

Front Desk Experience Survey 2018

How a poor experience in
corporate lobbies affects
people's perception of the
overall business

proxyclick

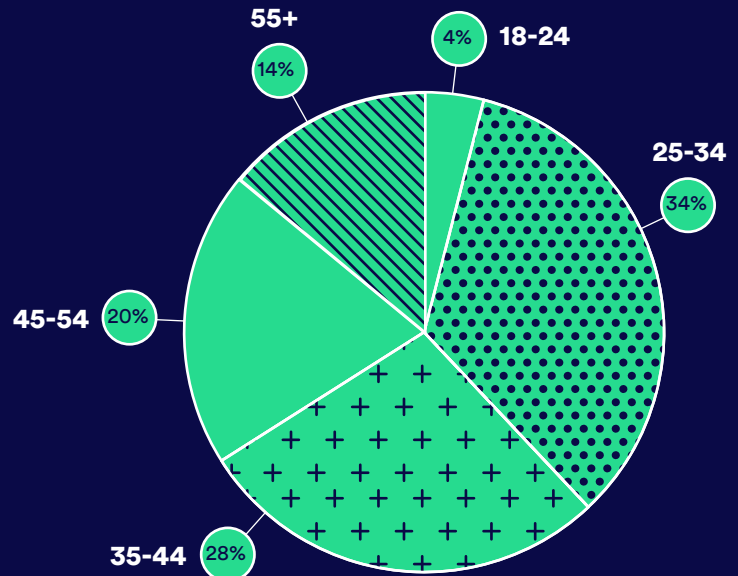
Methodology

In the summer of 2018, we commissioned global research firm OnePoll to interview 2,000 office workers in the US and Europe about their experiences in the corporate lobbies and reception areas of companies they visit. The results were analysed by built environment communications specialists Magenta Associates and launched by Proxyclick in the autumn.




Who responded to the survey?

- 2,000 people
- 50% US and 50% Europe
- 38% male and 62% female



**The respondents were
equally spread across
the age ranges**

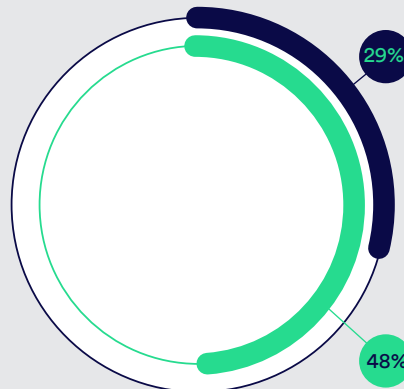
Visitors can feel the culture the moment they walk through the door to your office. Two out of every five people claim their perception of a company or brand has been negatively affected by their experience in the corporate lobby or reception area. The reasons given are: 




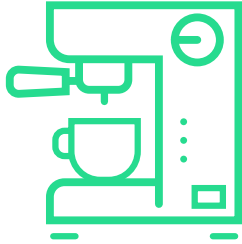
Two in five people claim their perception of a company or brand has been negatively affected by their experience in the corporate lobby or reception area



The situation is worse in the US where 48% of people have had a poor experience in a corporate lobby, while 29% felt the same in the UK. Unhelpful receptionists were the top reasons in both countries, but were less of an issue for the UK respondents who were also concerned about lacklustre décor. WiFi was better in the UK than US lobbies but the US had better refreshment facilities.




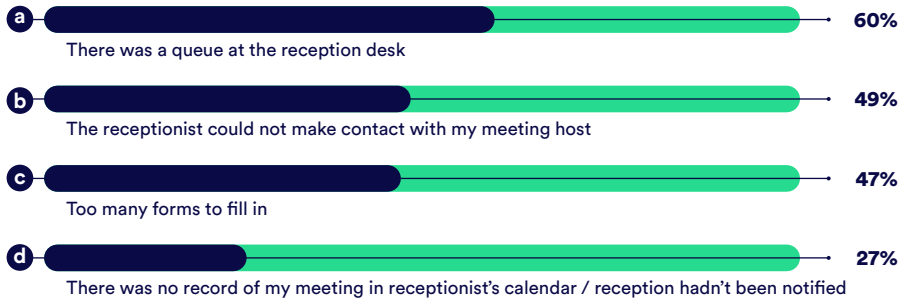
When asked what would improve people's experience in a corporate lobby, free drinks and friendlier receptionists came out top. 



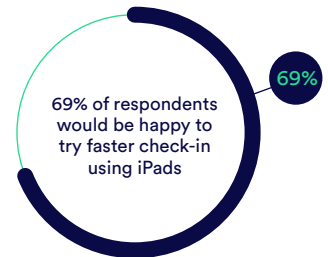
50%
of people want self-serve refreshments in the lobby




A poor experience at reception can make people late for meetings with 22.5% of people saying that the amount of time it took to check in at the front desk made them late. The reasons for the delay include: 



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of people say that the amount of time it took to check in at the front desk made them late.



With confidential visitor data being recorded at the front desk, it's concerning that 62% of people have confessed to looking at the list on a paper visitor logbook to see who's signed in before them.

Which might explain why a third of people feel uncomfortable about providing personal data during check-in. Just over a third (35%) feel nervous about the idea of signing in via fingerprint, facial recognition, voice recognition software – with the main reasons being a feeling that it's unnecessary for the level of their visit. Other reasons include: 

62%

of people have confessed to looking at the list on a paper visitor logbook to see who's signed in before them



35%

feel nervous about the idea of signing in via fingerprint or facial recognition



70%

of US visitors have checked out previous visitor's names

US visitors are nosier than their UK colleagues – 70% confessed to looking at the list on a paper visitor logbook to see who's signed in before them, whereas 54% of UK visitors had done that. And perhaps because of that US visitors were more nervous about sharing personal information at check-in, but both groups were equally concerned about signing in via fingerprint, facial recognition, voice recognition software.

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