

# The Rise of the Workplace SuperApp

**cxapp**

The Workplace SuperApp

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01.

# State of the Hybrid Workplace



The pandemic has accelerated the rate at which workplaces are changing worldwide. Today, many companies are adopting a hybrid work model, which has prompted them to re-examine almost every aspect of their employee experience.

As enterprise companies continue to grapple with distributed teams and workforces, new questions and challenges continue to emerge regarding their hybrid workplace, including:

- **Managing the Return to Office:**

How often should employees be expected to be in the office and how can employers encourage employees to return to the office?

- **Unexpected Barriers to Teamwork and Collaboration:**

Distributed teams may have a harder time collaborating with one another as well as being engaged with their organizations, because not everyone is in-office or remote at the same time.

- **Unclear Protocols and Communication Standards:**

With employees being inundated with emails and office bulletin boards going defunct, it's more difficult to set and communicate updated standards for corporate news and policies.

- **Navigating Changed and New Physical Spaces:**

Offices have been redesigned and remodeled since employees last stepped foot into these spaces. As a result, they may be unfamiliar and difficult to navigate.

- **Implementing Unassigned Seating Models:**

Moving away from an assigned seating model to an unassigned one, while a good choice for hybrid workplaces, creates many logistical challenges around how employees can book, occupy, and share spaces without hassle.



In addition to day-to-day job functions, there are additional psychological impacts on employees in hybrid work settings, involving factors such as:

- **Maintaining Health and Safety Protocols for Changing Needs:**

Since COVID-19, companies need to be cognizant of different ways to maintain health and safety for all their employees when it comes to in-person interactions at the office.

- **Connecting Company Culture Across Distributed Teams:**

While there are many tools that enable productivity during the workday, hybrid employees may struggle to feel emotionally connected and engaged with their companies.

- **Balancing Wellness Initiatives for On-Site and Remote Workers:**

There is a growing focus on providing resources to help hybrid employees reclaim health and wellness at work, including online and in-person classes and programs.

With all these challenges and priorities to consider, companies are not only forced to re-evaluate the role of the office, but also the intangible forces that primary locations carry. In this eBook, we'll be going over how companies have initially approached overcoming these hurdles and why they're gravitating towards a Workplace SuperApp instead.



# The Problem with Adopting Point Solutions

To solve the unique challenges that hybrid work presents, companies have turned to point solutions to solve siloed and even niche uses cases.

## What is a Point Solution?

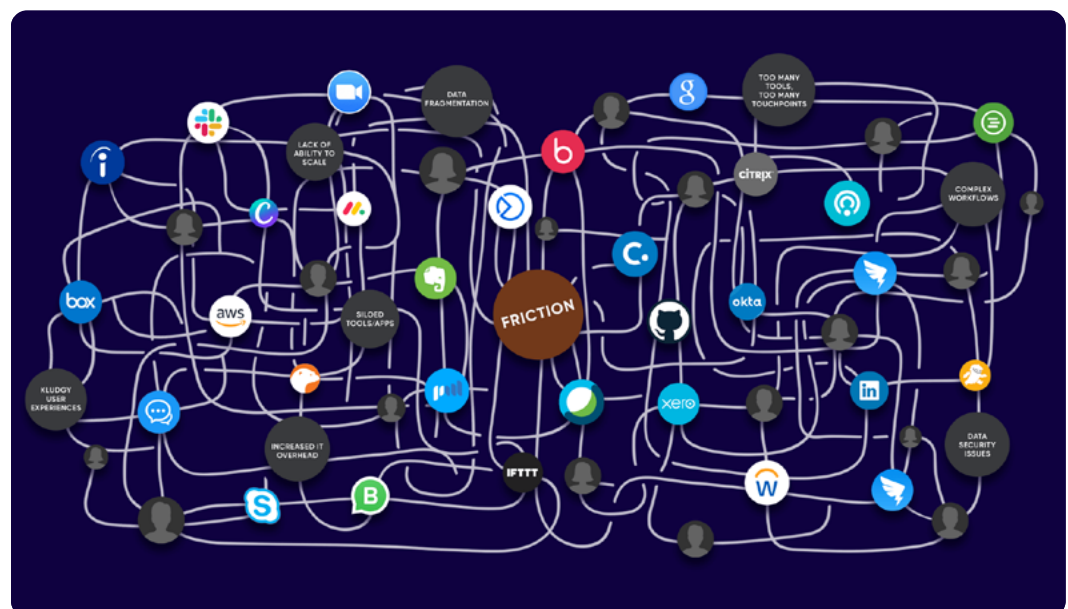
A point solution is an app or tool that is designed to solve one aspect of a problem. In the context of hybrid work challenges, a point solution can address a single challenge, for example, the need for desk & room booking. While they may solve one problem adequately, a point solution may not integrate with the existing tech stack of a company and or be able to offer support to resolve adjacent problems (ex: how to direct employees to a specific desk or seat, how to prevent double bookings, and how to handle unoccupied spaces that were booked). As a result, continued investment in point solutions can lead to disparate and disconnected systems that are difficult for employees to use and admins to manage.

