



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **Coworking Amidst the Pandemic: Should Your Office be More Flexible and Hybrid?**

**Jakarta, 04 October 2021** - As the government gradually relaxes the PPKM restrictions in Indonesia, businesses and the economy are starting to return to normal. Companies have begun to find ways to adapt to a new work arrangement with their employees, which has drastically changed compared to the pre-pandemic time: They need to be able to provide flexible work arrangements, combining working from the office (WFO) and working from home (WFH). However, WFH, as we all have experienced, presents many obstacles. Based on [Robert Walters data](#), 55% of Indonesian professionals find it harder to focus during WFH - resulting in the decline of productivity. Poor WiFi connection, endless distractions, and no direct interaction with the coworkers are reasons for this, making employees feel drained and unhealthy mentally.

Prior to the pandemic, people at times went to cafes to do several works and get an internet connection. With the new time limitation rule and physical distancing in place, the trend is changing. People find cafes to be unsafe, too cramped, and provide no privacy. Therefore, people have increasingly looked at coworking spaces as a suitable solution to this issue.

The Indonesian Coworking Association noted that in 2018 there were 200 various coworking spaces registered throughout Indonesia<sup>1</sup>. Most of them are cafes and have only one or two locations. [GoWork](#), which is based in Jakarta and has more than 25 branches in four other big cities, is a unique coworking space. Currently, GoWork can accommodate individuals to companies with hundreds of employees. In post-pandemic times, they have revamped their products and services to meet the changing needs of the workplace. In addition to strict health and safety protocols, GoWork launched a service that allows individuals or teams to work in private office spaces, instead of using shared lounge areas. Large enterprises, start-ups, professional workers, and students often take advantage of this benefit because they can use

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<sup>1</sup><https://bisnis.tempo.co/read/1101327/prospek-cerah-jumlah-coworking-space-indonesia-naik-400-persen>



all the facilities that GoWork provides, such as meeting rooms, virtual offices, and comprehensive office management services.

“There is a significant shift in how companies and individuals want to work post Covid. Employees are now attracted to companies who can provide hybrid work arrangements regardless of what the industry is. We receive more and more inquiries from large enterprises to create a customized solution and office management for their employees in multiple locations,” said Vanessa Hendriadi, CEO & Co-Founder of GoWork. “Because of our network of spaces in the most strategic locations in four big cities and more than six years of experience in the industry, we are equipped to provide this type of solutions quickly and accurately as we see corporates start to move into GoWork,” she added.

With this campaign, the enterprise solutions provided by GoWork allow companies to set their offices according to their needs (custom made). In terms of selection of location, size, design, length of contract, office management, GoWork has helped companies consisting of more than 500 people by providing end-to-end solutions. It also has a positive social impact on society. For example, GoWork locations are located near major malls, business districts, and train stations in four cities to cut costs and commuting time. This, Vanessa said, allows customers to focus on increasing productivity, improving mental & physical health, as well as family time.

“We maintain a tight relationship with our landlords and clients to continuously fill-in the gap. Covid certainly has hit all of us globally, but from it, we learn to tweak our offerings to stay in the forefront of matters” concluded Vanessa. The pandemic has put many companies under pressure to survive, let alone thrive. As time and situation require companies and industries to be agile, coworking space’s business model also needs to prove its agility to stay relevant.

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## **ABOUT Us**

*GoWork found in 2016 and is the largest coworking space and flexible office provider in Indonesia. With more than 25 locations in Jakarta, Bali, Surabaya and Medan, GoWork revolutionizes work by providing comfortable workspaces, state-of-the-art platforms, and online and offline training to help individuals and enterprises work and be productive anywhere.*

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