more broadly within **employee experience**

Hospitality is integrated into a wider employee experience strategy, supporting community building, workplace culture, engagement initiatives and personalized services.

Across regions, organizations are increasingly investing in workplace hospitality as a way to improve the employee experience, strengthen culture and create more connected, people-centered workplaces.

Generational and geographic shifts in expectations cont.

The evolution of workplace hospitality cont.

In more mature markets, the conversation typically begins at a more evolved position. Leaders generally understand that hospitality encompasses a broader set of services—guest services, concierge, the connection of on-site partners (e.g. baristas, sport centers, etc.), community building—and they recognize it as **a valuable lever for emotional connection, engagement, and talent retention**. The on-site hospitality manager is a critical role, serving as a workplace ambassador in charge of the employee experience of the building.

This higher baseline brings higher expectations. The primary challenge here is not convincing leadership of hospitality's value, but consistently delivering on its promise. Visible, caring and reliable service is what allows the emotional dimension of hospitality to land. Priorities such as community, well-being, collaboration and events become the proof points that establish hospitality as a true cultural asset.

The primary challenge here is not convincing leadership of hospitality's value, but consistently delivering on its promise.

While the starting point and specific challenges may differ from one group to the next depending on maturity level, the solutions are strikingly similar. In both contexts, the path forward is the same: define hospitality clearly, measure its impact rigorously and build the internal case with



data that connects service delivery to the outcomes leadership already cares about. **The crux lies in identifying strategies to effectively measure the workplace experience for employees and visitors**, tracking both emotional impact and operational benefits.

Return to office: The ownership gap

As organizations continue to navigate RTO strategy, one fundamental question often remains unresolved: who actually owns it?

Real Estate and Workplace Experience leaders are increasingly at the center of this challenge, responsible for translating policy into physical environments that people actually want to return to. Yet success depends on alignment across HR, facilities, and leadership—functions that don't always operate in sync.

For Workplace and Real Estate leaders, the role has expanded beyond space planning and operations. It now requires shaping how the workplace feels, functions and performs—

Leaders are increasingly responsible for translating policy into physical environments that **people actually want to return to.**

balancing efficiency with experience and cost with culture. While HR remains a critical stakeholder in defining policy and people priorities, it is Workplace and Real Estate teams who are ultimately accountable for bringing that vision to life in a tangible, day-to-day way.

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Return to office: The ownership gap cont.

As expectations around the workplace continue to rise, these leaders are stepping into a more strategic role—owning not just the workplace itself but its impact on engagement, productivity and organizational performance.

Yet even as leadership structures adapt, employees remain caught in the gap. According to Sodexo/YouGov, only 60% of employees know who is responsible for deciding attendance policies and just a third report having full autonomy over their own arrangements. The ambiguity is not merely organizational; it shapes how employees relate to the workplace itself.

What the data makes clear is that mandates alone do not bring people back. **In Circles' member survey, employees consistently cited human reasons for returning to the office: connection, collaboration and a sense of belonging. The draw is emotional, not administrative.**

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Closing the ownership gap, then, requires more than a cleaner org chart. It calls for a shared model of workplace hospitality in which accountability is distributed but aligned: HR designs the culture, Facilities delivers the physical environment, and on-site teams orchestrate the day-to-day experience for both employees and visitors, while managers in all other functional areas support hospitality efforts. In this model, **hospitality becomes the unifying operating layer—creating a bridge between policy and emotion and turning RTO orders into an invitation.**

Reimagining the hybrid experience

The office has evolved from a default into a destination—and all destinations have to earn their visitors.

Hybrid work has settled into a new rhythm and the impact looks different depending on where your organization operates.

- In the U.S., hybrid work has become part of the new normal but not for a majority of workers. According to Owl Labs' State of Hybrid Work 2025, based on a survey of 2,000 full-time U.S. workers conducted in July 2025, 28% of American workers are currently in hybrid arrangements. Three days in the office remains the most common model (39%), but four-day in-office schedules are gaining ground—rising from 23% in 2023 to 32% in 2024 and now 34% in 2025.

That trajectory tells a clear story: the pendulum is swinging back toward the office and employers are leaning in.

- Globally, the picture is more complex. Cisco's Global Hybrid Work Study 2025, drawing on 21,513 respondents across 21 markets surveyed in April 2025, found that 45% of workers around the world are in hybrid arrangements, down from 62% in 2022.

