

# Client-focused facilities for client-focused businesses



Good facilities management provides the link between the business objectives of professional services firms and the work environment, helping to ensure that the workplace doesn't just contain the business—it supports it.

At Mace Macro, our unique approach to facilities management is directly aligned with the specific needs of professional services companies, helping to leverage the work environment to the benefit of business.

### WHAT'S IMPORTANT TO YOUR BUSINESS?



#### Image

Cultivating a strong professional identity



#### Culture

Developing a cohesive work environment that unites employees



#### Client focus

Putting the needs of clients first



#### Savings

Building in efficiency and flexibility to respond to changes in the market



#### Global presence

Serving clients across borders



#### People

Attracting and retaining the best employees

# image

## Cultivating a strong professional identity

For professional services organisations, the work environment plays a key role in conveying crucial values like professionalism, stability and quality and reinforcing a company's brand. Macro's distinctive management model positions us above and outside the supply chain, allowing us to focus on managing a customised service consistent with the image and service of our clients.



### Blue-chip facilities for a blue-chip firm

When a UK-based blue-chip law firm sought to become a globally recognised leader in its field, Macro worked closely with its directors to relocate seven disparate sites into a single London location in the high-profile More London development. In addition to supporting the consolidation, preparation and occupation of the prestigious landmark address, Macro took over the firm's managed services, bringing a more professional, up-market face to the building's operations.

The firm was one of the only UK-based law practices to grow in the recession and attributes a portion of that success to its new image-enhancing headquarters.

### FM BY THE NUMBERS

At one 1,600-person London headquarters, Macro manages the following, aligning each to the larger objectives of the firm:

**140** total facilities personnel on site

**83** sub-contractors

**£1.5m** cleaning contract

**£1m** M&E contract

**£1.5m** catering and hospitality contract, including fine dining

**63** on-site Macro facilities personnel, including logistics, print, floor support and general facilities

# culture

## Developing work processes to better serve clients

The work environment can be a powerful tool in helping to bring about cultural change and supporting new ways of working. Macro provides consultancy services to help position the workplace to support new processes, procedures and work flow. Our managed services offer upholds the everyday structural change, ensuring that the space and services accommodate staff and business needs.



### New work style for a new workplace

During its consolidation of 22 sites into two London locations, a global tax and financial advisory company (also one of the world's largest professional services firms) saw an opportunity to move away from a hierarchical organisation toward a flatter, more collaborative work environment.

Macro worked with the firm to transform closed offices into teaming rooms and an open plan workspace. As the on-site facilities management provider, Macro supports the new system by facilitating the regular movement of staff coordinated through colored markers indicating permanent and hot desks.

Employees from a variety of disciplines cluster at hot desks to work for a single client, enabling a more effective means for the company to deliver services. The office transformation has been so successful that the firm now provides a new management consultancy offer that provides real estate advice to clients.

**“The partnership is possible because Macro adapts to all its clients and works with us on what we want to achieve.”**

# client focus

## Putting the needs of clients first

At the heart of professional services organisations are the clients—and competing for them has never been more of a challenge. Macro's people-focused approach to facilities management means that we understand the importance of the workplace in forming relationships with clients. In addition, because we provide a single point of contact and accountability for all property and facilities management services, we allow professional services companies to get on with delivering the best for their clients.



### Value added service for valuable clients

**For a variety of professional services firms, Macro manages key client-facing services such as meeting room booking systems and on-site restaurants, ensuring that the level of quality is consistent with the customer service of the company.**

- For one law firm, the catering contract includes a staff cafeteria, as well as a high-quality fine dining service that offers three-course Michelin-starred meals to a range of high-profile clients.
- At a major financial services company, Macro took over AVV filming and editing on site to provide podcasts to the firm's clients. International clients can now access financial advice and information anywhere in the world.
- The Macro manager on at a global law firm site drew on his retail experience to rearrange the supply rooms on the lawyers' floors. Staff members no longer sit with their backs to the entrance; instead, the space now functions like a shop, and staff are treated like customers, reinforcing the importance of client care.



