

THE BUSINESS CENTRE SPECIALIST



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NOVEMBER 2015 NEWSLETTER

This year we continue to see a lot of positive signals about the business centre market. There is certainly renewed confidence in the market which is evident in almost all of the country.

HOW YOU WORK

Yet another report has been published about the flexible space industry. This time by DTZ which is a follow up from their last report on co-working.

The report confirms what everyone in the industry already knows and draws the conclusion that "The Flexible Office market has for over 30 years sought to provide growing businesses with an effective alternative to the traditional office. Its latest incarnation is more attuned to human needs than ever."

It is good to see that the property industry in general is waking up to the fact that this is an important part of the business property market. Whilst they are starting to recognise this, the flexible space market is itself changing with a growing emphasis on mobile workers and greater customer service.

The report entitled "How you work: People, Places & Flexible Workspaces" is well worth reading and can be downloaded from

<http://www.dtz.com/Global/Research/DTZ+How+You+Work+-+Flexible+Office+August+2015>

The Customer is still always right.

In a recent flight back from working in Scotland I read an interesting article in the Easyjet in-flight magazine about Booking.com's Gillian Tans. She said "The customer is at the centre of everything. I have a background in the hotel industry and I appreciate just how important customers are and how important it is to meet their expectations. In many ways I advocate traditional customer-service values. **As a company you might want to offer one thing but the customer wants another. Guess what, it is you who has to adapt.** In my industry you follow data you will make the right decisions. **So in the past we thought we understood what customers wanted, but the data showed us our opinion did not count.**"

In other words, you may think you know what the customer wants but do you really know?

Have you ever conducted a survey of your customers to find out what they really want from you? Or conducted an in-depth survey of prospects who did not sign up with you to try to understand why and what you can do to make your centre more appealing? If you do, the results might just surprise you.

I have a copy of the article if you want to read it or I can also help you in drafting a survey of your clients and prospects, or send out a survey for you acting independently.

BUSINESS CENTRES FOR SALE

Edgware, London - Small but profitable business centre just off the main Edgware high road. Would suit an existing London Business centre operator who can manage it as a satellite centre.

Timperley, Greater Manchester - Existing business centre established in the 1980 and refurbished in 2009

Details of these properties are available on my web site, <http://www.thebusinesscentrespecialist.co.uk/business-centre-opportunities.php>

BCA GALA AWARDS DINNER

It is again time for the BCA's glittering Gala Awards Dinner at The Park Lane Hotel on Friday 27th November. Hopefully I will see some of you there.

THIS YEARS NEWSLETTERS

If you did not receive a copy of my January, March or June newsletters which covered raising finance for fitting out and furnishing business centres, office pods and my thoughts on 2015, you can find them on my website.

<http://www.thebusinesscentrespecialist.co.uk/newsletters.php>

If you like and share my business Facebook page, I will feature your centre on Facebook.

<https://www.facebook.com/thebusinesscentrespecialist>

ABOUT TOM STOKES

Tom Stokes is a recognised expert in Business Centres and provides independent advice to operators of serviced offices and managed workspace. Details of all services offered and experience are on his web site.

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