While that decline might look like a retreat from flexibility, it more accurately reflects a maturing model: hybrid work is being refined, not abandoned.

Regional nuances persist. In English-speaking countries, employees typically work remotely one-and-a-half to two days per week; across much of Europe, cultural norms and labor law compress that to closer to one to one-and-a-half days.

U.S.

28% of American workers are currently in hybrid arrangements:

39% Three-day-in office model (most common)

34% Four-day in-office model (up from 23% in 2023)

GLOBALLY

45% of workers around the world are in hybrid arrangements (down from 62% in 2022)



Reimagining the hybrid experience cont.

What's striking is what the data says about how people feel within these arrangements. Gallup's global workplace report offers perhaps the most compelling finding: hybrid workers rank highest on nearly every experience metric: highest engagement (24%), highest thriving (45%) and lower loneliness (18%) vs. fully on-site or fully remote workers. The data makes a strong case that the office must offer something meaningfully better to justify presence. (pp. 18–19, 23) On-site, non-remote-capable workers—those who must be in person 100% of the time—have the lowest engagement, lowest thriving and highest loneliness of any work-location group, signaling that physical presence alone doesn't create connection or motivation. (pp. 18–23)

The implication is profound: the hybrid model doesn't just work logistically. It produces the best well-being outcomes of any arrangement, outperforming both fully remote and fully on-site work.

Gallup's global workplace report offers perhaps the most compelling finding: Hybrid workers rank highest on nearly every experience metric:

Highest engagement (24%)

Highest thriving (45%)

Lower loneliness (18%)

vs. fully on-site or fully remote workers

Office presence, in calibrated doses, appears to matter as much to employees as it does to their employers—but presence is not enough on its own. If the office is now one option

The top reasons hybrid workers go into the office are:

39% Face-to-face collaboration

39% Social connection

38% Access to better spaces & tools

These benefits are immediate and deeply human. They are also, notably, the building blocks of hospitality.

among several, it has to offer something the home cannot. The top reasons hybrid workers go into the office are face-to-face collaboration (39%), social connection (39%) and access to better spaces and tools (38%). These benefits are immediate and deeply human. They are also, notably, the building blocks of hospitality.

This is where workplace strategy meets a different discipline entirely. For too long, office design has been optimized around efficiency: open plans, hot-desking ratios, utilization metrics. But if what draws people in is connection, quality, and a sense of

cont.

Reimagining the hybrid experience cont.

being somewhere worth being, then the frame has to shift. **The office needs to function less like a managed environment and more like a curated experience—one where employees feel hosted, not administered.**

The distinction matters. A managed workplace asks: How many people can this floor accommodate? A hospitality-led workplace asks: What do people need to feel that coming here was worth it? That might mean better food and coffee, ambient design that signals care and intention, technology that removes friction rather than creating it, or programming that builds community rather than just filling calendars.

If companies simply try to replicate the home setup—the dual monitor, the ergonomic chair, the virtual meetings—they will fail to bring employees back in any meaningful sense. The home already does those things well. The office has to offer something more.



CASE STUDY

95 NPS Proves Workplace Experience Delivers

A London-based pharmaceutical company partnered with Circles to redefine its employee experience as it relocated to a new, state-of-the-art headquarters with the dual goals of attracting top talent and fostering stronger community ties.

Hybrid work had weakened connection, managers were carrying culture alone and employees were overwhelmed by the “life admin” competing with work. Circles rolled out a phased, feedback-driven program encompassing on-site concierge services, community events and a hotel-style hospitality team.

Key outcomes included over 200K interactions/touchpoints with the service, 175 community events and a 95 NPS satisfaction score—positioning the new HQ as a destination of choice for employees.

[Read the full case study for more details.](#)

Supporting workplace experiences with technology, data and AI

Technology should amplify the human side of hospitality, not replace it.

