



# Aura™

## SAGA TAKING A PEOPLE- CENTRIC APPROACH TO WORKSPACE EXPERIENCE

When COVID-19 forced a new way of working for the organisation's 2,500 staff, Saga took the opportunity to reimagine their workspace, with an emphasis on facilitating collaboration and further improving employee experience.



Cutting-edge  
AV technology



Improved internal  
communications, collaboration  
and productivity



Employee empowerment  
through hybrid working

## BUSINESS CHALLENGE

Saga, a British company travel, insurance and financial services company with a pool of 2.7 million customers, operates from several sites on the Kent and Sussex coast. The company exists to create exceptional experiences every day for their customers, and also for their staff, who are the heart of the business.

During the lockdown in 2020, the company shut its doors and all the staff had to transition from fixed office work to fully remote working. The organisation soon realised that this (forced) experiment had a positive outcome on the business and its employees, and presented an opportunity for a change of a working model – the creation of an environment that would enable agile working, with seamless physical and virtual collaboration, and empower their staff to work from anywhere.

Enbrook Park, located in Folkestone, has been Saga's headquarters since it was first built in 1999, and although it is a very contemporary-style five-storey building it followed the traditional office concept, with lots of fixed desks and discrete meeting rooms.

The COVID-19 lockdown created a pause, and that pause gave Saga the perfect opportunity

to rethink and optimise their estate capacity, reimagining the building as a modern working environment with lots of open spaces, collaboration areas, and a flagship large meeting space for company's functions. The aim was to make the headquarters building a draw to colleagues post-pandemic, encouraging them to return to the office for relationship building, collaboration and training, and offering them the ideal setting for those important activities – while still offering the flexibility of remote working where desired, too.



26 collaborative spaces created including small, medium and large meeting rooms, office areas and an auditorium for company presentations with a bespoke video wall designed for maximum impact.

## AURA SOLUTION

The new workspace design saw the creation of 26 collaborative spaces spread across three floors, with each floor featuring the same set of differently sized glass meeting rooms, from small huddle spaces to encourage team collaboration to larger rooms for board meetings and departmental consultations. There's also a sizeable auditorium on the ground floor, where up to 150 people can be accommodated, which makes it ideal for company presentations and get-togethers – a huge full-HD LED videowall creates maximum impact, offering immersive sound and vision during events. This 3.66m x 2.06m (W x H), equivalent to 165" diagonal screen, bespoke installation was created from 36 x 610mm x 343mm screens, in a wooden frame, with 1.5mm pixel pitch, max resolution 2304 x 1296.

The fifth floor is yet to be designed, and Saga is in fact waiting to make that decision based on the utilisation data drawn from the first three floors to be refreshed, working in partnership with Aura to identify and fulfil business needs optimally.

The digital workspace has been integrated into the physical one, so that the experience of the working day is seamless – this was a key objective in the project, so employees were freed up to focus on their specific objectives rather than tackling niggles and speedbumps on a daily basis. Whether they are in the office or working remotely, staff can collaborate easily. It was also important that a longer-term view was taken. Specifications have been engineered to future-proof the building and enable plenty of flexibility.



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## AURA SOLUTION

To ensure maximum focus remains on work objectives, meeting room use is frictionless. When colleagues arrive at any of the spaces, they can simply plug their laptop into the power socket and start working – there’s no hunt for the right cable, no setup, no need to call the IT helpdesk... they simply get on with it just as they would working remotely, connecting their devices wirelessly to the AV system. In addition, the technology in each meeting room functions consistently, so that employees don’t need to learn different ways of controlling or accessing the tech that they need to use.

As part of the project, the WIFI was upgraded to ensure that coverage was full and fast. IPTV was also installed throughout the building, to offer the capability to give big-screen presentations as well as stream live TV and other digital content and easily-updated digital signage messages, from housekeeping notes to emergency alerts.

## BUSINESS OUTCOME

Saga’s headquarters building has always been considered a key ingredient in its success – the way the workspace supports employee wellbeing, productivity and efficiency through collaboration has been a priority for many years. With the advent of remote and hybrid working, as a result of the pandemic, the company has widened that focus to include both physical and digital workspaces, integrated for an optimal employee experience, and their new technology holds the key to making this work.

Aura’s tech solution has not only offered a future-proofed space where the technology can adapt and refine according to business need, but the organisation’s brain trust has also been protected. By taking a people-centric approach, giving staff the choice and ability to work just as effectively wherever they are, not only means that their output will remain high in terms of quality and productivity, but that element of choice helps engender a positive culture and ensure high staff retention rates.



**“Aura really understood the journey we were on, the scope of the project, and just how critical it would be to the future of our business. The client-supplier relationship was excellent, thanks in no small part to the consultative approach taken – Aura was happy to work alongside our team no matter the direction we took, or how much we changed our minds as the workspace strategy necessarily evolved. That partnership over the long term, supporting changing business need, and guiding us in the right direction by providing specialist expertise, is invaluable.”**

Ray Brown, Head of Technology Operations, Saga

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