

Manual Occupancy Study Brochure



March 2025

EXECUTIVE SUMMARY

The **hybrid workplace environment** in 2025 is a dynamic one. Many large employers are **mandating higher levels of on-site presence**, and this is putting a strain on site capacities.

Without accurate data, there's a **risk of workspace inefficiencies, desk shortages, and congestion.**

How can site leadership teams know:

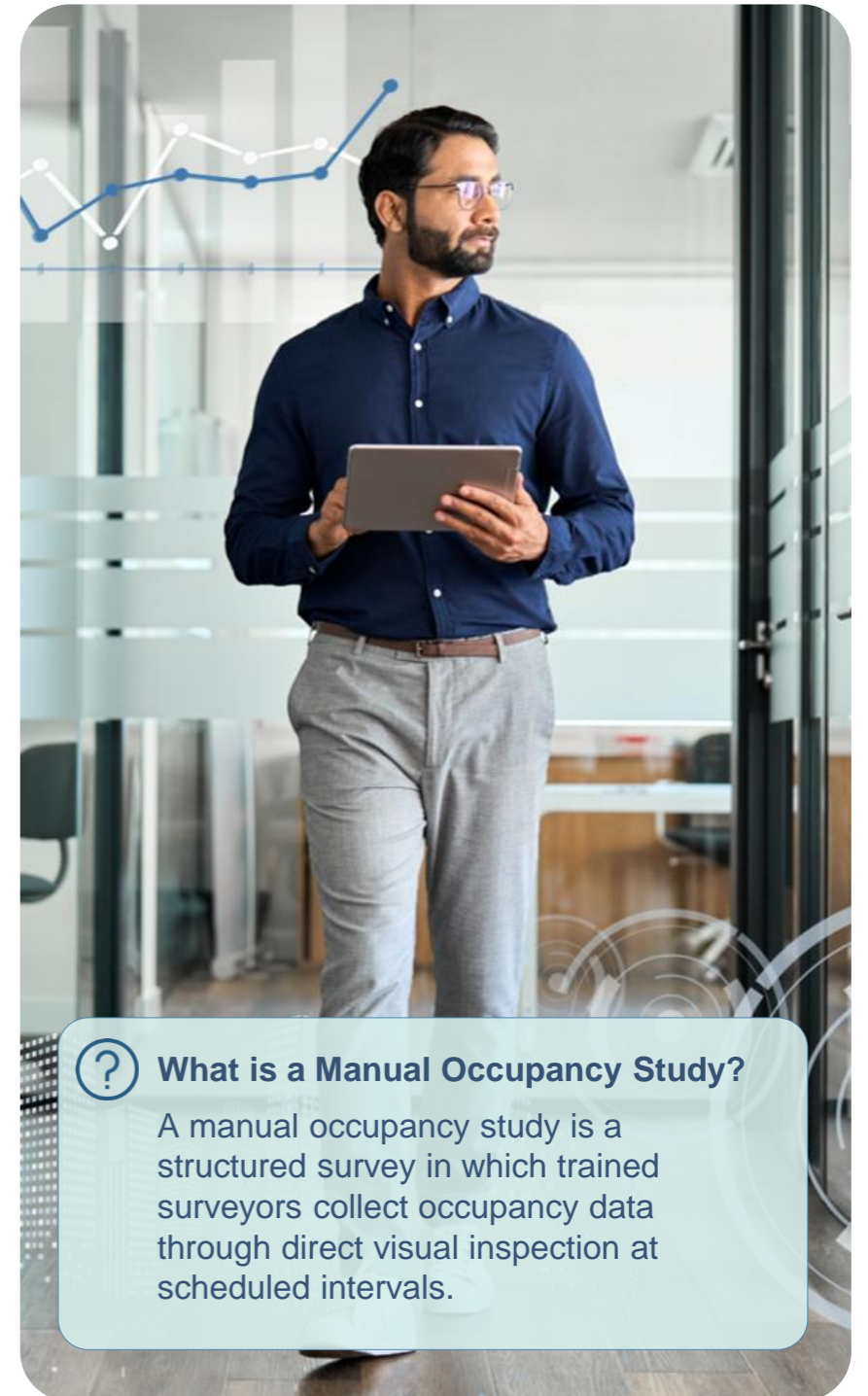
- If there are **enough desks** for all employees, contractors and visitors?
- If the **desk allocation** across departments is balanced and fair?
- If there is **hidden desk capacity** (unused and underutilised) on site?
- What **strategies to implement** to ease the pressure?

Why conduct a Manual Occupancy Study?

A **manual desk occupancy study** is the **fastest, most cost-effective** way to gain **full visibility** of desk utilisation without the need for sensor technology.

Manual studies are also **contextual** – not only do they reveal **hidden desk capacity** they identify **passive use** of desks i.e. in use but not occupied.

This **low-cost, high-impact initiative** ensures **leaders can make data-driven decisions** regarding space during times of dynamic change, preventing congestion and **supporting a more seamless transitions.**



? What is a Manual Occupancy Study?

