

5-Star Service WORLDWIDE

DECEMBER 2 0 1 6

December Agenda



- **5★ Worldwide and Technology: Expanding on 5-Star Evolution in 2017:** Following our Conference in Dallas, we are initiating further dialog and data-mining of all things 5-Star App.

Trey Tubbs, CBRE Global Director on the Digital and Technology team, will join us for an overview of company developments to date.

- What can we learn / and or use for 5-Star Worldwide? We need YOUR input – what’s critical? Come ready to talk 5-Star App.

- **5-Star Evolution Action Plans**

- Building specific action plans will be reviewed on our January Call.

- **Portfolio-wide Building Highlights**

- Building specific activities will be reviewed on our January Call. Please use your building template slide. (New 5-Star Managers – I’ll provide, and introductions on Jan Call!)



Tenant Experience

Trey Tubbs, CBRE IT Global Director, Digital and Technology

CBRE



Tenant Experience

- The Path Here – One Combined Effort

Asset Services

Premier Property App

Workspace Strategy

Understanding our Occupants

Global Investors

5-Star Worldwide



The Tenant Experience

Understanding the needs of our constituents

- High-level Personas



Landlord

“As a landlord, I want to continuously seek ways to increase the value of my property.”



Property Manager

“As a property manager, I want the ability to better understand the needs of my tenants so that I can continue to provide world-class service.”



Office Manager

“As an office manager, I want to provide timely and relevant communication on all building activities to my co-workers.”



Tenant

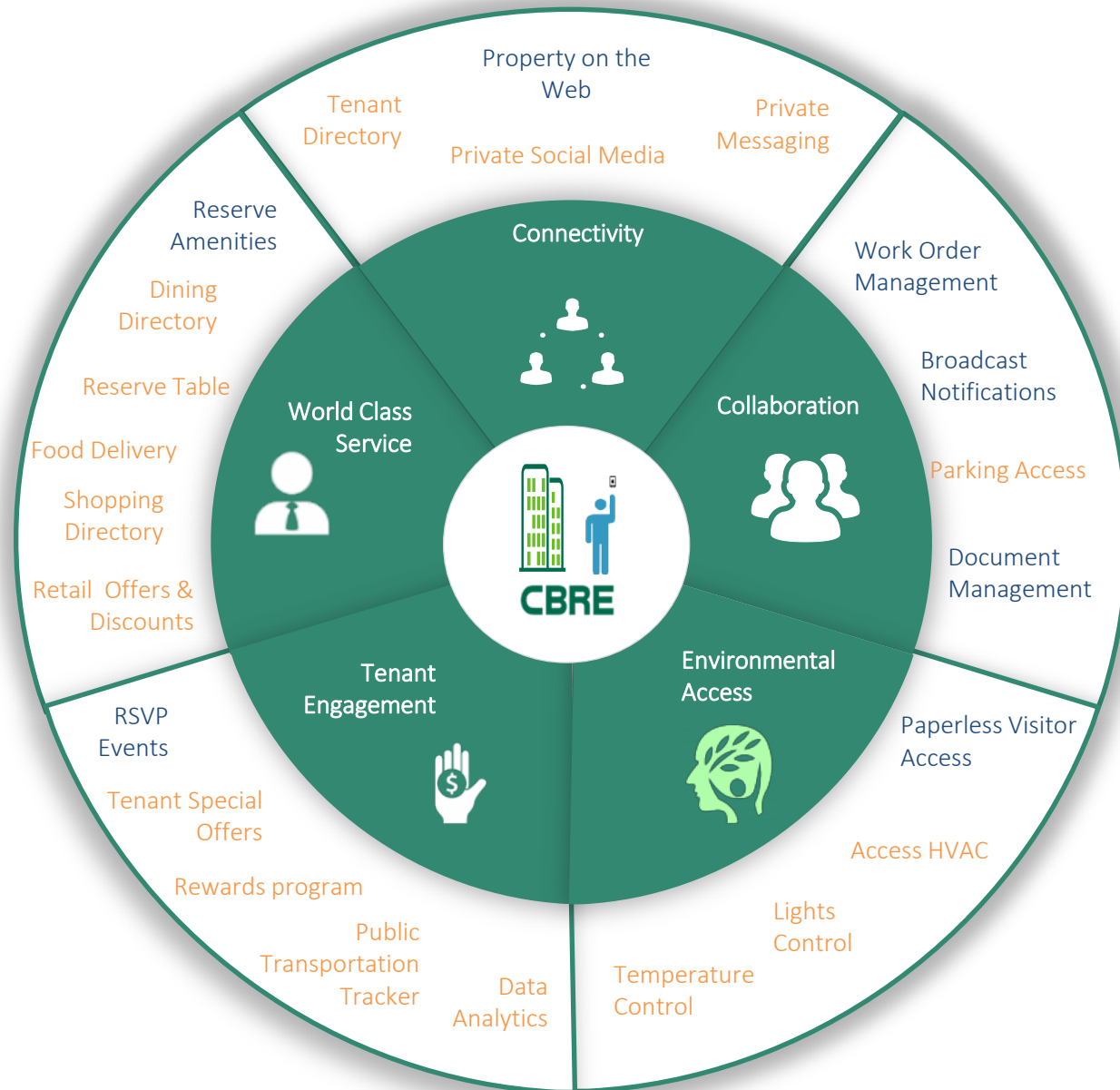
“As a tenant, I want convenient and easy offerings that allow me to be more productive at the office.”