On top of all that, companies are continuing to invest in digital transformation at their offices by adopting other technologies to stay current, such as:

- Smart building automation to build contactless workflows
- Occupancy sensors to detect whether a desk, room or space is being used
- Bluetooth beacons that support indoor navigation and wayfinding
- Virtual collaboration tools like Zoom, Slack, and MS Teams, that enable distributed teams to collaborate from different locations
- And many more

Ultimately, continued investment into new tools, especially point solutions, leads to increased friction in workplace ecosystems that are already exacerbated by distributed workforces.

Here is a visual representation of what a company's tech stack and user flow can look like overtime:





# The Impact of Workplace Ecosystem Overload

The main impact of overloaded workplace ecosystems can be summarized into two key points:

- **Employees are Frustrated** – Employees are overwhelmed by too many tools and how difficult it is to get things done. The extra time it takes to toggle between multiple apps negatively impacts their work life balance and makes connecting and collaborating with colleagues, especially across cross-functional teams, increasingly complicated.
- **Employers are Struggling** – With their systems all over the place, it's becoming incredibly difficult for IT and tech admins to manage and aggregate data from existing tools. They need a way to consolidate their existing tools, empower their employees to be more productive and gain a better understanding of how their whole tech stack works together.

Now, let's look at how companies are working to solve these issues – using a Workplace SuperApp. First though, let's explore – what is a 'super app'?



02.

# Becoming A SuperApp





The most notable super app in the world is WeChat. WeChat's business model serves up daily programs to their active users through mobile shopping, transportation services, gaming, travel, and even financial services, all from the convenience of a single mobile app – WeChat itself.

## What makes WeChat a 'Super App'?

At its core, a super app provides multiple services, including payment and financial transaction processing in one, consolidated online platform. By combining multiple, commonly used app services into one system, users can have more personalized, contextualized, and all-encompassing experiences for their daily tasks.

In fact, the most successful super apps on the market today didn't start out that way – they migrated into this category by expanding the range of services they offered natively, over time.

"Stickiness" is also a common denominator in modern super apps. By leveraging social features or similar capabilities that engage their users and create habits around daily logins, they become an app that users interact with and open every day.

### SUPERAPPS AND THE INDUSTRIES THEY STARTED IN



# The Rise of The Workplace SuperApp

According to Gartner, by 2027, more than 50% of the global population will be [daily active users of multiple superapps](#). Super app concepts will also expand to include enterprise-level mobile and desktop experiences, such as workflow, collaboration, and messaging platforms.

When it comes to the workplace, especially for enterprises, employees are accessing dozens of disparate apps every single day. Each app may have distinct or even overlapping use cases, but because their workplace tech stack slowly adopted individual apps and point solutions overtime, they are now stuck with an app overload conundrum.

It is because of the prevailing challenges of app overload that companies are turning to a new solution to consolidate and streamline their workflows. This is the entry point for the The Workplace SuperApp TM, a single workplace ecosystem with end-to-end transactional capacity for employers, employees, and other workplace practitioners.

## Workplace SuperApp

### *noun*

1. Platform that consolidates the services, features, and functions of your workplace tech stack into a single mobile app

