

swipedon

6 Ways To Make Your Visitors Feel Welcome

A look at how a good visitor management strategy can help your workplace thrive

SwipedOn's Guide to Workplace Visitors



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Welcome to the Co-creation Era

With collaboration at its core, co-creation is an initiative between companies and employees, or companies and their customers, which enables the joint design of initiatives, experiences, products, and services. It's a holistic approach to collaboration and is one workplace trend shaping the future of work in 2023 and beyond.

The pandemic transformed the way we work. Between 2019 and 2021, the number of people primarily working from home tripled from 5.7% (roughly 9 million people) to 17.9%. But the physical

workplace is not redundant. In fact, it's set to thrive with managers valuing in-person collaboration more than ever before.

"I am super passionate to get everyone back," [said Sean Bisceglia, CEO of Curion, in an interview with CNN](#). "What we are really missing is that creativity, and that spontaneity and the ingenuity and talking to your teammates face-to-face. The whole creativity has kind of been gutted without people being together. I've seen a big cultural effect of connecting to your co-workers."

01

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Sean Bisceglia, CEO of Curion

It's important to make the workplace safe and welcoming for employees. Considerations include:

- > Ultra-flexibility
- > Healthy workspaces
- > A focus on accessibility
- > Fewer workers on-site
- > Extra safety procedures

But it's not just employees who populate the workspace.

- > Between 2021 and 2022, visitor traffic grew by 84%.
- > In 2022, the trend continued, with a 43% increase in visitor traffic in just the first half of the year.



Most people are aware that **employee wellbeing has an effect on business success**, but did you know that visitors also have an impact on overall workplace culture and success?

Visitors are a vital part of your workplace community, and your management team have a duty to make the space safe and inviting for them. How do they do that? Let's take a closer look...

Who Are Visitors, Exactly?

Visitors are people who come into the workplace for a specific purpose, whether it's to attend a meeting, deliver a package, or tour the office. They might be clients, vendors, job candidates, or even friends and family. Essentially, they're anyone who enters the building who isn't on the payroll.

What Brings Visitors to the Workplace?

Visitors come to the workplace for all kinds of reasons.

Some may be attending meetings or conferences, while others may be on-site for deliveries or product demos. Visitors may also be there to observe the workplace culture, get a feel for the team's energy, and experience the office environment first-hand. Or maybe they're just popping in to meet a friend or partner for lunch.

Whatever the reason, visitors provide an important opportunity to strengthen relationships, increase engagement, and boost morale.

How Do Businesses Benefit from Visitors?

Visitors bring a level of energy and enthusiasm to the workplace that can be contagious. They provide valuable input on how to improve processes, foster collaboration between teams, and help build relationships.

Visitors can also provide a fresh perspective on company culture and initiatives. And when visitors feel welcome and are made to feel like part of the team, they can spread positive word-of-mouth and help improve the company reputation.



In-person Meetings

- > **Create long-term connections:** In turn, visitors bring new opportunities to the workplace and strengthen employee engagement. In fact, [Eight in ten executives prefer in-person meetings to virtual contact](#), noting they create space for tough, timely business decisions and foster more complex strategic thinking.

8 IN 10
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- > **Build up the public reputation of your business:** When visitors are welcomed with open arms, they're more likely to relay their positive experience to others which builds the public reputation of your business and nurtures positive association to your brand.



- > **Humanizes your brand:** It's so easy to forget that people are behind companies, especially when we rely on emails and conference calls to stay in touch. When visitors come into the office, it helps employees to better understand the people they're dealing with and puts a face to the name.
- > **Enhance the brand experience:** Introducing visitors to your team, the office space, and culture helps to build a strong brand that resonates with potential customers.
- > **Allow investors to assess your business:** When investors visit the office, they can assess how your team works together and whether your organization aligns with their mission. They'll also get a feel for how well you're doing, how organized you are, and the general workplace culture.
- > **Improve the employee experience:** Visitors give employees the chance to interact with new people and expand their network of potential contacts.
- > **Can help attract talent:** When visitors come to the office, they can get an up-close and personal look at how the company operates. This gives you a great opportunity to show them what makes your company unique and a great place to work.
- > **Drive inclusivity:** When visitors come to the office, it gives employees a chance to share their stories and experiences with people from different backgrounds. This helps create an inclusive environment, which can be incredibly beneficial for both current and potential employees.