The scale of AI adoption is significant. Deloitte's The State of AI in the Enterprise report, published January 2026, revealed that worker access to AI increased by 50% in 2025 and projections see the number of organizations with ~40% projects in production doubling within six months. This rapid growth could facilitate a fundamental shift in how organizations manage and personalize the employee experience. The practical applications are already visible: analytics that track service satisfaction, occupancy trends and sentiment in real time **allow workplace teams to move from reactive management to continuous improvement by identifying friction before it becomes frustration.**

Yet employees are watching closely. In the U.S., workplace surveillance has peaked, according to an ExpressVPN survey of American workers, with 74% of employers now using employee monitoring tools and 67% using biometric tracking methods like facial recognition and fingerprint scans. In the UK, a similar survey revealed an 85% surveillance rate. **In both regions, employees report higher rates of stress, distrust and probability of leaving their jobs.** These findings should give any technology strategy pause. The risk is not the data but the perception of how the data is used. Transparency in design, clear communication of intent and genuine employee benefit as the north star are non-negotiable.

Applied to workplace hospitality, technology enhances each pillar: streamlining concierge request management, informing community programming decisions, and providing real-time visibility into guest and employee experience.



The best platforms and strategies create space for warmer, more responsive human interactions rather than automating them away.

The ROI of workplace hospitality

Hospitality is not a soft benefit. The evidence for its business impact is substantial and growing.

Start with retention driven by engagement. Work Institute's 2026 Retention Report estimates that employee turnover cost U.S. organizations more than \$800 billion in 2025, down slightly from the previous year due to the tight labor market. Improving employee experience through workplace hospitality is an effective strategy for mitigating the cost of turnover and boosting revenue through higher productivity. Strong employee experience

Employee turnover cost U.S. organizations more than **\$800 billion** in 2025

reduces turnover intent by 68%, according to the Society for Human Resource Management (SHRM). For organizations with 1,000 employees and typical annual turnover of 15% (150

departures), improving employee experience could cut turnover by half or 75 departures.

Based on the average replacement cost of \$45,236, that could translate into an annual savings of \$3.3 million—an extremely conservative estimate.

Better engagement leads to better business outcomes. According to Gallup, teams

According to Gallup, teams with strong belonging report **23% higher profitability and 81% less absenteeism.**

Employees who feel valued are **65% less likely to be actively looking for another role** than those who don't.

with strong belonging report 23% higher profitability and 81% less absenteeism. And belonging, connection, and quality of experience are primary drivers of engagement. The retention picture is equally compelling: **The financial case for creating workplaces people want to stay in has never been clearer.**

Circles' own member data adds an important operational dimension. Programs with embedded hospitality elements reported satisfaction scores 33 points higher than those without, alongside notable uplift in on-site attendance. That sense of feeling valued has a direct downstream effect: Gallup and Workhuman's 2024 research found that employees who feel valued are 65% less likely to be actively looking for another role than those who don't.

The ROI of workplace hospitality cont.

The ROI framework operates across three connected layers:

Operationally, hospitality reduces friction



When employees can quickly resolve everyday logistical needs, time is reclaimed and productivity follows. This is measurable through service request volume, resolution times and time saved per employee. The scale of the underlying problem is significant: over a third of employers estimate that distractions cost up to 15 hours per week per employee, and the average U.S. worker loses 151 hours of focus time per year to personal activities alone. **When workplace hospitality absorbs that administrative burden, the time recovered flows directly back into productive work.**

Consistency matters equally



Standardized service models, tracked against response times, completion rates and satisfaction scores, ensure the experience holds regardless of location or team. In many organizations, workplace services vary widely across locations — establishing clear standard operating procedures and tracking against consistent metrics ensures the employee experience remains reliable regardless of geography. For global organizations especially, **that reliability is itself a competitive advantage: employees shouldn't have to wonder whether the experience will hold when they work from a different site.**

Experience analytics connect it all

Service usage data analyzed alongside occupancy patterns and workforce insights builds a picture of how the service environment shapes behavior over time. The metrics worth tracking include time saved per user through service support, employee satisfaction scores collected at points of experience, NPS from employees and guests, service request completion rates and response times, and attendance trends analyzed alongside engagement data. Together, **these indicators shift workplace experience from anecdote to quantifiable business outcomes**—the kind of evidence that holds up in a CFO conversation

Taken together, these three layers make the case that workplace hospitality is a revenue-protecting, retention-driving operational asset—one that pays back in the metrics that matter most. The outcomes speak for themselves.

Incorporating sustainability and purpose

Sustainability has evolved into an operational expectation.

Sodexo/YouGov research found that nine in ten employees expect their employer to take meaningful action on sustainability, with the priorities clustering around energy efficiency (36%), plastic reduction (34%), and food waste management (33%). The top priority of Sodexo's corporate social responsibility initiative, Better Tomorrow 2028, is nurturing employee well-being and development, while other aims focus on reducing carbon footprint, cultivating sustainable supply chains, and reducing global hunger.

