

EBOOK

The State of Automation in Coworking and Flex Spaces 2024



Automation is at the forefront of modern flex space operations

The world is shifting towards a more efficient way of working, with automation at the forefront of this remarkable evolution. The next era of running a flex business will be defined by robust automation practices, with the best operators embracing automation as a way to get ahead.

The Optix team set out to understand exactly how coworking and flex space operators are thinking about automation in 2024 via an online survey. We compiled our results into this report to help inform coworking and flex space operators around the world on the role of automation in flex businesses.

In this report, you'll learn:

- ✓ How much time operators are spending in technology tools each day
- ✓ How much time operators are spending performing manual tasks each day
- ✓ Primary motivators for pursuing an automated flex space experience
- ✓ The number of tools operators are using to streamline their operations

By the end, you'll have a better understanding of how you can use automation in your coworking and flex space to build a future proof and scalable business.

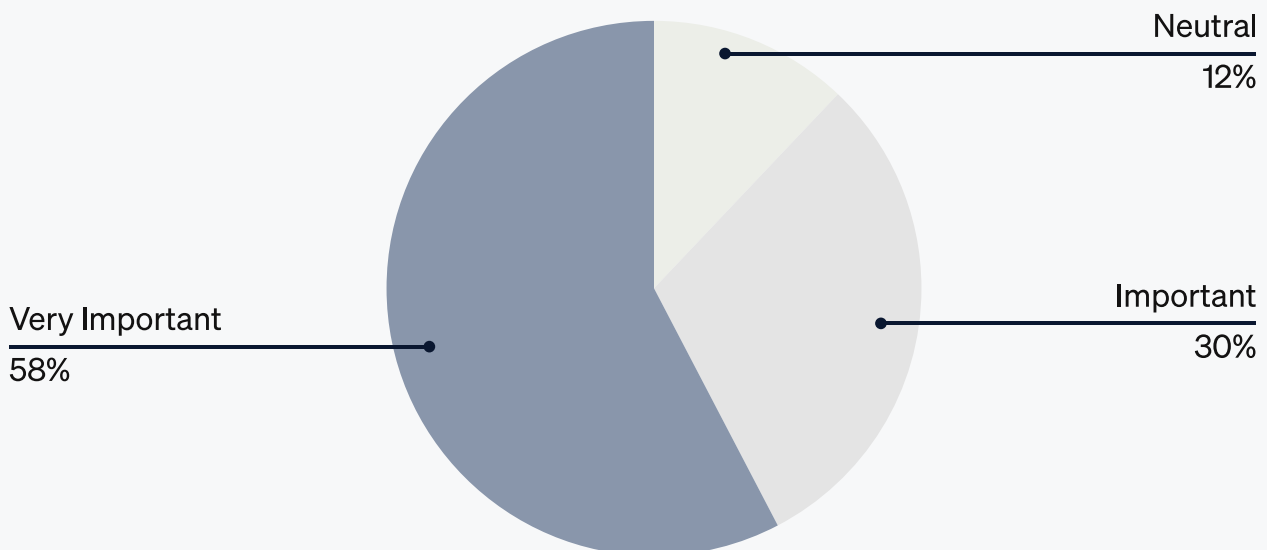


How much value do you place on automating manual tasks for your business?

88% of coworking and flex space operators say automating their operations is Important or Very Important to their business.

Coworking and flex space operators understand the critical role that automation plays in their operations. When asked how important automation is to their business on a scale of 1 to 5, 100% of respondents answered with a 3 or above.

The flex industry has also seen a sharp increase in an interest in automation over the past 5 years, as more and more operators look towards software solutions to help them automate their daily repetitive tasks.

