

HYBRID OFFICE TRANSFORMATION

Native Union

A more flexible workplace. A lower office budget.

40%
lower office costs

50%
of staff remote on average

2 : 3
desks to employees

Reported outcomes over one year. Original customer photography and testimony from the 2021 case study.

01 / THE TRANSFORMATION

A working week built around people

From a traditional office to hybrid working

During the pandemic, Native Union worked with FLYDESK to transform its traditional office into a hybrid model. The project brought changes to both the workplace and the way colleagues coordinated their working days.

This case study describes the original 2021 project, rather than Native Union's current workplace policy. At the time, the tech products company was headquartered in Hong Kong, with offices in Paris and Los Angeles and remote teams in the UK and the US. Its company profile described a business founded a decade earlier, with a team spanning three continents.

Assessing working habits before changing the office

FLYDESK used surveys for managers and employees to define business objectives, identify supporting tools and set a timeline for progressive implementation. The assessment found that only 60% of Native Union's office space was actually utilized.

The work considered employees' different preferences for home, coworking and traditional office environments, including support for people who were not yet ready for the transition.

An initial policy of two flexible days per week

Employees located in the same city as Native Union's physical offices were initially given the option to work from anywhere for two days per week, without having to ask permission to work remotely.

The case study describes an initial hesitation about allowing more than one flexible day a month. The implementation moved towards a weekly routine; this is the project's historical policy, not a statement of Native Union's current arrangements.

Inside the original case study / Shared workspace



02 / THE WORKPLACE

Less fixed space. More ways to work.

40%

Reported reduction in office costs

A financial result, not a floor-area percentage.

40% lower office costs

The original case study reports a 40% reduction in office costs over one year. Its detailed office account also reports a 40% reduction in budget. These are reported financial outcomes, not a claim that floor area fell by 40%.

The project summary describes a shared layout of 2 desks for 3 employees, with 50% of staff working remotely on average. Alongside these results, the account reports greater visibility and communication through the FLYDESK App, and greater happiness as team members could work remotely.

Two shared offices near Causeway Bay

FLYDESK assessed space requirements and sourced two shared offices within 500m of each other near Causeway Bay on Hong Kong Island. The first was half the size of the previous traditional office, with 30 desks and meeting rooms shared between 50 employees. The management team also used shared desks.

The second, smaller office was tailored for 10 designers and tech engineers. The case study records the move on April 1st and a 40% reduction in budget. The shared layout was supported by the flexible work policy and the FLYDESK App.

Satellite workspaces when the team needed them

In 2019, FLYDESK helped Native Union access unlimited hot-desk passes at coworking partner Spaces for four employees in Paris. On moving to the Hong Kong offices, Native Union added an Enterprise Plan with The Hive, giving Hong Kong-based employees access to equipped workspaces when needed.

The resulting model combined two shared offices with seven on-demand satellite offices. International access at The Hive was described as an option once travel was permitted again. These were the arrangements reported at the time, not a statement of current partner availability.

Booking space and making work visible

In the original implementation, employees and managers used the FLYDESK App to book shared office space in advance. If those offices were full, they could book a meeting room or hot desk at The Hive.

The app also helped teams see who was working and where, supporting communication and trust across distributed teams. The case study reports improved employee satisfaction and productivity without assigning a measured percentage to either outcome.

The confidence to work differently.

“The transition to a hybrid model from a traditional one certainly seemed daunting at the time, although necessary due to the pandemic,” said Igor Duc.

“After all, we were so used to our current way of working, I wasn’t sure if the change would be a well-accepted one. Our collaboration with FLYDESK certainly made the process run smoothly though, and we were able to even improve certain organizational aspects to make our employees a lot happier too!

Now, our hybrid office has been fully functional for about 2 months, and it has definitely been empowering. With more autonomy and flexibility, it’s a lot easier for everyone to contribute more effectively.”



Igor Duc

CEO of Native Union

Original 2021 testimony, reproduced verbatim.
The reference to about 2 months describes the office at that time.

04 / THE PERSPECTIVE

A story of change. A foundation to build on.

What was planned next

The original document identified further work on business processes, collaboration tools, floor planning and NFC-based space detection. Microsoft Teams, Bamboo HR and instant video calling were discussed as areas to explore. These were plans at the time, not confirmed project outcomes or promises of current functionality.

The original FLYDESK company profile separately cited a 30% average reduction in office costs across its offering. That historical company-level claim is not Native Union's result; the reported customer figure in this case is 40%.

Native Union's own account of the partnership

Native Union later shared its experience of working with FLYDESK in an April 2024 article. It describes sharing office and remote days with colleagues through workplace scheduling, coordinating calendars and using desk booking to manage shared office space. Read the customer's account for its own description of the partnership.

Further reading

Native Union: Our partnership with FLYDESK (2 April 2024)

Compare four hybrid work models and their context

Coordinate office days across a hybrid team

Explore hybrid scheduling

Source: Native Union hybrid office transformation, original FLYDESK case study, pages 1-3. This edition preserves reported figures and customer quotations. Historical plans and company-level claims remain distinct from customer results.