CBRE

“At CBRE, we want to offer world-class service which allows us to better understand, attract, and retain existing tenants therefore increasing revenue.”

Tenant Experience ECOSYSTEM

- Current & Future State - *DRAFT*

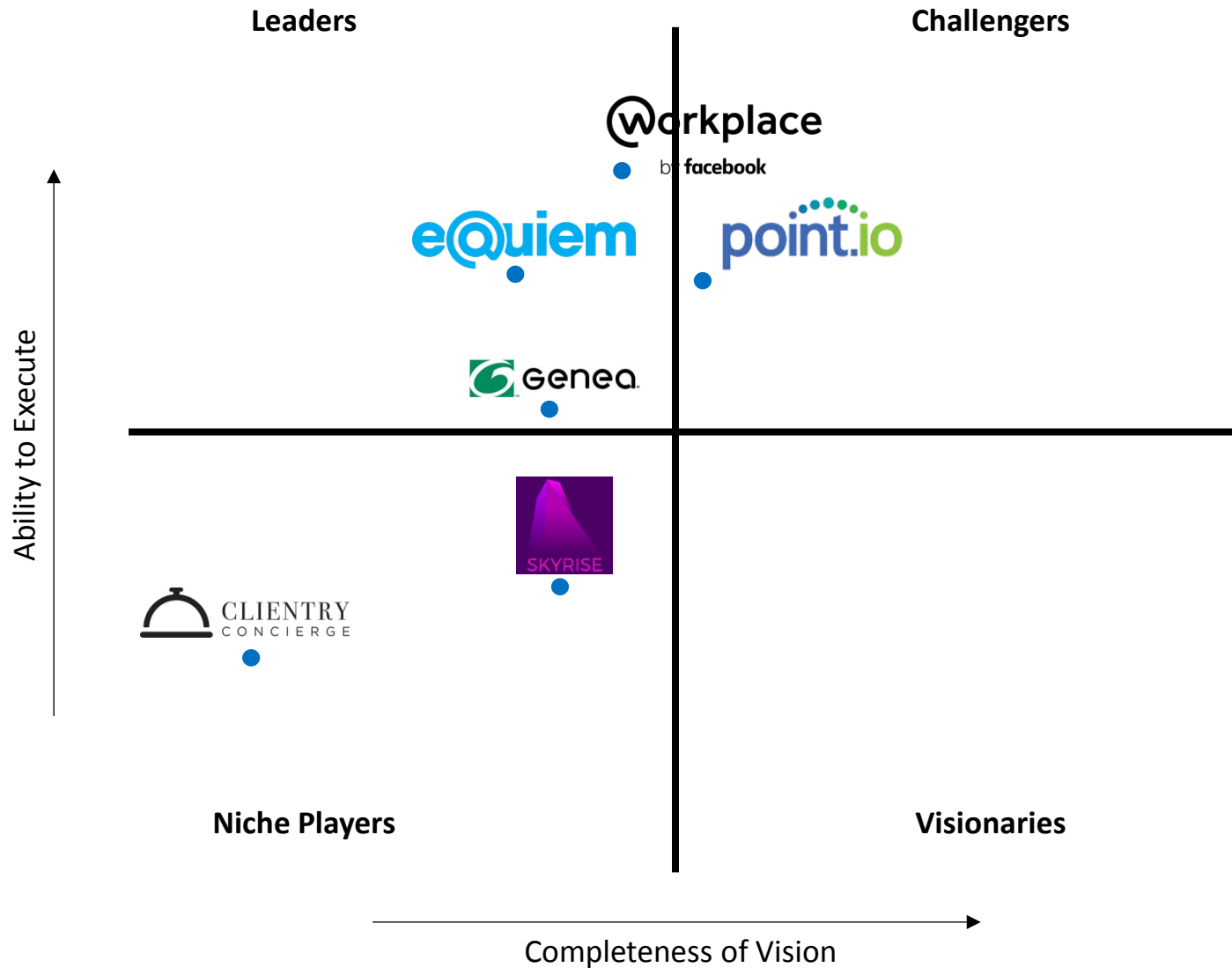


Future State

Current State

Enhancing the Tenant Experience

- 3rd Party Solutions Under Evaluation



- Current Options



1. Community Pilot

Pilot a technology that mainly offers social networking and collaboration technology features.

- Requires OpEx funding
- Enable tenants with community, collaboration, and amenities in a technology offering
- Analyze user adoption and usage data



2. “Alexa” Pilot

Offer physical concierge services to premier property tenants for a finite period and evaluate the data analytics.

- Requires OpEx funding
- Provides tenant insights and trends for future feature consideration
- Potential case study / white paper



3. Enhance AXIS offering

Further evaluate build vs. buy (+enhance) options with a go-to-market strategy.

- Requires both CapEx and OpEx funding
- Perform detailed cost and effort assessment
- Finalize feature upgrades (e.g. Salesforce Marketing Cloud, mobile app, tenant offerings, etc.)

Enhancing the Tenant Experience

- Potential Alexa Pilot Solution

Tenants have questions / needs



Call



Text



Chat



Email



Voice Command
(future feature)

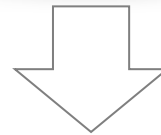
Alexa Agents



Needs Addressed



Questions Answered



All data activities captured



Tenants will be:



Satisfied



Productive



Serviced

Enhancing the Tenant Experience

- Recommended Next Steps
 - ✓ Align on strategy for the tenant portal experience
 - ✓ Present to key business stakeholders the week of 11/11
 - ✓ Incorporate feedback from key stakeholders
 - ✓ Present update to executive leadership on 11/16
 - ✓ Incorporate feedback from executive leadership
- Validate features with tenants
- Gather and present initial cost estimates
- Confirm property candidates for pilot(s)
- Finalize options and present to executive leadership

APPENDIX

Enhancing the Tenant Experience

- Category Offense

Pilot Option	Candidate(s)	Property Mgr. WIFM	Tenant WIFM	Success Measures
Community	Foundry Club – Dallas Mod – Seattle Coterie – Seattle Non-Coworking?? DTLA LA North	Enablement data points to show landlord	Community stickiness to the building	High adoption and usage Validation of demand

Cost: ???

