

CASE STUDY

**Energy Company Improves
Productivity and Saves Millions
in Office Relocation**

High-Growth Business Unit at Energy Company Saves **\$4.9 Million** in Office Relocation

The Backstory

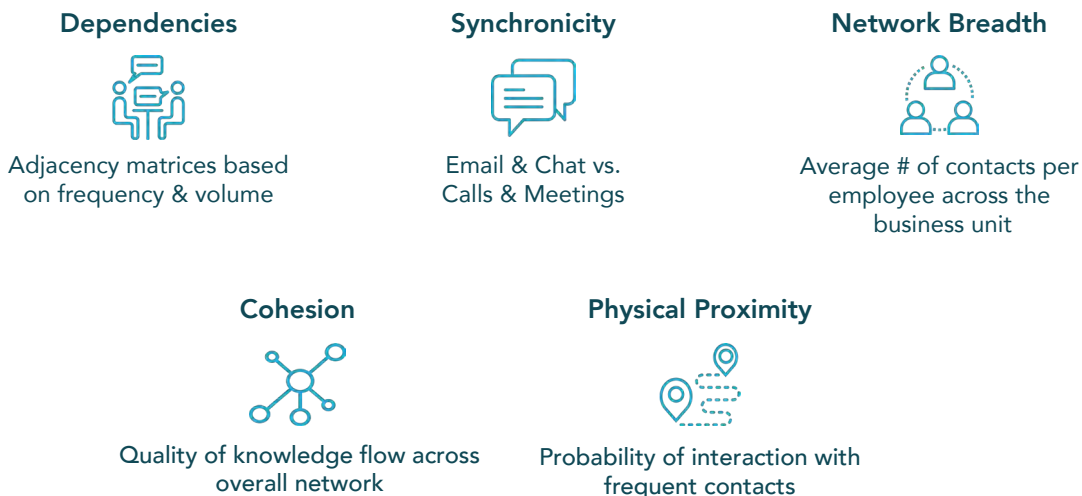
One of the most high-growth and profitable business units at a large oil & gas company relocated from their long-time headquarters to a new campus.

Humanyze first engaged with the company to capture the changes to workflows the move created. This also served as a pilot partnership between the company and Humanyze, and was utilized as the foundation for a global organizational analytics transformation.

The Challenge

While the business unit's new home was in a specific building on the new campus, some individuals and teams were placed in nearby buildings as a result of growth, space constraints, and theorized cross-functional alignments. Over the following 18 months, business needs began to highlight potential gaps in workflows.

The Humanyze platform was re-deployed to validate and quantify these concerns, and digital communication data gathered during the deployment focused on the following metrics:



The Findings

The data revealed a growing dependence on infrequent, formal meetings for critical cross-functional interfaces, while other means of communication decreased in both frequency and volume. These **gaps were especially present in scenarios where physical proximity was furthest.**

Humanyze research indicated that these conditions posed threats to the business unit's agility and productivity toward complex work output.

The Interventions

The team overseeing workplace services used these Humanyze insights as the primary blueprint for support provided to business unit leadership. Together, they assessed potential staff realignments to available spaces in the business unit's assigned building.

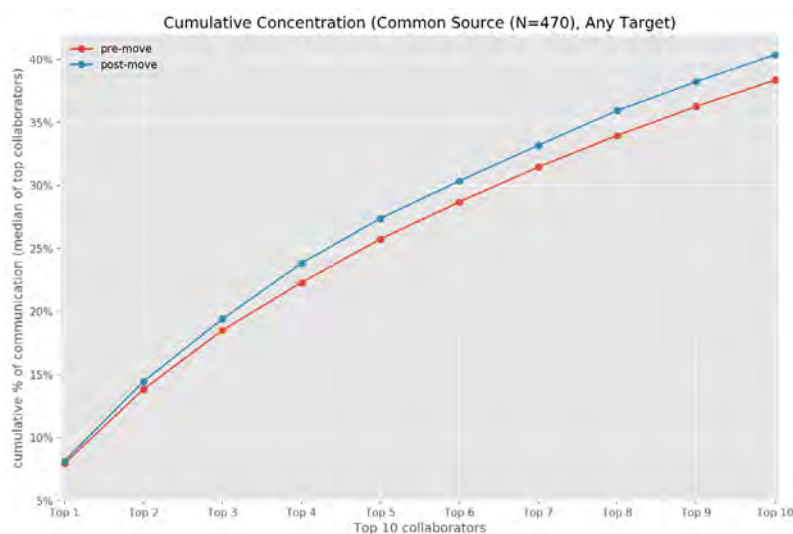
At the same time, Humanyze's advisory team developed a method for modeling restack scenarios in order to assess potential impacts on organizational agility and productivity. The models [supported the relocation of non-business unit staff](#) out of the building, [consolidation of business unit staff](#) from other buildings, and [minimal internal restacking](#).

The models were then used to [facilitate restacking across the remaining 15 buildings on the campus](#) (including 8,000 HQ staff) and integrate an [additional 1,500 staff](#) from a recent acquisition.

The Outcomes

With the business unit's interventions complete, the Humanyze advisory team [compiled and analyzed pre- and post-move collaboration data for all 470 staff](#) present during both time periods (not just those moved):

Median Cumulative Communication (Before & After)



Median cumulative communication experienced a statistically significant **5.3% increase** post-move

Network breadth remained exactly the same, at **217 contacts per employee**

Total communication volume was not changed

Overall business unit network cohesion **increased by 16%**

Network Graphs of 470 Business Unit Staff from Both Periods:

Pre-Move



Post-Move



These illustrate connectedness metrics: **217 average breadth** & **+16% cohesion**

The Takeaways



For The Business Unit:

These metrics indicate that the data models used by the oil & gas company and Humanyze to align physical proximity with communication patterns **improved the efficiency and speed of workflows by a meaningful 5.3% margin**. These results come while preserving access to diverse information (breadth) and without increasing communication silos (cohesion) or employee workloads.

Concentration, network breadth, and volume are **individual-based metrics**, while cohesion is a **network-based metric** (a single value derived from the whole network). While changes were subtle at the individual level, the impact was significant when measured across the whole group. This highlights how these types of interventions can prompt individuals to make **smaller behavioral changes that result in a much greater shift of the organizational characteristic**.

This 5.3% ROI can be applied directly to human capital productivity and as a derivative to business output.

Oil & Gas Company ROI Savings	
Average Annual SWB* Cost	\$200,000.00
# of Employees	470
% Increase in Speed & Efficiency	5.30%
*Salary/Wage/Benefit	

ROI (\$)

$$= 470 \times 200,000 \times .053$$

$$= \$4.982m$$



For The Oil & Gas Company As a Whole:

This Humanyze deployment represents **a breakthrough in data-driven decision making at one of the world's largest oil & gas companies**.

Strategic organization changes are complex undertakings which can impact the business and employees for years. Previously, the measurement of these impacts was cumbersome and subjective, usually observed through lagging performance indicators which do not support agile nor effective management.

We now have **proven methods for increased certainty, speed, and agility in leadership decision making** which are being applied globally across the company.

Notes:

Due to changes in extraction methodology, only email data was fully comparable across time periods for the business unit sample group. However, data extraction is now standardized to allow for more robust assessments of future initiatives and interventions, as well as a rapidly-growing set of benchmarks for continual improvements.