Every visitor deserves a warm welcome...

Five Kinds of Visitors and How to Welcome Them

01

Clients and Customers

The ones you want to WOW.

These people come into your workplace for a meeting or to purchase goods or services. They should be greeted warmly and given a tour of the office, if applicable. The focus should be on making them feel valued and helping them understand the organization's offerings.

02

Vendors and Suppliers

The ones you want to welcome warmly. These people come into your workplace to provide goods or services, like snacks and coffee supplies. They should be given a warm welcome, introduced to relevant employees, and shown where they will work. Any questions they have about the process should be answered promptly.

03

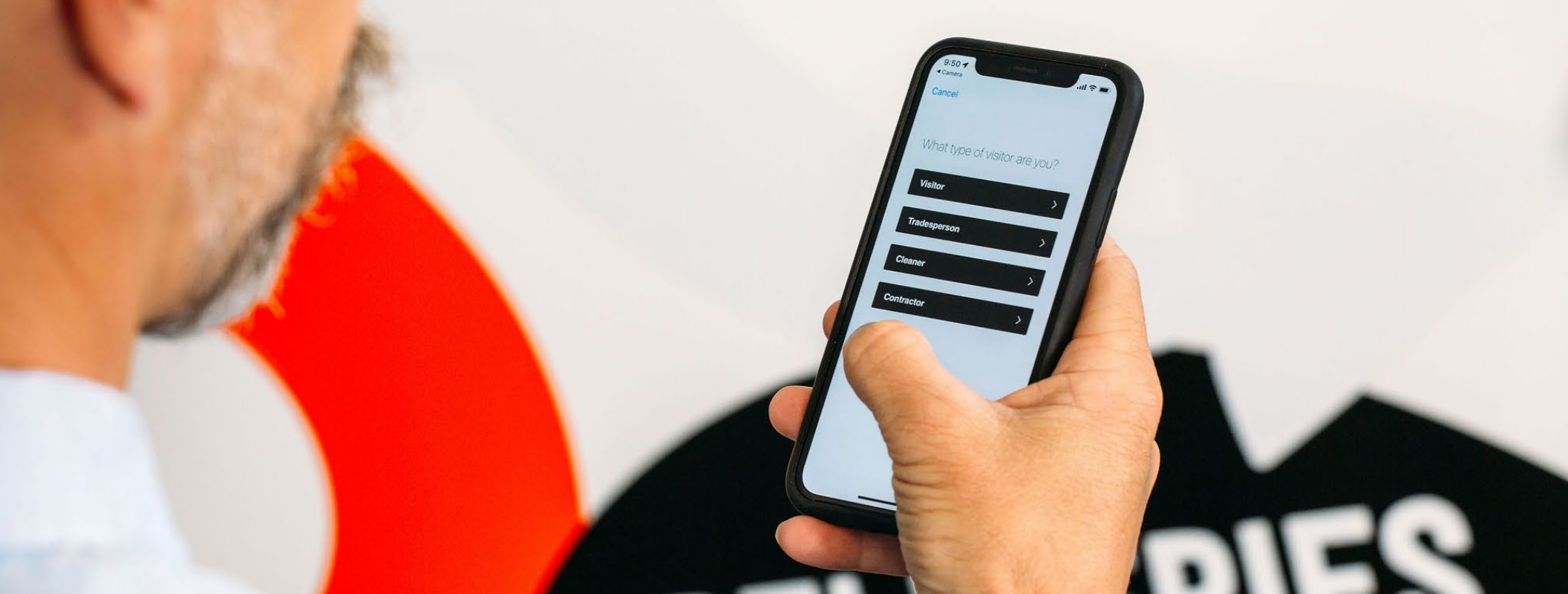
Freelancers and Contractors

The ones you want to feel at home. These people come into your workplace to work on a specific project. They should be treated just like any other employee, with a warm welcome and introductions to the team.

