INTERNATIONAL BANK - WIFI OCCUPANCY

Data from GoBright's WiFi Occupancy Measurement revealed a stark imbalance: an overcrowded Amsterdam headquarters twice a week, and regional offices sitting largely empty. The insight gave this international bank the evidence to close three office buildings. WiFi Occupancy Measurement: pinpointed under-used regional offices and overcrowded headquarters days, giving the bank the evidence to consolidate its real estate portfolio.

Sector: Finance & Banking
Scale: Amsterdam headquarters + 23 regional offices
Solution: WiFi Occupancy Measurement
Outcome: 3 fewer office buildings

THE CHALLENGE

Before the pandemic, this international bank ran a traditional Space Allocation Plan, with departments assigned fixed workspaces across its Amsterdam headquarters and 23 regional offices. Working from the office was the norm.
After the pandemic, the bank introduced hybrid working, letting employees split their time between home and office.

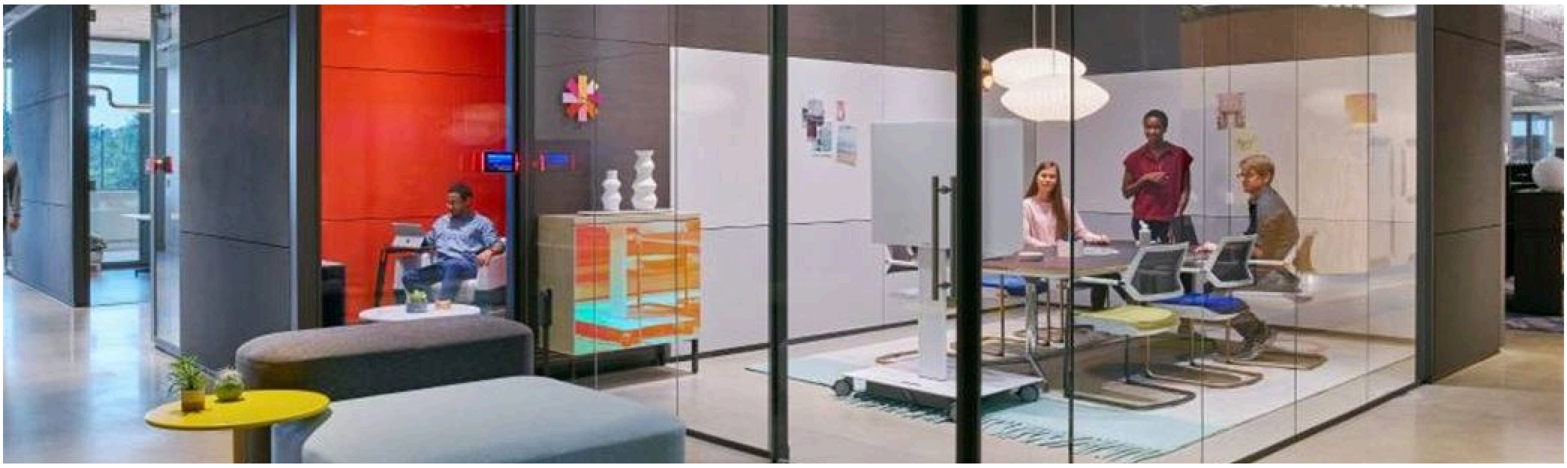
The shift created a sharp imbalance. The Amsterdam headquarters, with strong transport links and on-site amenities, became consistently overcrowded on Tuesdays and Thursdays. At the same time, several regional offices, particularly those outside the Randstad, sat largely empty. The bank needed objective, building-by-building data on how its office portfolio was actually being used, not assumptions carried over from before the pandemic.

THE SOLUTION

The bank rolled out GoBright WiFi Occupancy Measurement to track usage across buildings, floors and zones, using its existing WiFi infrastructure rather than new hardware.

Knowing headcount alone was not enough. To plan effectively, the bank also needed to know which departments were using which locations. A manual registration process proved impractical and would not scale, so GoBright extended WiFi Occupancy to report occupancy by department.

Working closely with the bank's Central Works Council, GoBright built this on a privacy-by-design basis from the outset. No individual location data is stored or made traceable, and a minimum group size ensures reports can never be linked back to small teams or individual employees. That approach secured Works Council approval and gave the bank reliable, department-level insight without compromising privacy.



THE RESULT

- Real estate savings: The data showed the bank needed significantly fewer workstations than before the pandemic. Consolidating departments more efficiently let the bank close 3 office buildings, cutting real estate and operating costs.
- Better meeting spaces: Demand for meeting rooms was higher than expected, with teams often meeting in corridors. The bank added meeting rooms and tightened its booking policy, monitoring no-shows and following up on unused reservations.
- More balanced attendance: Employees gained visibility into expected occupancy at each location, helping them choose smarter days to come in and easing the Tuesday and Thursday peaks.
- Fact-based strategy: The bank shifted from assumption-led planning to data-driven decisions on real estate, office layout and hybrid working policy.

Want to know more?

Book a free expert consultation where our Smart Office expert will discuss which solutions fit your organisation best.

Read the Customer Case online at: GoBright.com/cases/international-bank-wifi-occupancy/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