A manual occupancy study is a structured survey in which trained surveyors collect occupancy data through direct visual inspection at scheduled intervals.

OBJECTIVES & DELIVERABLES

Why This Matters

- **Full-Site Visibility:** A real-world, data-driven snapshot of **desk utilisation**.
- **Identify Hidden Capacity:** Pinpoint **unused and underutilised desks**.
- **Optimise Desk Allocation:** Make **informed data-driven decisions**.

Deliverables – What You Get

Advanced Occupancy Reporting *(dashboards & presentations)*

- **Heatmaps & metrics** to visualise usage trends.
- **Clear breakdown of desk status** across site.
- **Actionable recommendations** to maximise space efficiency.

Digital Data Gathering

- **Surveyors log data via tablets**—fast, accurate, and cloud-stored.
- **Touchscreen input** ensures consistency & real-time access to insights.

Execution Options – Anyone can be a surveyor

- **Self-managed** – client-provided surveyors (perhaps interns or graduates)
- **Outsourced** – FM or Cleaning providers
- **SiteIQ** – SiteIQ-provided surveyors

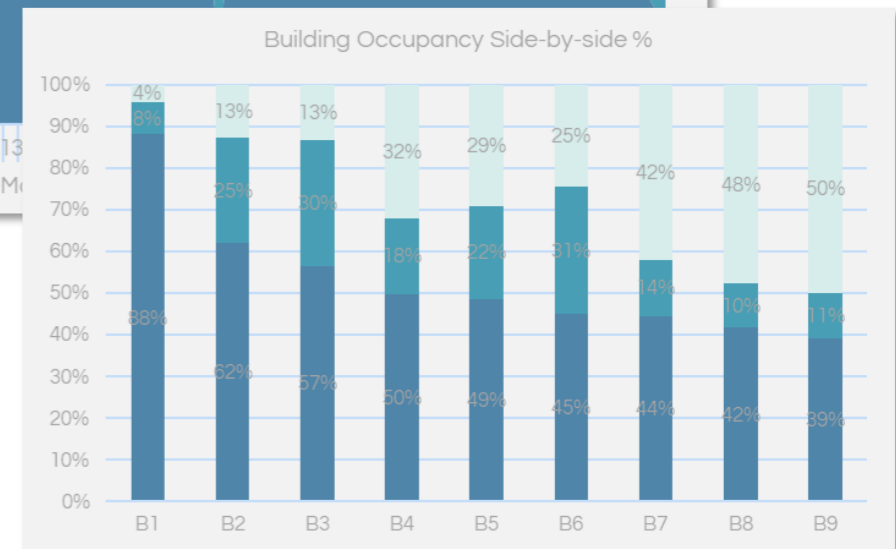
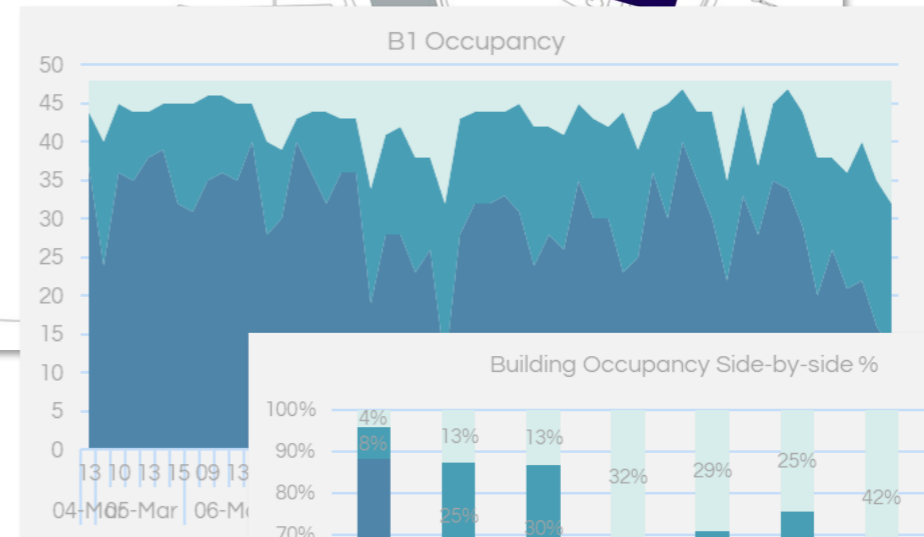
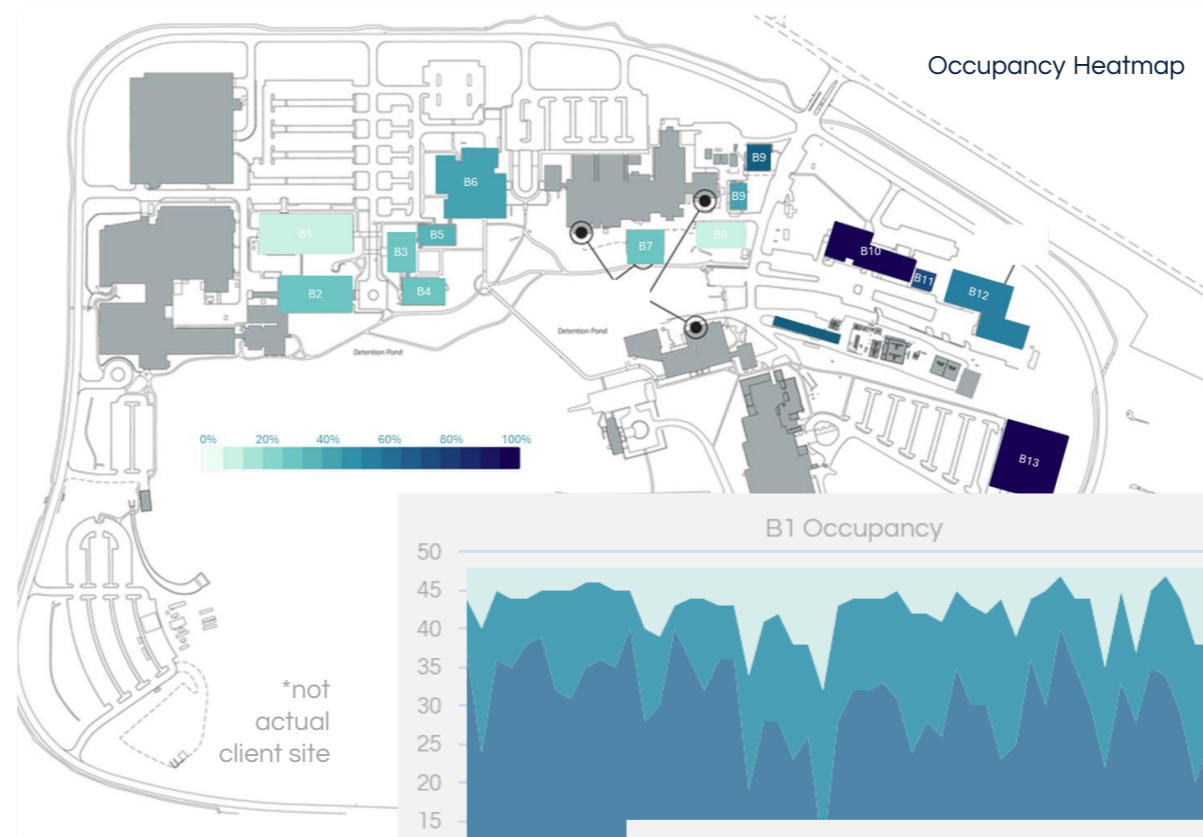