Workplace hospitality is uniquely positioned to make sustainability tangible for employees and guests. Local sourcing, waste reduction programs, community initiatives and wellbeing-aligned design choices don't just reduce environmental impact—they make an organization's values visible in daily life. For employees, that visibility matters.

Circles prioritizes social responsibility by supporting local communities, conserving natural resources, and investing in a positive culture. Currently, 85% of our partners are local providers, we've saved 30,000 gallons of water with our waterless car wash services, and we've provided 100,000 hours of team training on inclusion, well-being, safety and environment. Circles ranks 95/100 on the gender equality index, further demonstrating our commitment to diversity and inclusion.

Nine in ten employees expect their employer to take meaningful action on sustainability, with the priorities clustering around:

36%
Energy
efficiency

34%
Plastic
reduction

33%
Food waste
manage-
ment



Planning for the future of work

Six priorities should guide any organization looking to embed hospitality as a strategic capability.

1 Measure what matters

2 Clarify ownership

3 Design for inclusion

4 Embed hospitality in leadership

5 Communicate the experience

6 Partner with an expert

1 Measure what matters.

Powerful measurements rely on identifying meaningful metrics.

For workplace experience, measure friction reduction, service consistency and experience analytics. Linking hospitality metrics directly to engagement, attendance and retention data helps illustrate ROI effectively. (Circles members saw a 33-point boost in satisfaction scores through workplace hospitality programs.)

2

Clarify ownership.

Workplace hospitality spans HR, Facilities, and Real Estate and gaps between those functions are where experience breaks down. Shared accountability, with clear governance, is essential. When ownership is unclear, hospitality can fall through the cracks and employees feel it immediately.

3

Design for inclusion.

The workforce is not uniform. Gallup estimates that 10–20% of the global population is neurodivergent—and the adaptations that support neurodivergent employees, from sensory-aware design to flexible interaction models, consistently improve the experience for everyone. Generational and cultural expectations around the workplace are equally varied and deserve deliberate design. Prioritizing personalization further reinforces inclusion.



Planning for the future of work cont.

Six priorities cont.

4 Embed hospitality in leadership. Warmth and care cannot be delegated to a welcome desk. The organizations seeing the strongest results treat workplace hospitality as a managed service discipline with defined standards, structured training and continuous improvement built in. Managers and front-line teams need to embody these qualities as daily practice, which means modeling from the top and investment in the operational infrastructure that makes consistent delivery possible.

5 Communicate the experience. Hospitality that goes unnoticed doesn't build culture. The metrics exist—NPS, satisfaction scores, time saved, attendance trends—and they are precisely the kind of evidence that holds up in a CFO conversation. Make the impact visible through data, and make the experience visible through storytelling and internal communications that connect daily hospitality to the outcomes the organization cares about most.

6 Partner with an expert. Delivering hospitality at a consistently high standard is a specialist capability. Organizations that attempt to build and manage it entirely in-house rarely sustain quality over time and may miss out on key opportunities for improvement. Working with a dedicated hospitality partner brings expertise, consistency and accountability that internal teams with competing priorities are rarely positioned to provide.



CASE STUDY

48% Boost in Occupancy Through Hotelification

An American telecommunications company opened a new 400-occupant Dallas headquarters in 2021 with a 'hotelification' design philosophy (i.e. applying hotel-standard service principles to the corporate workplace) but its existing infrastructure wasn't equipped to deliver the seamless, high-touch experience needed to support the evolving workplace model.

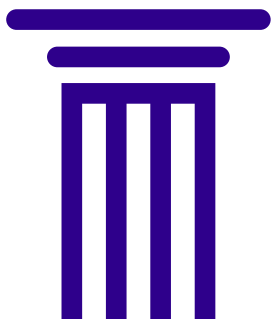
Circles stepped in to build out standard operating procedures, staff training, event management and onboarding programs. By 2024, the results included a 48% increase in in-office occupancy year-over-year, 86% of event attendees rating their experience as "Exceptional," a 35% reduction in daily food subsidy costs and new hire candidates scoring their in-office interview experience 4.75 out of 5.

