



**THE CURVE**  
ADVANCED INSIGHTS

# Fraikin at a Glance

## 1. Challenges

Desire to change greater than ability to change.

Reducing HQ space by 50%

Processes and ways of working unchanged for 20 years.

Art of the possible not understood.

Conflicting workplace cultures

Assumption based decision making.

Too many unknown, unknowns.

## 2. Our Approach

Cg



EMPLOYEE EXPERIENCE



WORKPLACE PERCEPTION



ORGANISATIONAL ALIGNMENT



ENGAGING DATA COLLECTION



INTUITIVE REPORTS

“This information allows us to maximise the efficiency of the space allowing our people to be truly productive”

Facilities Director, Fraikin

## 3. Early Results



**71%**

of employees rated workplace as 'B' grade or higher.



Waste, recycling and environmental performance identified as the most important area to improve.



**170**

separate pieces of feedback submitted on the first day.

## 4. Next Steps

**1**

Implement Carbon Monitoring and Environmental Impact Assessment.

**2**

Improve WIFI and telephony coverage.

**3**

Improve recruitment and onboarding with LenZ managed Service.

# Overview

Fraikin Ltd. are the UK arm of Europe's largest commercial vehicle contract hire and leasing business. Having been through a recent ownership change, the UK business was keen to reinvigorate their corporate image and significantly refresh their real estate.

The start of this project commenced in 2018 when Fraikin moved into their new head office facility in Coventry. They were relocating from an office on the other side of the city that had been their home for over 30 years. It was identified that over 40% of the 120 employees affected by this move had spent their entire working careers working for Fraikin, in that building, with some reporting that they'd even always sat at the same desk. This planned move was more about shifting people's mindsets than it was about physical office location.

By 2019 the office move had been completed and the employees had transitioned across. They had a new office location and yet the Fraikin management team felt that something was missing. The employees, whilst content to describe the new office as 'better than the old one' didn't appear to be as engaged with the new environment as the management team had expected.

They were looking for a solution to help bring to life the missing pieces of the puzzle in terms of employee feedback, specifically... "What was missing"? They had used all the usual suspects in terms of information gathering; SurveyMonkey, listening groups etc. but nothing had helped them really get to the bottom of exactly what was missing.



OVER

40%

OF EMPLOYEES

affected by the move had spent their **entire** working careers working for Fraikin, in the **same** building and some even at the **same** desk.

## Pickles & Challenges





## COGNITO

The primary goal for Cognito is to make user feedback fun, engaging and interactive whilst providing deep insights into employee's experience within their workplace environment. Essentially "gamifying" user feedback that is qualified and authentic to help you implement change.



EMPLOYEE EXPERIENCE



ORGANISATION ASSESSMENT



EMPLOYEE FEEDBACK



WORKPLACE COMMUNITIES



INTUITIVE REPORTS

**"The Cognito tool is simply the best product in the market I have come across for gaining employee feedback. There are lots of tools out there pretending to be world class but Cognito is the only one I have worked with that I would put in that bracket"**

HR Director, Fraikin Ltd.

## Our Approach

What Fraikin required was an unbiased evaluation assessment that would allow the individuals working for them to provide feedback on the areas they felt were important. Not simply feedback on the areas the Fraikin management team had directed.

The Curve AI's Cognito evaluation tool was perfectly placed to help Fraikin understand the "Unknown, Unknown's" that were affecting their employee's engagement levels.

There are two unique aspects to the Cognito System; firstly, the user interface

is incredibly simple, allowing even the most ardent technophobe a very simplistic method for providing their feedback. Secondly the tool's ability to gain the feedback employees want to give but are, through most evaluation platforms restricted from providing.

It was for precisely the second aspect The Curve AI proposed the Cognito capture tool to support the challenge the Fraikin business was experiencing.

