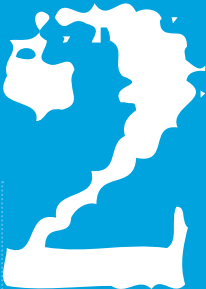


bca little book of tips

101 tips

We can't offer you the answer to life, the universe and everything, but here are some tips that might make things a little bit easier for you.



1

• space planning

When space planning a new building speak to the brokers to get their advice on office sizes required in that area.

2

• cabling

When cabling, allow 3-4 metres length at the floor box to ensure simpler changes to inevitable room configuration changes.

3

. breakout **space**

Allow some small meeting rooms that can be booked for 1-2-1s or interviews, which will stop clients holding such meetings in your breakout space.

4

. phone **numbers**

Provide clients with the phone numbers in advance of their move in, so they can notify their customers of the new numbers and have business cards printed.

5

• trusted **suppliers**

Allow trusted suppliers to speak to clients direct to confirm their requirements, whether it's IT or furniture, you will often find you will sell more, save your time, and the clients will be happy.

6

• car park **spaces**

Manage the car park spaces closely, it will be tempting to allow early clients moving in more spaces, this is something you may come to regret later.

7

. network

Be wary of doing deals with clients in return for services rather than licence fees, and be sure to create opportunities for clients to network together within the centre, it is one of the benefits they believe they should have being in a business centre.

8

. viewing training

Train all staff to be able to complete a good viewing. Walk in clients will appear at any time of the day and it helps all the team to feel involved in the sales and allows them to show off their building and what they do.

9

. use of terms

Never use the term “Broadband”, which has associations with cheap and nasty products on TV and invites a price comparison you can’t win. If your shared Internet connection is a lease line then “Enterprise”, “Corporate-grade”, “Advanced” are all good descriptors. If you use multiple DSL connections then how about “Resilient”?

10

. bandwidth

Guaranteed bandwidth is immensely profitable but only a small number of customers actually need it and indeed may not know they might need it. **Often a customer “problem” is really a “need” signal.**

11

. charges

Always charge for Public IPs – there is almost no customer push-back on these charges.

12

. unidentified users

Never allow unidentified users onto your Internet service for legal and commercial reasons. If you have no online system for handling non-occupiers, then a manual system, a room booking system or even your Health & Safety visitor registration can help.

13

. log records

You must maintain certain log records for occupiers and non-occupiers, but especially for customers who use the Internet without a public IP (i.e. they are using your IP!). There are arguments about what needs to be recorded and for how long, but certainly not less than a year for summary records. Think ahead and save yourself thousands.

14

. customer problems

As the operator, any customer Internet problems are automatically your problems, until you prove otherwise.

So here are our top questions that make customer problems vanish:

- Have you rebooted (computer, firewall, and switches)?
- Is more than one person affected?
- Is the problem with all applications or a specific application?
- Have you checked the "other end" (VPN, hosted apps, etc)?
- Has anyone been working on your IT systems recently?
- Is your anti-virus up to date?
- Have you had visitors on your network (including staff that work elsewhere)?

15

• door position

Planners and builders place office doors in corners because it's easy – but you may be looking at the end of a cabinet, back of a person or losing a workstation's income.

Intelligent door placement converts viewings and maximizes space!

16

• carpeted corridors

Lay an equal border both sides with full tiles in the centre field – borders get no wear, centre field can easily be replaced as no cutting in is necessary. Fit the same carpet in borders and offices – but why not run a separate colour or standard of carpet in the centre field?
Saves cost and improves image!

17

. clocks

With sweep second hands placed on rear meeting room walls, this demonstrates that you understand the needs of presenters and trainers!

18

. hot desking/Touch down

Increase centre traffic & appeal, consider moving around the building as voids occur. Flexibility is key to planning and specifying these areas – **ask how not to overspend!**

19

• office impressions

Open the door and see the plastic back typist chair with (probably) blue upholstery – just what the decision maker wants! Caress their ego and get the viewing converted – chairs hold people, invest in products to "wow" and boost the viewing experience!

20

• furniture supply SLA's

Are your lead times acceptable?
Does the wait impact your business?
Business centre furniture should be ex stock!

21

. finance

Costs can be spread for furniture – with or without asset finance!

22

. staff

Your staff need to represent you and your business, now and in the future

23

“Surround yourself with people who are going to lift you higher”

Oprah Winfrey

24

“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

Aristotle

25

. recruitment

Save time by using Hollis Personnel to recruit your staff, leaving you free to concentrate on other jobs. Your customers want the best and we can help you get the staff to give them nothing less!

26

. charges

Take care what you charge for basic internet and telephony – is this in line with your desk price?

27

. services

If bundling services ensure you specify to the licensees what the services would have cost. Free services have no perceived value.

28

. strategy

Decide on your IT and telecoms proposition and sell it. Don't let a single licensee pull your service delivery out of shape, you will have to support it and it may spoil the licensee's perception of your entire product.

29

. Wi-fi

Just do it! It is a must and is now cheaper to support, secure and administer.

30

. suppliers

Look for suppliers that empower you to take control of your own technology. If it is too complicated you have the wrong supplier for technology.

31

• call costs

When comparing call costs, ensure that there is no call set up and no minimum call charge. Also beware of vendors not billing to beyond two decimal places.

32

• VoIP

VoIP is different to internet telephony. You will lose some traffic to SKYPE but the quality of service is not comparable.

33

• basic **package**

Basic package for IT and internet should be business grade. Don't make it too good. Licensees should get what they pay for but also pay for what they get.

34

• audio **conferencing**

Provide your own audio conferencing services, this saves your licensees money and generates you revenue.

35

• **cost advantage**

An owned centre has a cost advantage over a leased or managed one – be clear on how you make your profits?

36

• **meeting room customer**

A meeting room customer is a potential licensee!

37

. **brokers**

Give regular feedback to Brokers and pay them on time! This will breed loyalty!

38

. **square feet**

A centre with under 8000 sq feet will never make as much profit as one with 20,000 sq feet as it takes the same amount of staff to manage it!

39

• **service income**

Average service income is around 12% of total income – how will you get more?

40

• **spreadsheets**

Spreadsheets are the enemy – keep your inventory in a central database so you can make your inventory available quickly and report on occupancy levels immediately!

41

• **profitability**

Scrutinize the profitability of services like telephone answering, postage recharging – do they add value and what is the real cost? Don't do telephone answering and give postage away (bundle it).

42

• **real time charges**

Capture charges real time (as they happen). If not there will be some missed.

Compiled by Centrix

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With contributions from

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"So Long,
and Thanks
for All
the Fish"

quote from the fourth book of the

Hitchhiker's Guide to the Galaxy trilogy

written by Douglas Adams