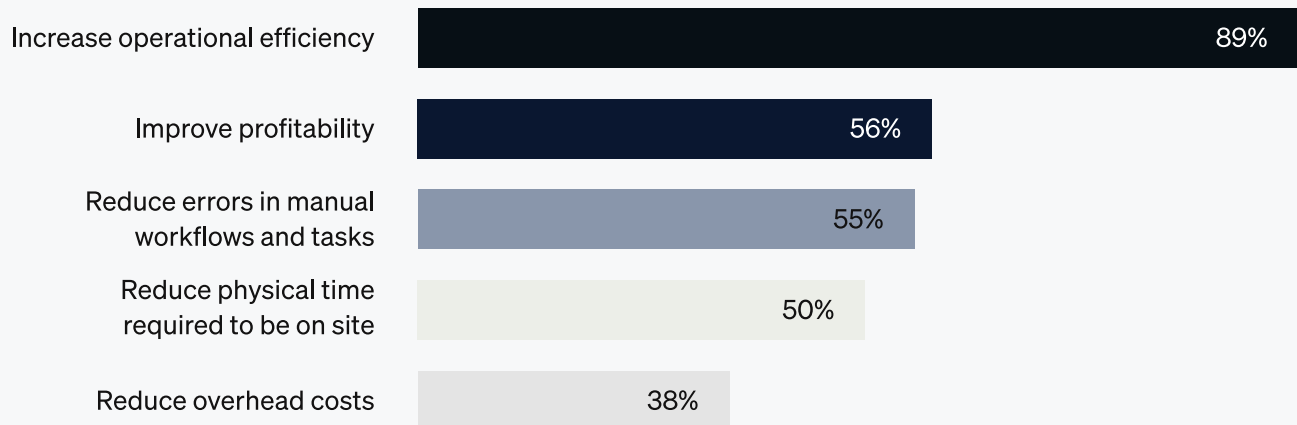


What do you see as the biggest impact of automation on your business?

Operators understand the importance of automation, but what is their reason for pursuing it?

When asked about their motivations for automating their space, nearly 90% of coworking owners and operators say they want to improve operational efficiency. An improvement in efficiency ultimately translates to saving time - time that can be reinvested into other, high impact initiatives that only a human can do.

The second most popular reason for pursuing automation is to improve profitability which continues to be a key talking point as the flex industry matures. Automation is in a prime position to support operators with both.

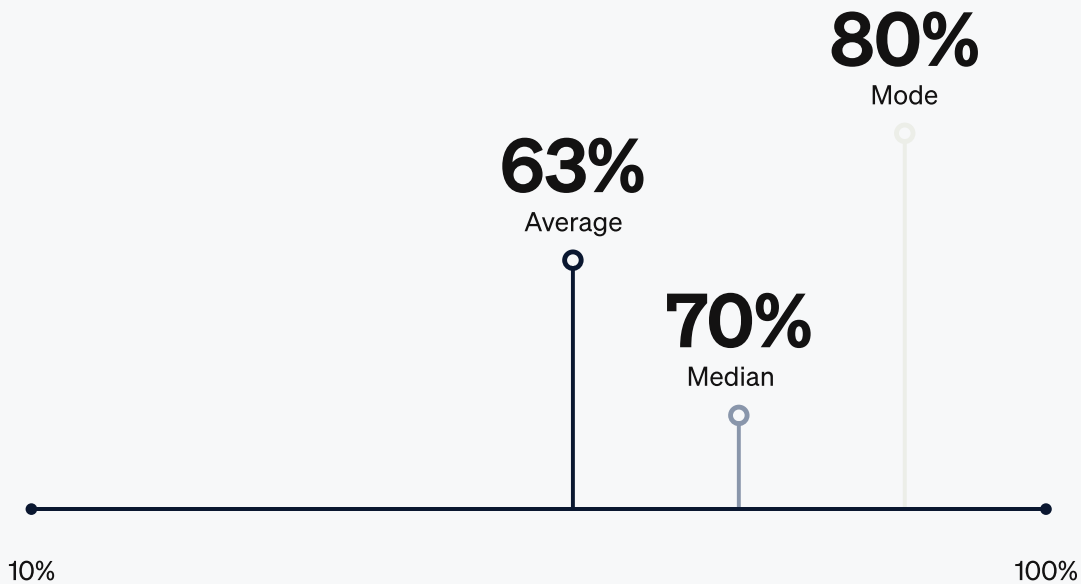


What portion of your time are you spending with technology and software each week?

On average, coworking and flex space operators are spending a whopping 63% of their day in technology tools. That translates to roughly 5 hours in an 8 hour work day *per admin*.

There is an opportunity cost to spending time with technology, namely the reduction in time spent interacting with the community and providing a human-centric experience.

As the industry moves towards a more hospitality driven approach to workspaces, every minute lost to troubleshooting technology impacts member experience and therefore the bottom line of a business.



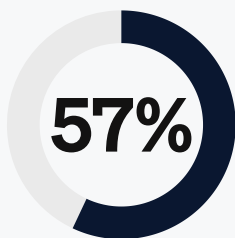
What portion of your time is spent performing manual tasks and responsibilities each week?

Coworking and flex space operators are spending 53% of their time performing manual tasks each day.