03

Expert Insight: All visitors have the potential to help your business grow, especially if their experience leaves a lasting impression. Word of mouth is a powerful tool which causes a ripple effect for your business. It's important to create positive connotations associated with your business at every available opportunity. Never underestimate the value a warm welcome can have in the long run.





O4

Guests and Visitors

These are people who come into the workplace for a variety of reasons, such as attending an event or visiting someone. They should be greeted warmly and given a tour of the office. Why not make their stay extra memorable with a goody bag?

O5

Talent

These are people who come into the workplace to interview for a job. They will be nervous, and want to be impressed. They should be given a warm welcome and introduced to the team, as well as given information about the organization, such as benefits and other perks.

How Can a Visitor Management System Help?

A warm welcome is non-negotiable

[Visitor management software](#) can help your business manage guests before, during and after their visit to your workplace. It provides secure access to the building, collects important visitor information securely, and enables your business to keep track of who is coming and going.

Businesses all over the world use visitor management systems to automate visitor arrivals with customizable questions, inductions, ID badge printing, and even offer food and beverages to guests.

Additionally, these systems capture important data such as the number of visitors per day and their source of origin. This data helps businesses meet compliance requirements and make better decisions.

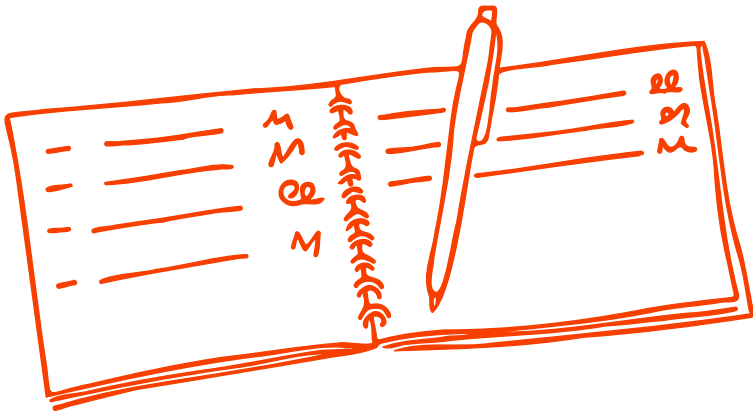


What Are the Different Types of Visitor Management Systems... and What Do They Do?

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Manual Systems

These types of systems refer to physical sign in books or spreadsheets where visitor details are recorded manually.



Pros:

- > Affordable
- > Easy to set up and use

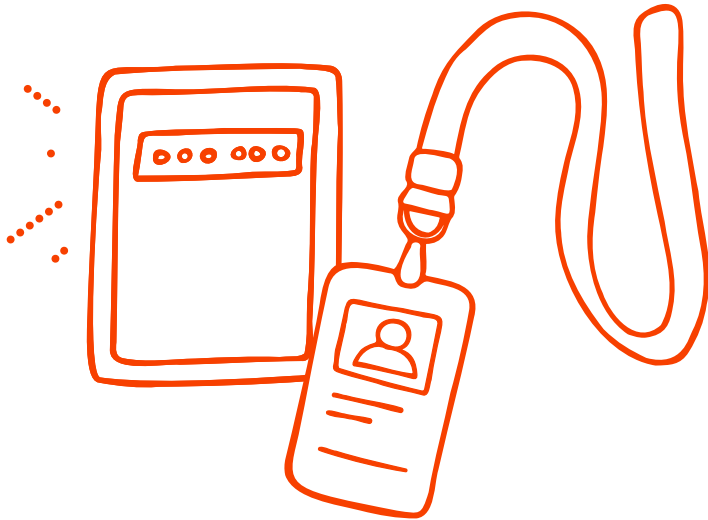
Cons:

- > Labor-intensive process
- > Difficult to keep track of collected data
- > Risk of human error
- > Not secure or data privacy compliant

O2

Electronic Systems

With an electronic system, businesses use software to track and manage visitors. This can be done in a number of ways, such as using an ID card reader or barcode scanner.