Manual Occupancy Study - A Case Study

In 2024, a prominent multinational based in Co. Cork, grappled with increasingly **challenging workspace constraints**. The site was beginning to struggle with a daily influx of over 1,000 employees, coupled with hybrid work arrangements. SiteIQ, were engaged to provide a **comprehensive solution** to help the site understand exactly how their workspaces are being used.

Over four weeks, SiteIQ's dedicated team executed a **meticulous occupancy study**. Surveyors scanned the offices, logging desk usage using a purpose-built tablet application. Meanwhile, our data analytics team worked tirelessly off-site, crunching numbers and delivering insightful reports within tight timelines.

The results were transformative - SiteIQ revealed hidden capacity but also provided the **data backbone** for an internal workplace redesign strategy encompassing short-, medium- and long-term initiatives.



9 Locations | 888 Desks

96 Walks | 85,248 Observations



DEPLOYMENT OPTIONS – PRICING ON REQUEST

Feature	Option 1: Self-Managed (Client-provided surveyors)	Option 2: Outsourced (3 rd party provide surveyors)	Option 3: Full-Service (SiteIQ-led Leadership-ready Insights)
Survey Planning & Methodology	✓	✓	✓
Digital Data Gathering Tool Design	✓	✓	✓
Software & Licences	✓	✓	✓
Training (On Site)	✓	✓	✓
On-Site Presence	✓	✓	✓
Dashboard Access	✓	✓	✓
Advanced Analytics & Heatmaps	✓	✓	✓
Executive Presentation	✓	✓	✓
Survey Execution	✗ Client-provided	✓ 3 rd party surveyors	✓ SiteIQ team
Survey Oversight & Quality Assurance	✗	✓ SiteIQ oversight of surveyors	✓ Live validation during execution
Mid-Study Check-In & Early Findings	✗	✓ Preliminary insights mid-study	✓ Live reporting & real-time adjustments
Custom Recommendations & Space Planning Guidance	✗	✗	✓ Leadership-focused strategic insights

Note: discounts available for multi-survey or multi-year engagement discounts (quarterly, bi-annual, or annual studies available)

TEAM



Tomás Collins

CEO & Founder

[LinkedIn](#)

- Expert in workplace analytics, SaaS, and smart occupancy solutions.
- 25+ years working with multinationals (Ex-Pfizer, MSD).

Trusted by



Partners



Shirley T. Mendoza

Business Consultant & Co-Founder

- Industrial Engineer
- Multi-discipline business consultant
- Expert in Workplace Analytics