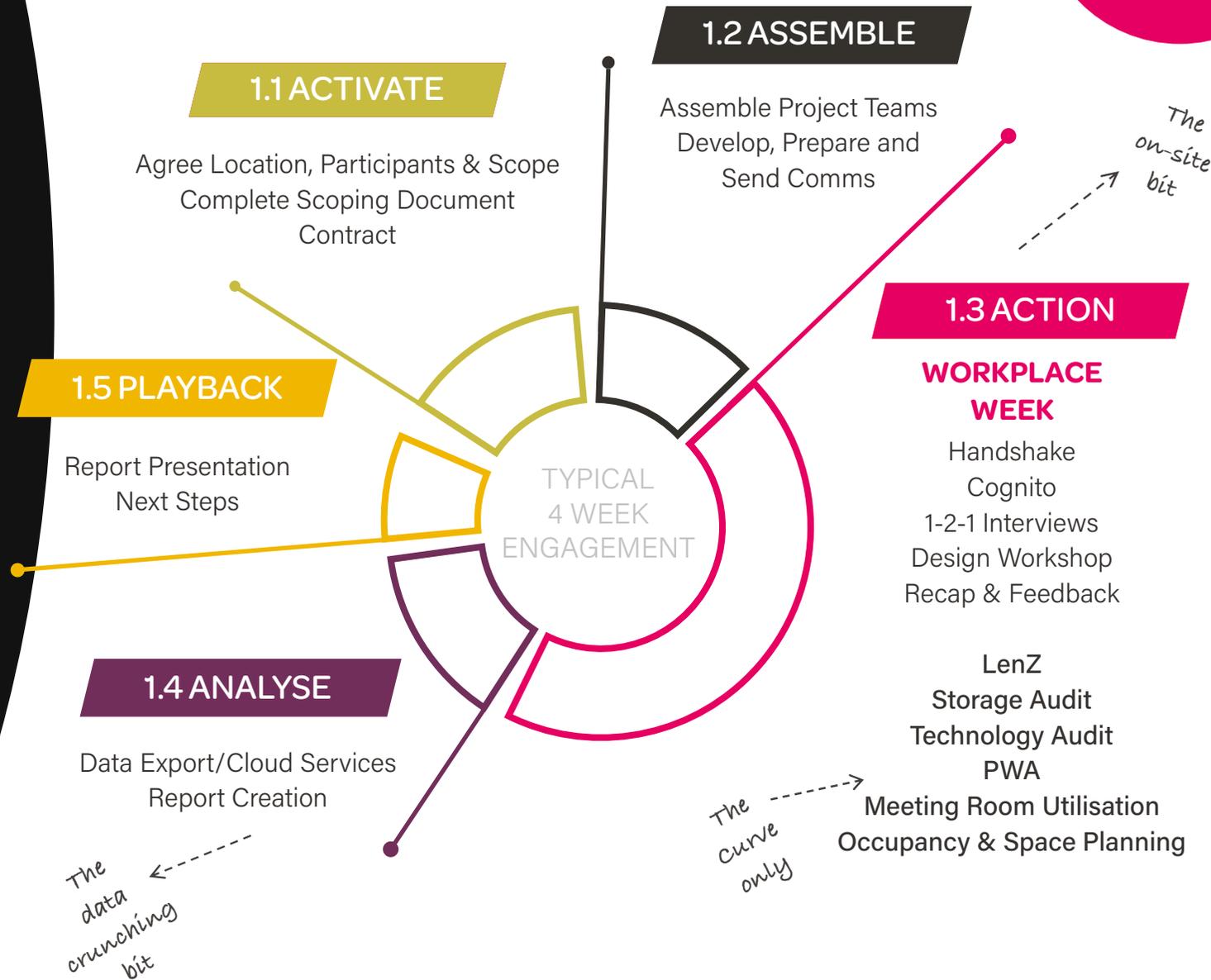
## Products & Services

The Curve AI has developed a unique software landscape combining a best in class product in 'Matterport' to capture a 3D rendered office map which, combined with the consultancy services on offer from the team at The Curve, provides an incredibly effective 3D model with multiple use cases.

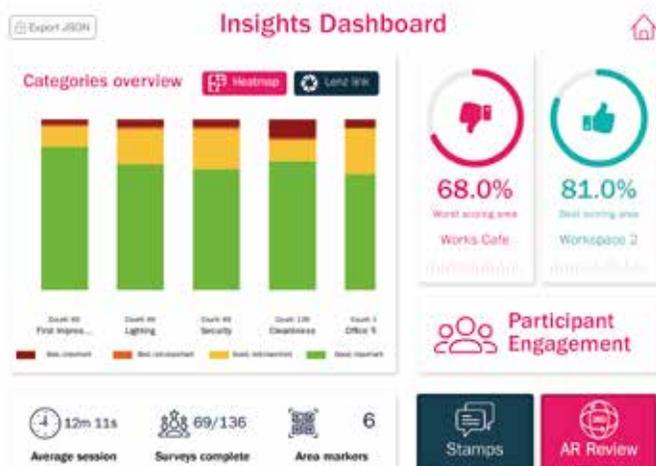
Combined with this technology the Curve have produced a unique evaluation tool called 'Cognito'.