Pros:

- > Electronic systems are accurate and efficient.
- > Can be integrated with other software systems, such as HR and security systems.
- > Easy to use and maintain.

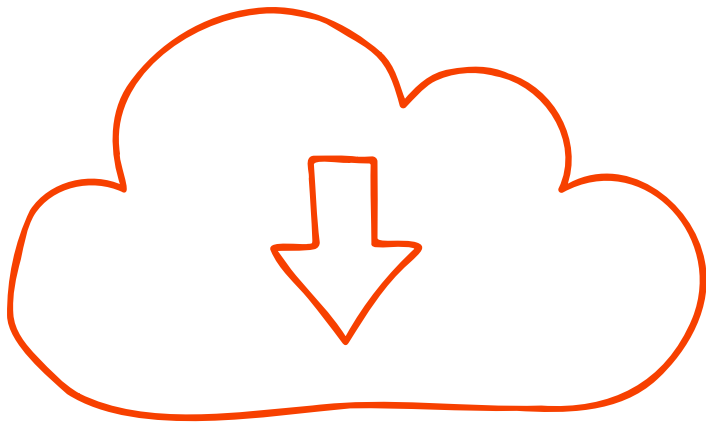
Cons:

- > Can be expensive to set up and maintain.
- > Use can be limited.
- > Data is tied to the system or server, making it less accessible and less secure.
- > Hosting can be expensive.
- > You may need to provide transition support for staff used to the manual option.

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Cloud-based Systems

Cloud-based systems are visitor management systems that are hosted online. This means businesses do not need to install any software on their own servers – the system is hosted by the provider.



Pros:

- > Very easy to set up and use and can often be implemented within minutes.
- > Very affordable, especially compared to other types of electronic systems.
- > Cloud-based visitor management systems require no IT support or maintenance – the provider takes care of all that for you.
- > Finally, cloud-based systems offer enhanced security and reliability since they are hosted in secure data centers.

Cons:

- > Since cloud-based systems rely on an internet connection, they may not be suitable for businesses with limited or unreliable internet access.
- > You may need to provide transition support for staff used to the manual option.

What are the Benefits of a Visitor Management System?

These days, there's no excuse for a clunky, insecure sign in process. With a digital solution like SwipedOn, you can stay organized, comply with regulations and laws, ensure security and safety, save time and money, enhance communication between employees and visitors, and wow your visitors.

A digital system reduces the amount of time spent on manual tasks like registering and inducting visitors and contractors, meaning staff can focus on more important tasks instead.

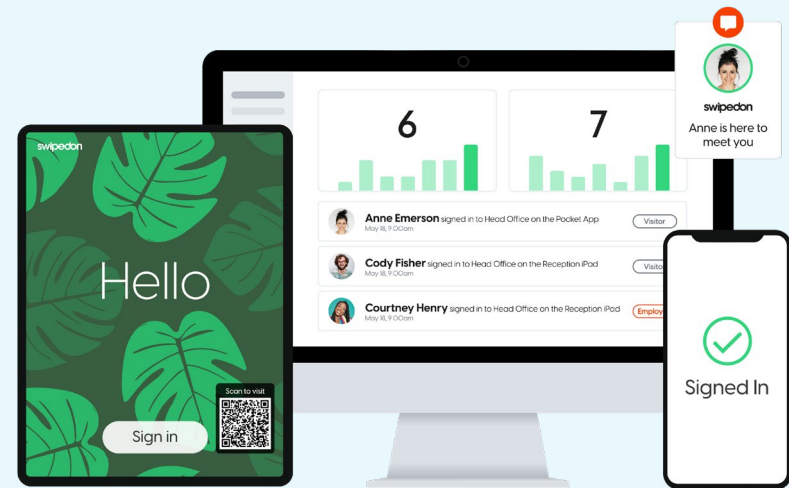
Finally, with a visitor management system in place, you can access vital information quickly and easily – something that is not possible with manual methods. This includes data like the number of visitors per day, visitor stats, and more.