**“They fit what our company is about, which is friendly service providers.”**

# savings

## Building in efficiency and flexibility to respond to changes in the market

Professional services organisations face increasing challenge to do more with less. For this reason, their workplaces must run efficiently and effectively with minimal excess costs, and management time needs to be freed up to focus on long-term strategy. Macro consolidates contracts to provide a big-picture view on quality and control, and constantly drives value through cost savings. We find the appropriate balance between high-quality, collaborative relationships with our supply chain partners and test and calibrate to ensure that we deliver best value to our clients.



### Savings and efficiencies for maximum flexibility:

Every one of our clients has benefited from significant cost savings as a result of outsourcing their facilities management services to Macro. In particular:

- One international financial services company that outsourced for the first time with Macro has total acquisition savings of more than 6% since the start of the relationship.
- A major global investment services firm achieved cost avoidance of £4.5m (11%) over four years because of efficiencies created across the businesses' international locations and reduced in-house accounts team by five (40%).



**“The Macro team were happy to meet our scope of requirements, and they made recommendations for areas of improvement. They were innovative.”**

# global presence

## Serving clients across borders

Professional services companies working across borders are challenged with delivering consistent seamless service, as well as grappling with time zones, language and cultural differences. Macro provides a highly integrated global facilities management service that provides a consistent level of quality everywhere in the world. We mobilise quickly and effectively to provide a single, integrated service, and support our clients in delivering their own global service to clients.



### International solutions and support

For an international investment services organisation, we have gone from providing their UK facilities management to providing services across Europe and the North America. In addition to handling all contract translations and mitigating policy differences, Macro has also hired multi-lingual experts to engage and mentor staff. Regular outreach, benchmarking and KPIs help staff across locations to deliver consistent service and enforce processes that yield the best value.

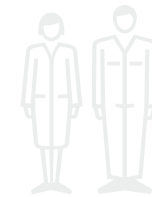
Global companies also require a regular influx of people and constant communication around the clock. For various clients, Macro provides daily movement of workspace to accommodate new staff from overseas; around-the-clock A/V, printing and catering service to facilitate international calls and meetings; and serviced flats for partners who work late. Similarly, for an international financial services company, Macro provides a range of desk configurations to appeal to cultural preferences for working.

**“Macro’s approach is brilliant. It’s a standard that we could apply comprehensively to all of our properties.”**

# people

## Attracting and retaining the best employees

People are the engine of professional services companies. The most ambitious and bright among them are looking for workplaces that make them feel looked after and scripted into a larger corporate story. Macro offers a people-focused service, building a strong facilities staff and enhancing an organisation's ability to recruit and retain great people.



### A people-first approach, inside and out

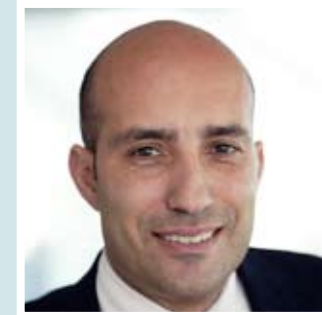
Because of our big-picture management view on facilities, we can ensure a single high-quality service for employees of professional services companies across their locations. Our culture demands that we always go the extra mile, enhancing the employees' work experience where possible. Two of our financial services clients utilise our fm24 service, a 24-hour call helpdesk that empowers employees to directly and immediately tend to their facilities needs.

As part of our effort to improve employees interaction with facilities staff, Macro also works to engage facilities staff and sub-contractors. At a major London law firm, we identified a need to motivate employees in the print room located in the building's basement. The manager on site spent just £5,000 to provide a more comfortable working environment for the employees. Similarly, when an investment services company added several European offices to Macro's portfolio, mentoring and training the facilities staff in those offices was a major priority, as was effectively communicating standards and training.

**“Everyone on the Macro team is really nice, works hard and is interested in their work. You really get the sense that they care about what they do.”**



## Contact



To explore opportunities relevant to your own FM strategy please contact:

### Ross Abbate

**e** [ross.abbate@macemacro.com](mailto:ross.abbate@macemacro.com)

**m** +44(0)7740 812 177

Mace Macro  
Atelier House  
64 Pratt Street  
London NW1 0LF  
United Kingdom

[www.macemacro.com](http://www.macemacro.com)