This bespoke system has been designed with user experience at its core. This presents an incredibly powerful feedback platform that can tease information from any user group, to provide detailed context in any decision-making process where the contributions and views of others is considered to be a critical success factor.

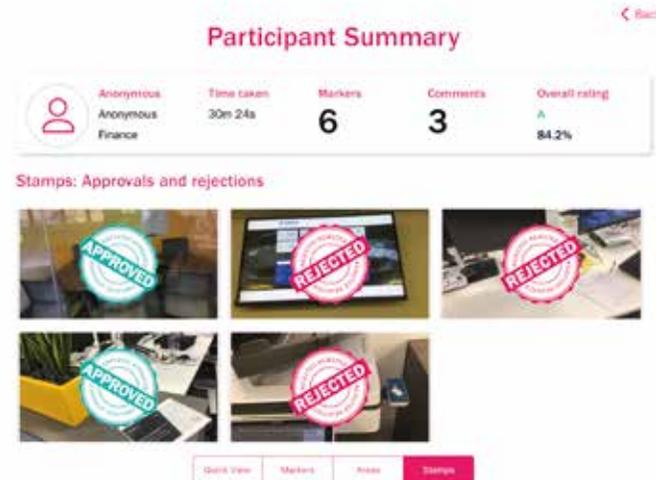
# The Process



## Early Results



Live Dashboard for Project Owner.



Individuals workplace likes and dislikes.

The survey begins with initial points of interest identified by the company where feedback is specifically requested. The tool allows for additional feedback on topics not specifically requested by the company but the employee feels is important to talk about. From the 69 participants captured in this survey (over 90% of the participants available that day) an additional 179 comments were captured over and above the feedback requested as part of the survey.

What was incredibly encouraging about the feedback gained from the individuals at Fraikin was the level of engagement with the 'Additional tags' section.

**Over 2.5 additional pieces of feedback per participant on topics that Fraikin had not thought to ask them about demonstrated a real engagement in the process and a lot of topics that the management team had been unaware of.**

Specifically, the points raised which were identified as restricting employees from their maximal productivity had previously been considered as 'non-critical' by the management team at Fraikin. Through the capture Recycling, Mobile Phone Network Coverage and Temperature were all identified by the participants as taking attention away from the 'day job'.

## In a Nutshell



**83%**

of employees felt that the companies first impression was not only important but that the new space confirmed that.



**12 Min**

Average completion time.



**91%**

of employees considered their workstation to be grade A for comfort.

"I wasn't in a great mood when I got to work this morning but actually, doing this survey and having a real opportunity to voice my opinion and provide feedback that matters to me has really cheered me up."

- Finance Analyst, Fraikin

**“This information allows us to maximise the efficiency of the space allowing our people to be truly productive”**

Head of Operations, Fraikin

## Before & After

The information gathered during the Cognito capture provided an incredibly comprehensive picture for the Fraikin Management team which not only validated some of the work carried out in 2018, but also provided them with a new and improved level of detail to help them define the roadmap for improvements in 2019 and beyond.

Specifically, the information captured allowed the creation of both critical success factors primarily defined by their employees which impact their productivity, but also a clear measure of what environmental factors affect their engagement with the space in which they operate. Additionally, Fraikin are now exploring how their virtual mapping model (captured in the Curve's Lenz tool) can be incorporated into their onboarding processes to deliver a truly differentiated employee onboarding experience.

**71%**

of Fraikin's employees rated their new workspace as Grade B or higher.

## Perceived Challenges vs Actual Challenges

One of the most interesting bits of data captured following the use of the Cognito tool was around the differences between what the management teams were expecting received and the actual feedback received from the employees. During the relocation a lot of effort had been spent on the meeting rooms and technology during the design and fit out but in the feedback received from the employees they didn't rank the requirement for that highly at all. Instead, their main concerns focussed around topics such as: heating, recycling and mobile phone network coverage.

**“It was down to the innovative tools The Curve AI presented that this information was uncovered. The Fraikin management team are now able to address the factors which the employees have labelled as important for them to be able to perform their work and to really appreciate the new office space in which they work.”**

Facilities Director, Fraikin

## Next Steps

Workplace transformation and changes to an organisations culture are not a quick fix but a continuous journey, always striving to be better than we are today. We saw some incredible results during our time at Fraikin and this is by no means the end. We identified a number of areas that needed further investigation which we've detailed below.

1. Implement Carbon Monitoring and Environmental Impact Assessment.
2. Improve WIFI and Telephony Coverage.
3. Improve Recruitment and Onboarding with LenZ Managed Service.

To be continued...



Thank you for reading our

## FRAIKIN CASE STUDY

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