[Read the full case study for more details.](#)

How partnering with Circles brings workplace hospitality to life

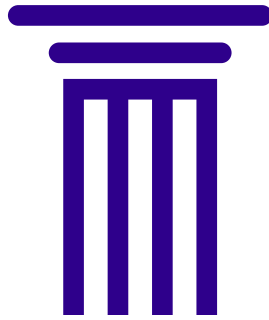
Circles supports workplace hospitality through three solution pillars:

1



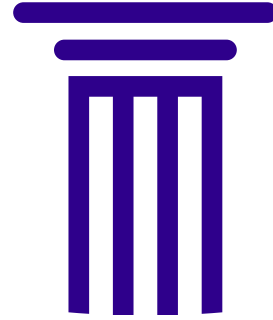
**Concierge
services that
remove friction
from the workday**

2



**Community
programming that
builds belonging
by design**

3



**Streamlining
the employee
and guest
experience**

The optimal hospitality partner coordinates services and different vendors across the workplace to make the employee experience feel seamless.



How partnering with Circles brings workplace hospitality to life cont.

1



Concierge services that remove friction from the workday

The most immediate expression of workplace hospitality is the removal of friction—the small but accumulating demands on employees’ time and attention that erode focus and contribute to burnout.

Concierge services function in two complementary delivery methods. Digital concierge provides 24/7 support for the tasks that follow employees beyond the office: travel planning, relocation logistics, home services, and personal administration. On average, each request saves employees three to four hours they would otherwise spend navigating these demands themselves. The on-site concierge brings that same principle into the physical workplace—a visible, embedded team managing VIP meet-and-greet, executive support, errand running and everyday requests as they arise.

Together, these services free employees to be fully present at work by ensuring the rest of life doesn’t have to wait.



How partnering with Circles brings workplace hospitality to life cont.

2



Community programming that builds belonging by design

Belonging doesn't emerge from policy. It's built through shared experience and that requires deliberate programming rather than chance.

Effective workplace hospitality relies on coordinated events, onboarding experiences, and engagement initiatives that give employees reasons to show up and reasons to stay connected once they do. This extends beyond the physical building: by developing local partnerships that support social value and ESG commitments, workplace hospitality partners help organizations make their community presence as visible as their internal culture.

The result is a workplace that feels like more than a place to work—and an employer whose values are clear in the day to day.



CASE STUDY

100% Visitor Satisfaction Through Personalization

A leading global hospitality company with over 7,000 properties across 124 countries wanted to bring the same five-star service it delivers to hotel guests into its newly redesigned corporate headquarters.

Circles designed a central hospitality hub offering services including a welcome desk, visitor management, conference room management, luggage handling and concierge support, all personalized using employee and guest data.

Annually, the Circles team serves 100,000+ employees and guests at the site, with surveyed employees reporting 100% satisfaction with the hospitality team.

[Read the full case study for more details.](#)

How partnering with Circles brings workplace hospitality to life cont.

3



Streamlining the employee and guest experience

Every visitor and every employee forms an impression of an organization the moment they arrive in the workplace—but first impressions can be shattered if the rest of the experience is not smooth and seamless. Personalized reception and visitor services manage the initial moment and every one that follows: front desk management, access control, wayfinding, guest escorting, meeting room coordination and common area upkeep. Each of these components function together to reduce frustration, ensuring not only that the workplace is set up to support employees and guests but also that it functions well.

Workplace hospitality helps make sure employees have easy access to the tools and resources they need—from available conference rooms with easy booking to a fully stocked coffee station—without expending extra effort. This is the human infrastructure of a high-performing workplace, and when they're done well, they create the consistent, brand-aligned experience that employees are proud to show visitors and guests are glad to return to.

The experience delivery gap won't close on its own. It closes when organizations stop treating the workplace as a managed environment and start running it as a destination—one designed to earn its visitors rather than simply require them. These six priorities are the architecture for that shift. None of them are aspirational. They are executable, measurable and proven.



The goal is a workplace that stops being a place people are sent and becomes a place people choose.

And it's within reach.

Actions to consider

- 1 **Read** The Complete Guide to Workplace Hospitality to learn more about how to improve the workplace experience to boost engagement and retention.



- 2 **Watch** this video on how hospitality turns the workplace into a destination.



- 3 **Ask** for a demo to learn about the best solutions for your organization.

- 4 **Take** our workplace hospitality assessment.

- 5 **Subscribe** to our blog for the latest in workplace hospitality.