As a reference facebook is \$3/mo per MAU, Skyrise is 1.5c per sq ft/year with \$1-2k setup per building

Alexa	DTLA LA North Dallas – Ross Dallas – McKinney Florida 1 Minneapolis GI Property	Tenant data	White glove treatment	Trends and direction for future feature development
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Cost: ???

How many individuals? Travel?

Enhancing the Tenant Experience

- Alexa Pilot Guardrails

- Tenant will provide payment for requested services (if required)
- Concierge Services will be provided within a reasonable proximity of the building
- Concierge Services will have SLAs in place (if outsourced)
- Concierge Services will work closely with property management (when required)
- Communication and awareness efforts will begin week 0
- Hypothesis will be continuously measured with data results being shared weekly
- Pilot duration will last 4 weeks
- Ideally all communications will be consolidated to one “dashboard” view

Understanding the needs of end users

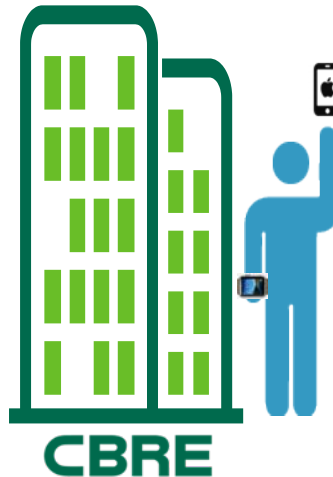
- Value Proposition - *DRAFT*

Tenant Value Proposition

“As a tenant, I want convenient and easy offerings that allow me to be more productive, satisfied, and serviced at the office.”

Property Manager Value Proposition

“As a property manager, I want the ability to better understand the needs of my tenants so that I can continue to provide world-class service.”



CBRE Value Proposition

“At CBRE, we want to offer world class commercial property management service offerings to tenants which allows us to better understand, attract, and retain existing tenants therefore increasing revenue.”