The TLDR:

- > Keep track of who is in the building
- > Manage appointments and schedules
- > Collect payments
- > Improve security
- > Comply with health and safety regulations
- > Brand your business
- > Create a better customer experience
- > Free up staff to focus on other responsibilities in their role

What features should you look for?

So you're ready to take the plunge. But how do you go about finding the right visitor management system for your business?



Ease of use: The system should be intuitive and user-friendly. You don't want to waste time learning how to navigate it or training staff on how to use it.

Security features: Your visitor management system needs to be secure with access control measures in place. It should also offer two-factor authentication and encryption capabilities to protect data.

Customizable features: You should be able to customize the system to reflect your branding and make it easier for visitors to check in and out.

Integrations: The system should be able to integrate with other systems that your business uses, such as an email marketing platform or a customer relationship management (CRM) system.

Reporting capabilities: You want to be able to generate reports quickly and easily on visitor data such as the number of visitors per day, total visits and average length of stay.

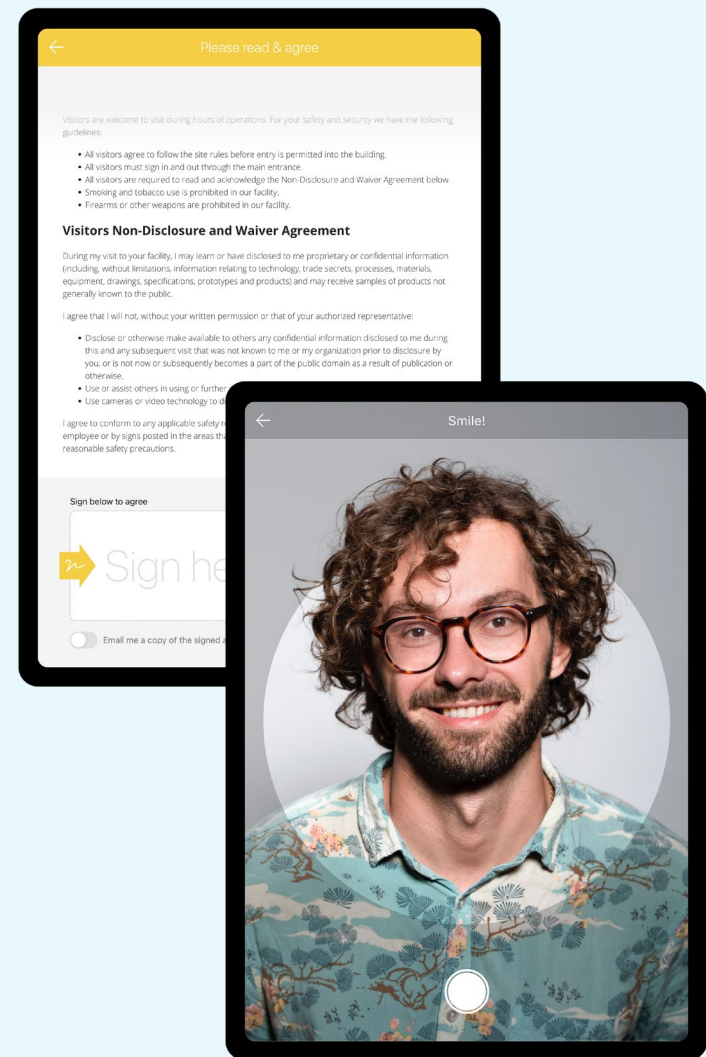
Visitor profile management: The system should allow you to store and manage visitor profiles, including contact information, preferences, and more, and do so in a compliant way.

Automation capabilities: Your visitor management system should automate manual tasks like registration, induction and authentication, so that employees can focus on providing a great customer experience.

The ability to track who is in the building: Visitor tracking means you can keep tabs on visitors and ensure that the workplace remains secure. The system should also offer features such as expiration notifications, so that staff can be alerted when someone has stayed beyond their allotted time.

