

CapriCMW

Canadian privately held insurance broker based in British Columbia that provides all lines of insurance including commercial, personal, auto and group benefits.



Challenge

Understanding our employee's current engagement levels and sentiment around workplace flexibility, and what technology and workspace supports they require for remote or hybrid work.

CapriCMW is an independent, employee-owned company that provides custom insurance and risk management solutions to both personal and business clients across British Columbia and Canada. With 400 professionals in 14 offices, CapriCMW offers a wide range of professional expertise spanning a multitude of industries, products, and services.

In March of 2020, when the COVID-19 pandemic hit, CapriCMW, like most companies, was forced to transition to a fully remote work arrangement, in some of their locations. Since then, the company has adopted a hybrid work program which enables employees to work from home part of the week and come into the office on specified days. CapriCMW had never implemented a hybrid or remote work program before, which led to leaders asking about the impact that these new arrangements would have on employee engagement and satisfaction. Leaders were also

curious about their employee's technology capabilities in their remote work environment and whether or not they had everything they needed to be productive when working from home. Another key consideration for CapriCMW was to determine how hybrid and remote work arrangements can impact ongoing learning/mentoring opportunities, especially for younger or newer employees who require more guidance with certain projects.

By identifying gaps in technology and better understanding the wants and needs of their employees, CapriCMW was better equipped to implement a permanent hybrid work program.

Solution

Obtain data driven insights to inform a remote or hybrid workplace program.

In July 2020, CapriCMW engaged Better Workplace, a data and insights company specializing in supporting hybrid workforce planning and optimization, to conduct a baseline WorkFit assessment with employees in its Burnaby office to help inform its remote and hybrid workforce planning. CapriCMW chose to pilot the assessment with one office to gain a better understanding of the types of

Data And Insights For Planning

- Create a physical environment that reduces risk
- Implement procedures to ensure employees feel safe
- Inform policies and procedures
- Prepare the workforce
- Weave remote working arrangements into your culture
- Mitigate COVID-19 risks
- Enhance triple bottom-line benefits



data and insights available to them. The company was most interested in gathering valuable information about employee sentiment and understanding specific concerns employees might have when working remotely. By measuring this, CapriCMW was able to use the data to customize work arrangements for specific roles and employees.

Although many employees around the world learned to embrace hybrid work arrangements at the beginning of the COVID-19 pandemic, trends have changed over time which has forced organizations to adapt accordingly. That's why in January 2022, CapriCMW conducted a second assessment with the same employees in Burnaby to gain an understanding of how and to what degree employee sentiment and preferences had changed since the first assessment. The focus of the second assessment was to answer simple questions that help inform CapriCMW workplace design, flexible hybrid workforce plans and the eventual return to office. Essentially, the company wanted to know:

- What are employee preferences for how and where they work in a post-pandemic environment?
- What are employees' sentiments about using common spaces, and to what degree do they plan to use them, including assigned seating vs. hotdesking?
- What measurable benefits and/or challenges have employees experienced working remotely during the pandemic? What needs to be taken into consideration as plan for flexible hybrid work arrangements?

Results and Benefits

By using WorkFit, CapriCMW was able to gauge overall employee sentiment and better understand their wants and needs. This includes learning about work preferences and potential challenges that employees face when working remotely (lack of equipment, distractions, lack of privacy etc.). "The information is very useful to our workplace planning and internal communications," said Donna Cheeseman, CAIB, Employee

Engagement and Talent Acquisition "We plan to use some of the data in our internal communications, which signals we are listening to our employees."

2022 WorkFit Assessment Results:

- While in both 2020 and 2022 the majority of employees believed it was very to somewhat important to allow employees to work from home more frequently, 11% more employees in 2022 believed this was important.
- The majority of employees (58%) noted a preference for working in the office 2-3 days a week, while 10% prefer to work from home 100% of the time.
- Although many respondents have enjoyed the benefits of working remotely, there seems to be a desire for some employees to be in the office at least 1-2 days a week. Some attribute the desire to increased social engagement while others believe in-office days will result in better communication between team members.

2022 Triple Bottom Line Benefits:

When considering the potential environmental, economic and social benefits from a flexible hybrid work arrangement, employees experienced the following:

- An 89% increase since 2020 in dollars saved from commuting expenses, for an average of \$1,732 per employee
- A total reduction of 15,142 commutes which resulted in employees contributing to the reduction of 378,542 Kgs CO2e from car emissions
- A total of 7,571 hours saved commuting by car, which is equivalent to 15,000 half-hour walks with their dogs.

From CapriCMW's perspective, they experienced a 15% increase in the reduction of office emissions. They also gained an understanding of the potential number of seats and square footage of office space they could save based on the new work arrangements, and how to better utilize the space that was available.

Learn More

Better Workplace can help you develop a comprehensive distributed workplace strategy to improve efficiency, sustainability, and profitability. We can provide the tools and expert support to pilot, measure, manage, and scale a distributed workplace plan.

If your organization is interested in improving performance through distributed workforce planning and management, book a demo at www.betterworkplace.com.

For more information about WorkFit by Better Workplace, please contact us or visit us on the web.

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