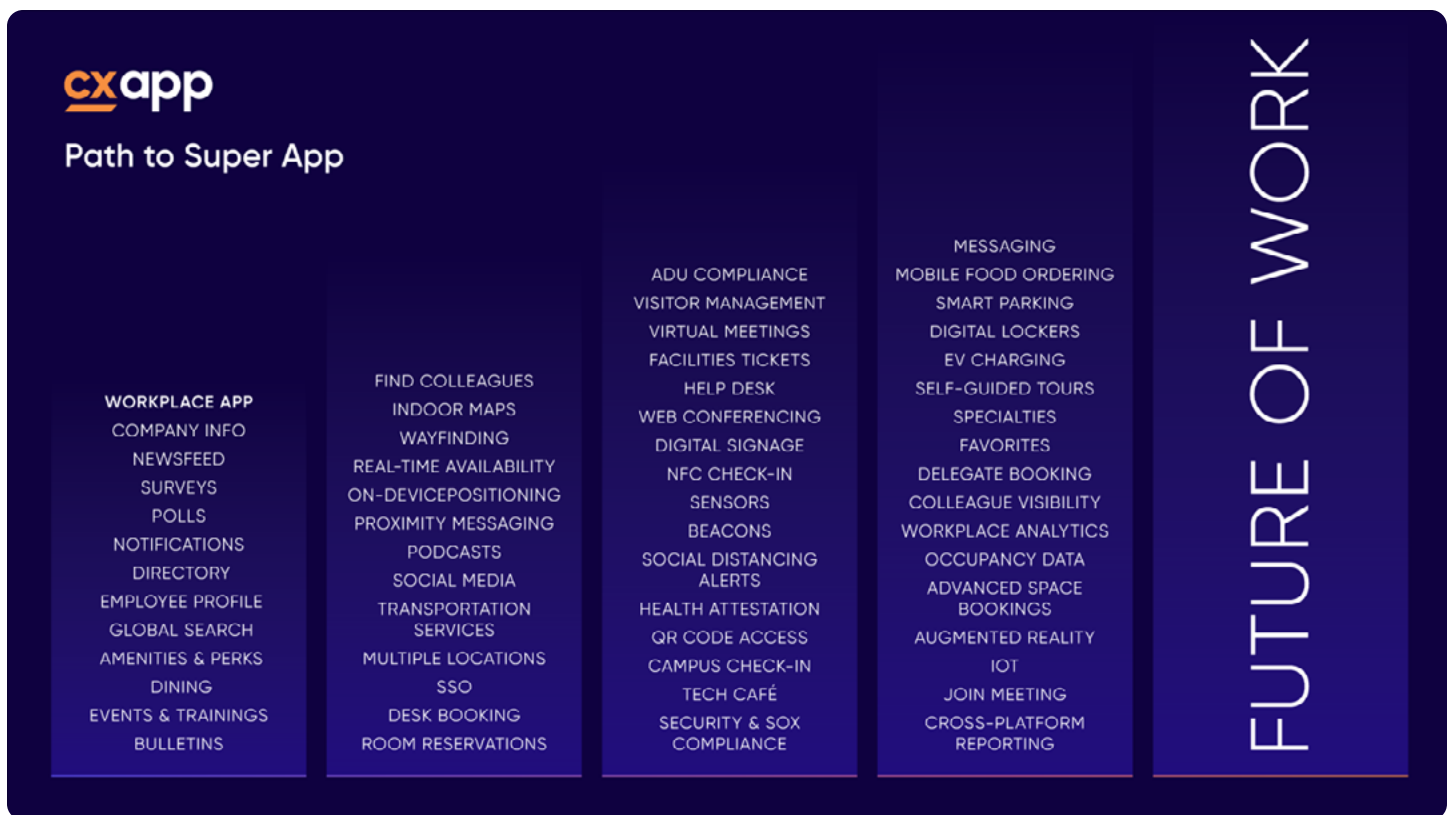
03.

# How A Workplace SuperApp Functions

Building a workplace super app model requires a shift in mindset on what makes a successful app, especially in the workplace. Instead of measuring the ability of an app to fulfill a specific function, a super app requires you to quantify how many tasks, interactions or capabilities it can centralize and help employees with, each day.

All instances of super apps in play today began with core feature sets for their niche industry or market entry point. Then, they began adding new services over time.

**Take a look at the visual below, on how our Workplace SuperApp has evolved:**



# Key Benefits of a SuperApp for the Workplace

Many workplaces have reached the point of app overload. Research conducted by the Harvard Business Review found that accessing and switching between multiple apps for work [equates to 9% of an employee's work time](#) throughout the year. That's at least 5 weeks of work hours spent toggling between apps instead of being productive.

The path to least resistance for the Workplace SuperApp involves offering value-added benefits for enterprises, such as:

- Streamlining multiple use cases of workplace applications into one place
- Improving employee experience through automated, contactless touch points
- Removing tech stack friction by offering one secure, single access point to sign-in
- Eliminating app overload through intelligent, in-depth integrations
- Reducing IT overhead with one place to manage access and usage of multiple apps

When bringing together a range of workplace functions and services on a single platform, employees feel confident using the Workplace SuperApp for a more seamless experience navigating the hybrid workplace.

The Workplace SuperApp also leads with an open partner ecosystem. Interoperable platforms scale faster, which is increasingly important for distributed teams in enterprises, where workforces of 10,000 employees and up are transitioning between home, their local office, and other remote work locations.

All in all, this allows for more services to be brought in overtime to continue reducing workplace tech stack friction, while aligning with corporate digital transformation goals and timelines.



# Core Use Cases of The Workplace SuperApp

From the minute an employee starts their workday to when they sign-off, the Workplace SuperApp can help hybrid employees stay focused, maximize productivity and collaborate more easily with their peers, no matter their location. It achieves this through a multitude of personalized, contactless touchpoints that are tailored to provide them with the access, resources, and information they need to be successful at work – whether they're at home, at the office, or on-the-go.