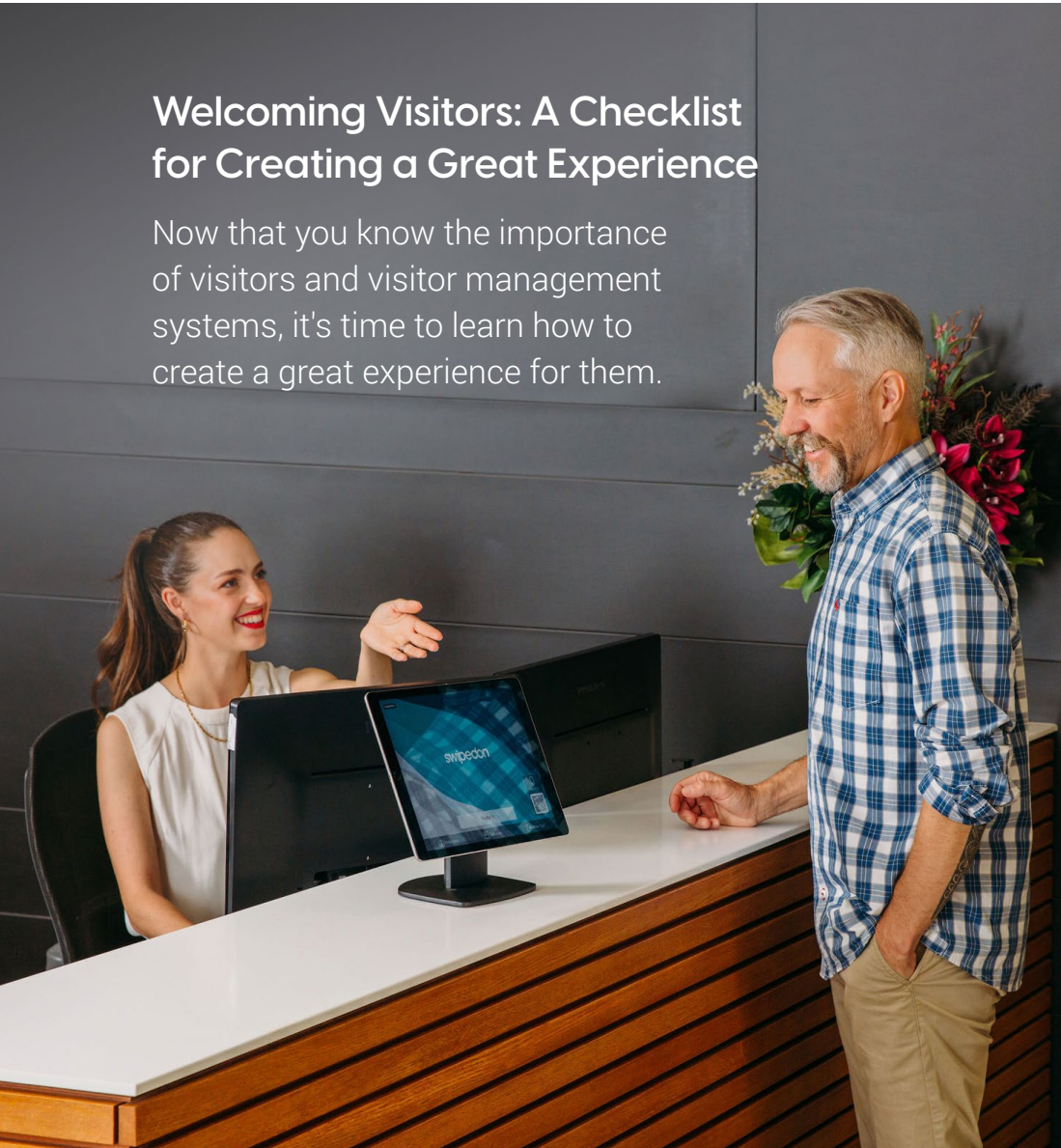
The ability to collect payments: If your business offers services or products that require payment, a visitor management system can help streamline the payment process. The system can securely handle payments and provide you with data on customer purchases.

Photo capture: The system you choose should have the ability to capture visitor photos and print ID badges for added security, and to avoid embarrassing mix ups when greeting guests.



Welcoming Visitors: A Checklist for Creating a Great Experience

Now that you know the importance of visitors and visitor management systems, it's time to learn how to create a great experience for them.



