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by essensys

The Experience Era: 5 Trends Shaping Workspace Experience 2025



Introduction



In flexible workspaces, experience is everything.

It's no longer just about square footage, design aesthetic, or even pricing - it's about how people feel when they move through a space. The ease of entry. The speed of booking. The responsiveness of the technology. The ability to do great work, effortlessly.

Whether you're a landlord pivoting into flex, or an operator scaling across regions, one thing is clear: user experience is a performance driver.

In this brief, we unpack five major trends shaping the experience-led future of flexible workspaces - and what they mean for the next phase of growth in commercial real estate.

No fluff, just real insights to help you stay ahead.



You don't always notice great digital experience – but you definitely notice when it's missing. It's one of the most influential parts of the workspace journey, and it can make or break how someone feels about your brand.



Jack Farrow
VP Product & Brand Marketing

Trend #1

The Rise of Digital Experience (DX)

The trend:

From connecting to the WiFi to mobile-first booking tools, the digital experience is now a defining part of workspace delivery. It's no longer just a nice-to-have layer - it's integral to how people interact with the built environment.

Why it matters:

Expectations have shifted. Users want immediacy, visibility, and control - without friction. For landlords and operators, this means investing in digital infrastructure that's invisible when it works and painful when it doesn't.



When I think about access, and what good looks like, it's about a seamless, touchless experience. I want to be self-sufficient and able to get what I need efficiently. If you remove barriers in the end user journey, you unlock revenue whilst providing a great customer experience.



Amy Goudie
Head of Customer Success

Trend #2

Access Is Now an Experience

The trend:

Access used to be a box-ticking exercise - badges, barriers, back-office control. Now, it's a curated touchpoint that shapes the entire user journey. Whether it's entering a building, accessing a meeting room, or inviting a guest - access is a brand moment.

Why it matters:

Done well, access creates confidence and autonomy. Done poorly, it causes frustration. It's a powerful lever for improving flow, monetising shared areas, and creating a differentiated experience.



Experience is now the true differentiator. Success belongs to those who deliver seamless, frictionless journeys – not just once, but every time. It's the key to building loyalty and driving long-term value.



Alfie Baldwin
Senior Director - BD

Trend #3

Experience Is the New Differentiator

The trend:

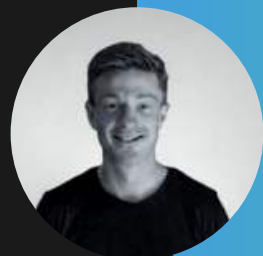
Design is easy to copy. Locations change hands. What truly sets a workspace apart is the quality and consistency of the experience. That includes everything from digital booking journeys to the amenities available and the on-site support.

Why it matters:

Experience drives utilisation, word-of-mouth growth, and long-term retention. As flex markets mature, winners will be those who compete on more than just square footage.



The biggest shift we're seeing is that experience is now something you can prove, not just promise. With the right insights, operators can show tenants what's working, justify decisions to the business, and make confident calls on what to scale or stop.



John Howell
Principal Product Manager

Trend #4

Measuring Experience (Yes, Really)

The trend:

Experience has moved from a fluffy, qualitative idea to something measurable. Operators are increasingly analysing how people use spaces: booking rates, dwell times, foot traffic patterns, access logs, satisfaction scores.

Why it matters:

You can't improve what you can't see. Experience analytics offer real-time insight into what's working, what's underused, and what needs refining.



Today, every site in a portfolio is a brand touchpoint. Delivering a consistent, high-quality experience across locations isn't optional – it's essential. To build trust, loyalty, and growth at scale, experience must be uniform, seamless, and instantly recognisable.



Iain Miln
SVP Sales & Marketing

Trend #5

Portfolios Are Brands & Experiences Must Scale

The trend:

As landlords and operators expand across multiple sites, users expect a seamless, consistent experience - regardless of the building. That means unified systems, standardised interfaces, and reliable tech across locations.

Why it matters:

Inconsistent tech leads to inconsistent experiences. Scalable infrastructure is the foundation of a brand that grows with you.

Key Takeaways



- ✓ Digital is now the front door. Tenants and members expect seamless, mobile-first experiences from entry to exit.
- ✓ Access is a brand moment. It's no longer just about security - it's a key part of how people engage with and remember your space.
- ✓ Experience beats design. In a competitive flex market, consistent, frictionless experiences are what drive loyalty and differentiation.
- ✓ You can (and should) measure it. Utilisation, access data, and digital engagement metrics are now essential for optimising experience.
- ✓ Consistency is king. As portfolios grow, scalable systems are critical to delivering a unified experience across every site.

Conclusion



Experience is now a performance driver.

It influences how spaces are used, how revenue is generated, and how portfolios scale. As expectations rise, the winners in flexible work will be those who can deliver reliable, seamless, and human-first experiences - at every touchpoint.

The infrastructure you choose today sets the tone for every experience tomorrow.

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