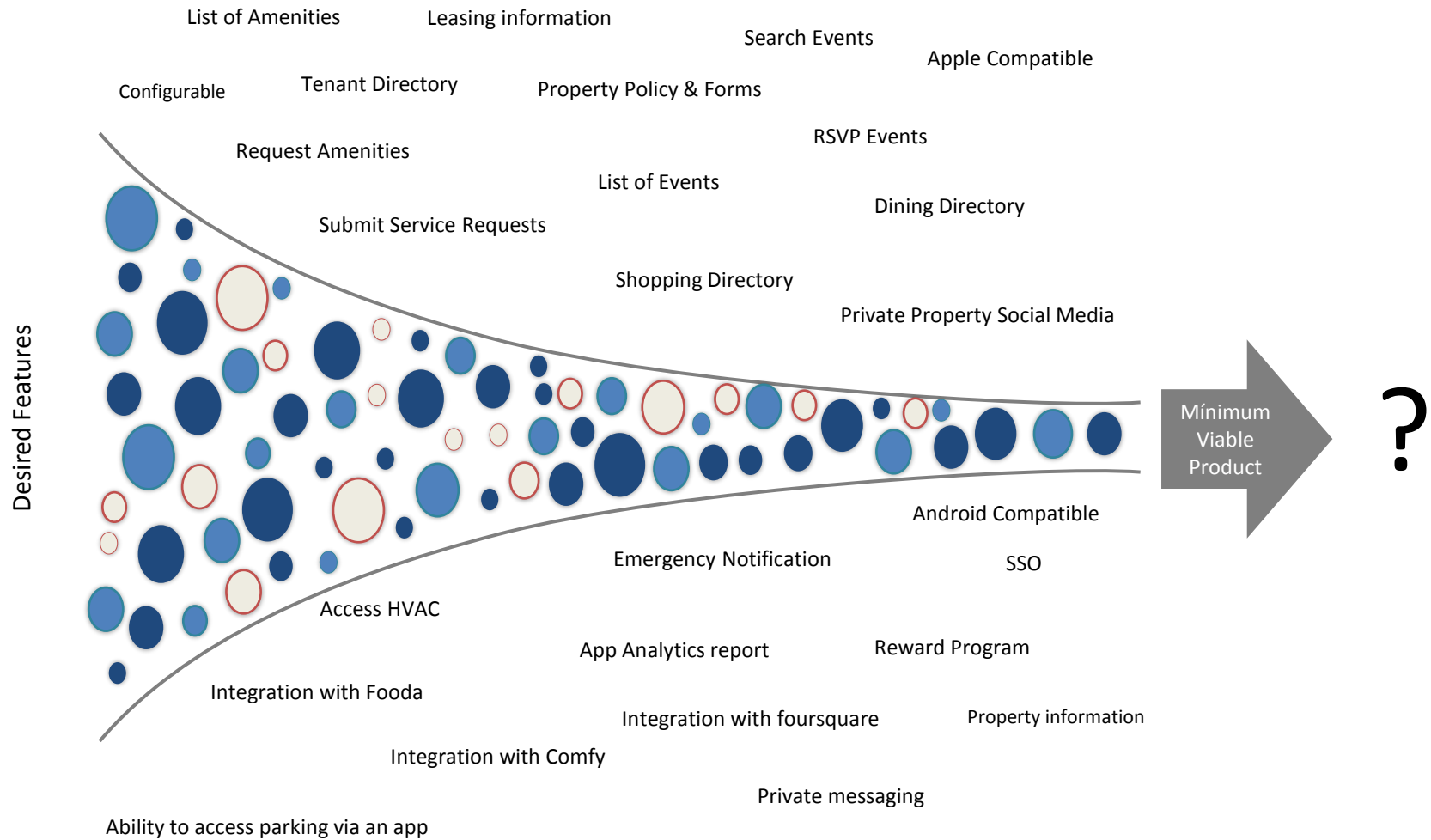


- Drafting a Hypothesis for the pilot

Enabling tenants with X features will provide X value to the tenants and X value to our property owners therefore increasing lease renewal rate and revenue for CBRE.

Understanding the needs of end users

- New Technology



AXIS

- Building Management Platform



SUMMARY:

Axis is a web-based building management platform that integrates marketing, management, and communications tools for commercial real estate properties. With Axis, owners, managers, brokers and tenants are empowered to more efficiently manage their respective tasks 24 hours a day, 7 days a week.

STRENGTHS

- Stable platform
- Current feature offerings are somewhat outdated
- Lack of customer interface

























CHALLENGES

- Current feature offerings are somewhat outdated
- Lack of customer (tenant) value offerings
- Caters to property management workflow

To date, more than 190 sites, representing over 110 MSF of space, have implemented AXIS generating on average \$1m annual revenue for CBRE.

Tenant Experience solutions

- 3rd Party Solutions Under Evaluation

	Social	Mobile	Analytics	Amenities	Scalability
					
					
					
					
					
					

