



EMPLOYEE EXPERIENCE INVESTMENT GUIDE 2025

APRIL 2025

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2025 GUIDE TO INVESTING IN EMPLOYEE EXPERIENCE

Smarter workplace investments with data-backed insights

Why Workplace Matters Now More Than Ever

As organizations face economic uncertainty, evolving return-to-office expectations, and the rise of hybrid, AI-enabled, and asynchronous work, employee needs are rapidly changing. Today's workforce expects flexibility, wellbeing support, and a sense of purpose in both where and how they work.

In this environment, the workplace is no longer just a cost center—it's a strategic asset. When aligned with employee needs, it can drive engagement, productivity, and retention.

Our Data-Driven Approach

To uncover what drives better workplace experience, we:

- Analyzed data from 6,000+ employees across 15 organizations in 2024
- Used regression to identify which of 35 workplace features matter most
- Quantified where improvements would yield the greatest returns

Key Finding: Satisfaction with top-impact features was low—none exceeded 62%, with an average of just 48%. This presents a big opportunity for targeted improvements.

These insights shaped our list of the **Top 5 Workplace Investments for 2025**—not as a one-size-fits-all checklist, but as a practical starting point for making smarter, evidence-based decisions tailored to your organization's unique needs.

Workplace Experience Priorities for 2025



Elevate the workplace experience's role in real estate decisions to boost engagement, productivity, and wellbeing.



Align investments with the evolving purpose of the office and hybrid work environments.



Rally HR, IT, and service providers around a shared strategy to measure and support the employee experience.

TOP DRIVERS OF EXPERIENCE IN 2024

Insights based on data from the organizations we partnered with last year



**DIFFERENCE in
EXPERIENCE SCORES**
*For those satisfied with each attribute,
compared to those dissatisfied
(in percentage points)*

- 1 ENERGIZE THE WORKPLACE**
Use lighting, color, natural elements, and ergonomic furniture to create an engaging atmosphere. Optimize space to ensure all areas are actively used.
- 2 REFLECT COMPANY CULTURE**
Design the physical workplaces that visually and functionally support and enhance the company culture.
- 3 PROVIDE QUIET SPACES**
Offer a variety of enclosed or private areas that support focused, uninterrupted work and accommodate different work styles.
- 4 MINIMIZE NOISE**
Enhance acoustics and manage sound levels to reduce distractions and support concentration in individual and shared spaces.
- 5 SUPPORT PRIVATE CONVERSATIONS**
Incorporate dedicated, sound-buffered spaces for phone and video calls to reduce disruptions and enhance comfort during virtual interactions.

+30_{pp}

+28_{pp}

+24_{pp}

+24_{pp}

+21_{pp}

Key Takeaways

These are the top five drivers of workplace experience, ranked by their impact on Experience Scores.

- When employees are satisfied with these five features, their average Experience Score is **77%**.
- When dissatisfied, the Experience Score is just **51%**.

This 26-point gap underscores the powerful influence of these features—and the opportunity for improvement through targeted investment.

Source: C&W Experience Per Square Foot™ survey results from Q1 2024 – Q4 2024; 15 companies

KNOW WHAT MATTERS. INVEST WHERE IT COUNTS.

These are the top workplace experience drivers we've seen across clients—but your organization may have different needs.

Whether you're focused on **talent retention**, **culture and wellbeing**, or **optimizing your real estate strategy**, understanding what truly shapes your people's workplace experience is key to making the right decisions.

Partner with us to uncover your unique experience drivers—so you can align your workplace investments with business goals and employee needs. **[Get in touch here.](#)**





APPENDIX

UNCOVERING WHAT MATTERS MOST TO WORKPLACE EXPERIENCE

Regression analysis used to test the following 35 workplace features for their relative impact on employee experience:

| Rank Order* | Workplace Features | Overall Satisfaction Score | Rank Order* | Workplace Features | Overall Satisfaction Score |
|-------------|---|----------------------------|-------------|--|----------------------------|
| 1 | Energy of the space | 47% | 19 | Visual comfort of the lighting in my workspace | 55% |
| 2 | Reflection of the company culture in the space | 46% | 20 | Access to outdoor spaces | 41% |
| 3 | Variety of quiet spaces | 35% | 20 | Variety of active / vibrant / social spaces | 36% |
| 4 | Noise levels / acoustics | 41% | 22 | Signage / Wayfinding | 54% |
| 5 | Availability of private spaces for calls | 35% | 23 | Amenities in the workplace | 47% |
| 6 | Availability of spaces for individual work | 47% | 23 | Sustainability efforts at my site | 50% |
| 7 | Commute | 45% | 25 | Nearby amenities (e.g., restaurants, gym, transit) | 51% |
| 8 | Temperature in my workspace | 41% | 26 | Ease of use of technology in conference rooms / collaboration spaces | 52% |
| 8 | Meeting room reservation system | 54% | 27 | Access to plants / greenery | 38% |
| 8 | Desk reservation system | 37% | 27 | Available technology in conference rooms / collaboration spaces | 52% |
| 11 | Location | 61% | 27 | Communal / social spaces (café, kitchen, lounge, reception area, etc.) | 51% |
| 12 | Available technology at individual workstations | 55% | 30 | Private office design | 40% |
| 13 | Availability of conference rooms / collaboration spaces | 40% | 30 | Amount of natural light in my workspace | 58% |
| 14 | Wi-Fi network connectivity | 58% | 32 | Overall workplace layout | 49% |
| 14 | Ease of use of technology at individual workstations | 61% | 33 | Options to dispose of trash, compostables, recycling | 62% |
| 16 | Open workspace design | 45% | 34 | Workstation furniture (chair, desk, etc.) | 54% |
| 17 | Availability of personal storage | 44% | 35 | Décor / Look & Feel | 49% |
| 17 | In-person technology support | 56% | | | |

Despite their influence on experience, satisfaction with these features is far from optimal. No feature received higher than a 62% satisfaction score — a strong signal that even the most important workplace elements are underdelivering for employees.

Source: C&W Experience Per Square Foot™ survey results from Q1 2024 – Q4 2024; 15 companies

*Rank numbers repeated when there is a tie among features

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