Here are some tips:

- ✓ Make sure your reception area is clean, welcoming, and comfortable
- ✓ Have someone at the front desk who can greet visitors and answer their questions
- ✓ Make sure your office is well-lit and easy to navigate
- ✓ Offer refreshments and amenities
Make sure visitors can easily find their way around the office
- ✓ Make sure your employees are friendly and welcoming
- ✓ Follow up with visitors after their visit, and give them freebies when they leave
- ✓ Use seamless visitor management technology that allows you to automate key tasks and collect data

Keep the Good Times Going...

How to Use Data to Improve the Visitor Experience

Data is a powerful tool that can be used to improve the visitor experience. Here are some tips on how to use it to your advantage:

- › **Collect data about who is visiting your office:** You can collect data on the type of visitors your business is attracting, as well as their demographics. This data can help you better understand who's popping in, and how to customize the visitor experience to meet their needs.
- › **Analyze trends:** Analyzing your data will help you identify patterns in visitation numbers and behavior. This will help you with resource management.
- › **Track customer satisfaction:** Customer feedback is essential when it comes to improving the visitor experience. You can use customer feedback surveys and questionnaires to track customer satisfaction and identify where you need to make improvements.
- › **Use data to improve security:** Data can also be used to improve security in the workplace. Using a visitor management system, you can track who is on-site and set up rules for authentication to ensure that everyone who enters the building is properly authorized.

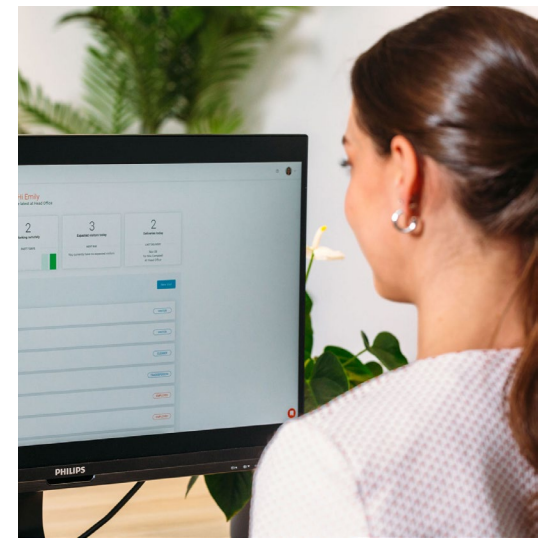
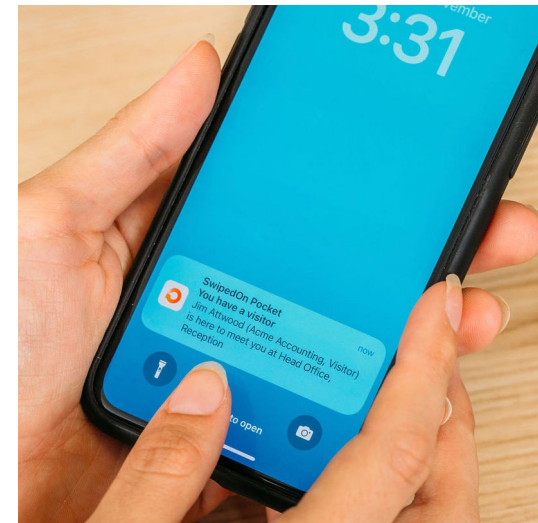
By following these tips, you can ensure that your visitors have a great experience at your workplace.

Life is complicated. Your workplace sign in shouldn't be.

SwipedOn is a visitor management system that allows you to streamline and automate your sign in process for visitors and employees. It allows you to customize the look and feel of your reception area and set up automated rules for visitors.

The SwipedOn app makes it easy for visitors to register themselves at reception. Visitors can use the app to check in, take selfies for authentication, and pay for services or products if needed—all with the click of a few buttons. In fact, all the features we mentioned back there? SwipedOn does it all and more.

To find out more, book a free
SwipedOn demo for your business





Signing out



Lou Burton

Lou is our Brand & Content Manager at SwipedOn

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