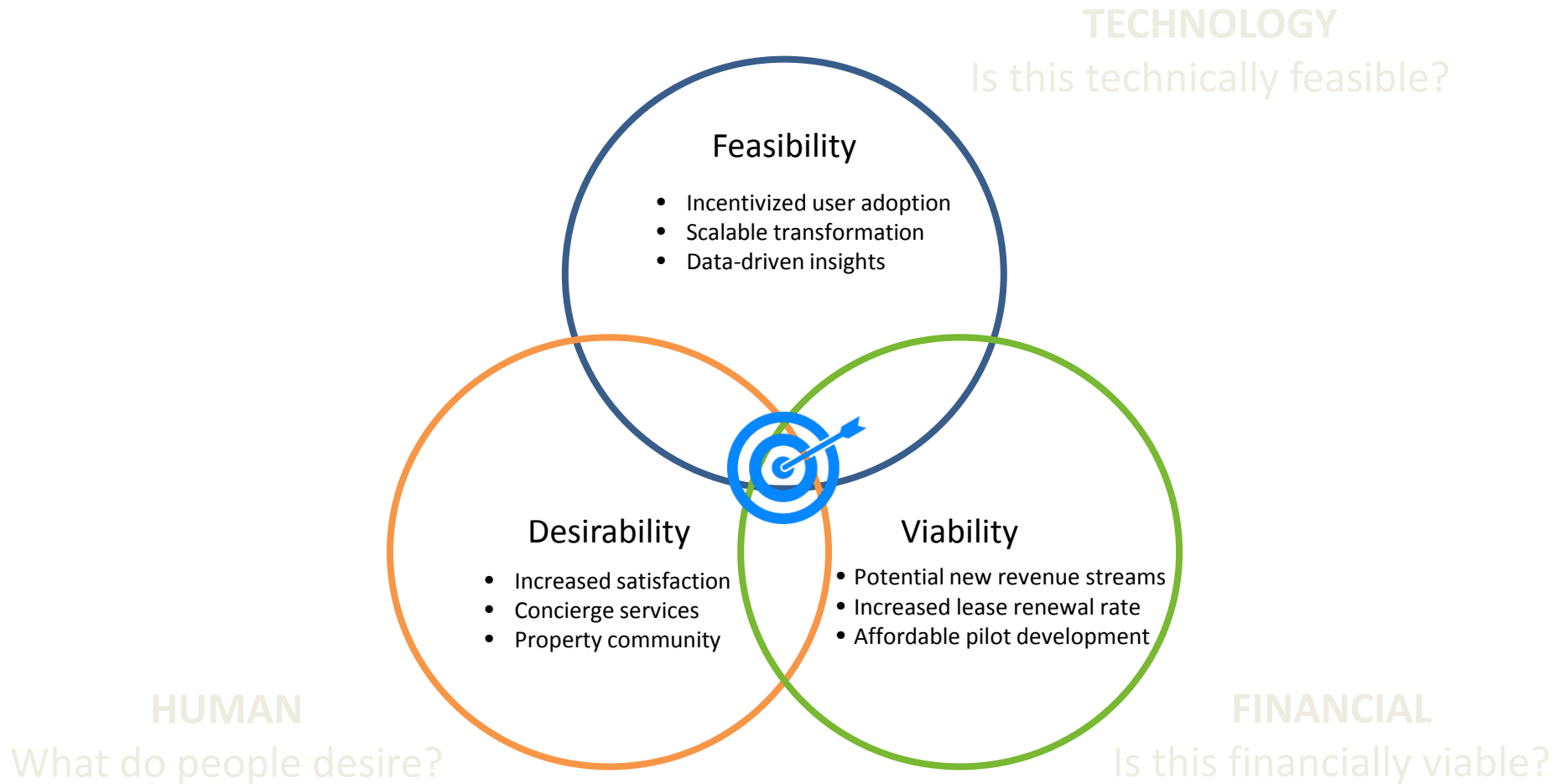
A Collaborative Initiative

- Key Stakeholders

Role	Team	Name
Executive Sponsors	Asset Services	Mary Jo Eaton
Business Leadership	Asset Services	Jim Bilger
	Asset Services	Sam Delisi
	Asset Services	Brian Jennings
	Global Investors	Mark Zikakis
Business Leadership (APAC)	Asset Services	Tushar Aggarwal
Business Leadership (APAC)	Asset Services	TBD
Technical Support	Asset Services	Jennifer Janssen
Technical Support	Asset Services	Jeremy Benkin
Business Advisor	Workplace Strategy	Ashley Branca
IT Sponsorship	IT	Lionel Hill
IT Leadership	IT	Lori Pachelli
	IT	Trey Tubbs
IT Analysis	IT	Tia Dimitrova

Understanding the needs of end users

- Value Proposition



Thank you for joining!

These slides will be to the 5-Star Portal.