Beyond location-specific access points, the Workplace SuperApp can become a digital hub for company and campus information. Even when they're not on-site, it keeps remote employees informed of the latest news at their local office, enables them to connect with their peers via interactive social feeds and access digital courses on wellness at home and beyond.

Here is an overview of the top use cases and features of our Workplace SuperApp:

- **Navigating A Hybrid Workplace**
- **Transform Workplace Experience**
- **Spark Employee Engagement**
- **Desk & Room Management**
- **Space Utilization & Insights**
- **Visitor Management**
- **Workplace Automation**
- **Employee Onboarding**
- **Community Building**
- **Professional Workplace Services**
- **Digital Transformation**
- **Trusted Advisor**





04.

# The Future of Workplace Experience Apps





## Enabling companies to create a smoother, frictionless experience for their employees is the future of work.

With the Workplace SuperApp, employees can be one-click away from everything. Through workplace services and tools like Single Sign-On (SSO), the Workplace SuperApp makes it easier for employees to go through proper authentication protocols and gain access to the full features and capabilities of their workplace tech stack.

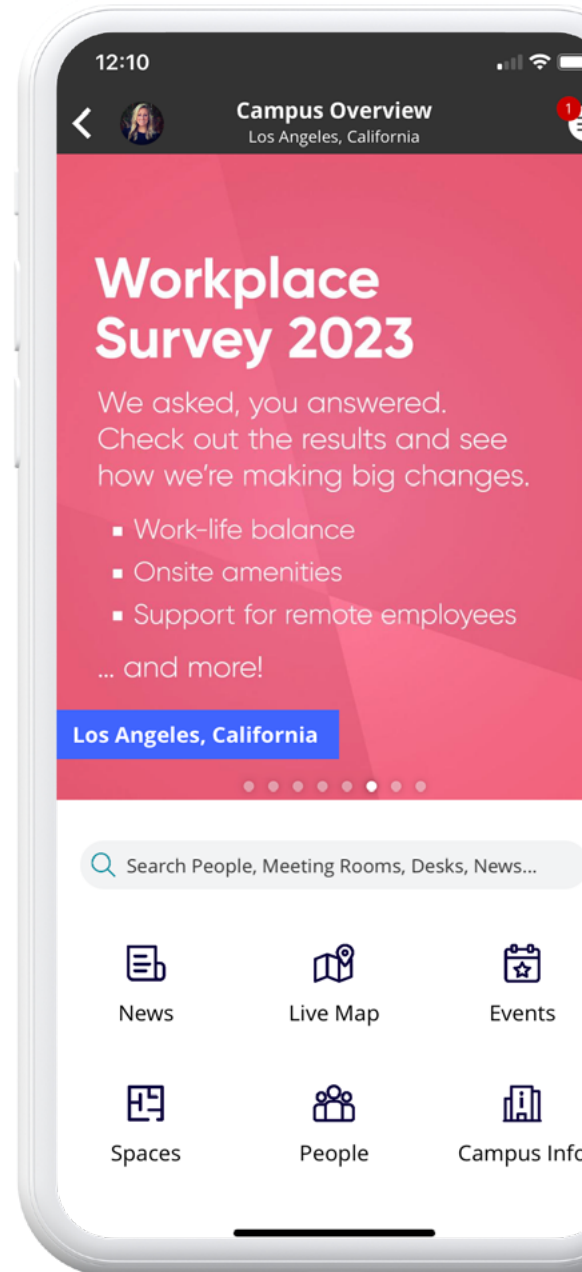
By leading with an open ecosystem in the workplace, the Workplace SuperApp can leverage data from multiple sources across native features, IoT networks, and partner integrations to analyze and target employee needs, in order to deliver an improved workplace experience. This gives the CXApp platform an even greater opportunity to provide a range of workplace services company-wide, and even personalize services to each employee.

With multiple use cases available in one app, the Workplace SuperApp ultimately create 'stickiness' – in the corporate enterprise, app stickiness can be defined by an:

- Increase in app visits
- Increase in time spent within their workplace app
- Increase in positive employee sentiment

Thus, by providing what employees need to be productive and engaged with their company, our Workplace SuperApp can achieve app stickiness – the goal of any successful technology platform.

As we look to the future of work technology and experience ongoing growth in our integrations with workplace analytics, augmented reality (AR), artificial intelligence (AI), occupancy sensors, Bluetooth and virtual beacons, and other emerging technologies, we continue to help global enterprises by building employee-relevant features and enabling a culture of data-driven decision-making across the workplace.



**Contact one of our  
workplace experts today  
to schedule a live demo.**

Tour the Workplace SuperApp



[www.cxapp.com](http://www.cxapp.com)