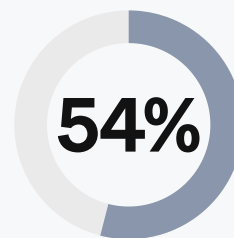
Coworking and flex space operators are spending nearly half of their time performing manual tasks, excluding physical work done in the space like making coffee. This is precious time that would be better spent on other, high-impact activities.

The amount of time Owners, Community Managers, and Operations Managers spend on manual, repetitive tasks presents a clear opportunity for process optimization in the modern coworking space.

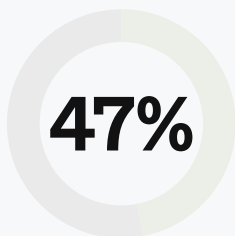
Making these roles more efficient and higher impact should be a priority for anyone building a high-performing flex space organization.



Community Managers



Owner/Founder



Operations Manager




What tools are you using to streamline your operations?


Coworking and flex space operators are currently relying on a variety of systems in an attempt to simplify their day-to-day.

The average coworking and flex business uses 4 different tools to streamline their operations including accounting systems, marketing platforms, project management systems, and more.

While an integrated ecosystem is an integral part of a coworking tech stack, there is an opportunity to bring more of these tools into a single system, woven together with advanced automation workflows.

 **67%** Accounting System

 **44%** Access Control System

 **61%** Marketing Platform

 **33%** CRM System

 **45%** Project Management



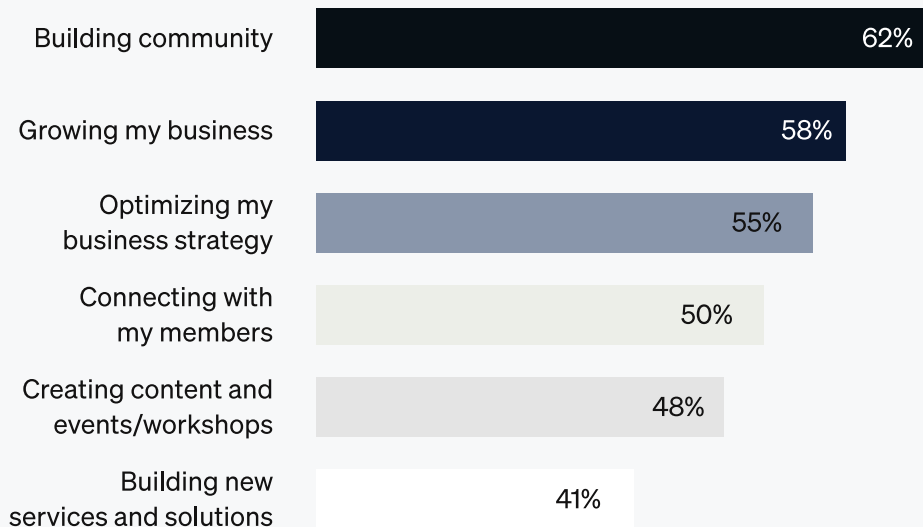
What do you wish you had more time for in your business?

More than 1 in 2 coworking and flex space operators wish they had more time to build community.

The soft aspects of running a coworking space are often overlooked in a business plan. But as every exceptional operator knows, they are essential to a successful and sustainable coworking business.

63% of coworking and flex space operators say they wish they had more time to build community. This is closely followed by the desire to pursue growth initiatives such as growing their business and optimizing business strategy.

Community building may be the first to go when resources are strained, but investment in community will pay dividends in the future. Automation can empower operators to take back their time and spend more of it on their community.



CONCLUSION

The future of automation in flex spaces



90% of coworking and flex space operators see automation as critical to achieving business outcomes.

Yet as it stands, operators are spending more than half their day with technology tools performing manual processes. This is costing them precious time, time that is ultimately being taken away from community building activities.

Coworking space automation software like Optix is in a prime position to address these challenges by introducing new ways of automating redundant manual tasks in a flex business. With Optix Automations, operators can put their manual tasks on auto-pilot with custom automations, saving them up to 53% of their time each day. It is a completely new way of running a flex business, one that moves the industry away from manual space management software of the past towards true automation.

[Learn more about Optix Coworking Space Automation Software and how it is solving the coworking automation problem once and for all. →](#)





Optix is reimagining coworking space software.

We empower today's leading coworking operators to succeed with a design-led and easy-to-use technology platform.

Automate your operations, engage your community, and grow your business with the Optix-powered experience.

To learn more, visit

<https://www.optixapp.com>