

How **AI** is already
adding **concrete value**
within **FM** today.

Whitepaper

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Introduction

Modern organizations increasingly recognize that a well-functioning workplace—where employees can work not only productively and happily, but also healthily and with motivation—is essential for long-term success. Employee well-being is becoming more central to this effort, as it directly contributes to engagement, performance, and sustainable employability. For facility and workplace managers, this means a shift from merely managing physical buildings to actively improving processes, services, user experience, and well-being. This calls for a smart, data-driven approach, where technology and people work together.

Artificial Intelligence (AI) plays a crucial role in this transformation. AI not only enhances the user experience, but also provides valuable insights for management, reduces pressure on service desks, and enables facility processes to be set up in smarter, faster, and more proactive ways. Whether it's booking spaces, handling service requests, or analyzing occupancy data—AI makes the work environment more accessible, efficient, and future-proof.

In this whitepaper, we explore the question:

How AI is already adding concrete value in FM—for users, service desks, and management alike.

This guide is intended for anyone responsible for the workplace, services, and facility processes within their organization—who wants to understand how AI is already making a tangible difference.

Challenges in Facility Management.

The challenges discussed in this whitepaper represent a selection of current pain points in facility management that hinder the realization of a modern, well-functioning work environment. These challenges impact not only the user experience but also the efficiency of internal processes, the strategic use of resources, and the way facility teams are managed. While these are not the only issues facility managers face today, they are areas where smart technology—and AI in particular—can have a direct and tangible impact.

By applying AI in a targeted way, organizations create room for proactive management, smarter decision-making, and a workplace environment that better aligns with the evolving expectations of employees, visitors, and management.

Information overload: users can't see the forest for the trees

End users are often overwhelmed by an excess of information. Take, for example, the detailed guidelines for booking meeting rooms: who is allowed to book which spaces, how many people are permitted per room, and what catering conditions apply? This information is often hard to find, leading employees to contact the service desk for help. Not only does this increase the workload for service desk staff, but responses are often inconsistent depending on who handles the request and how the rules are interpreted.

*"According to research by Forrester, **63% of employees struggle to find the right information.** This leads to significant time waste and a drop in organizational productivity."*

Forrester Consulting. (2020). The Modern Workplace Demands a New Approach to Knowledge Management. Forrester Research.

Dependence on physical support: limited autonomy for users

Users want to be independent and able to perform tasks on their own. However, they are still often dependent on the service desk for matters such as complex bookings or technical issues. This is not only inefficient for the end user, but also creates a negative experience—especially when they have to wait for answers or when processes don't run smoothly.

Facility management remains reactive

Many facility processes are still reactive: action is only taken once a problem occurs. Yet, as a facility manager, you have access to a wealth of data that enables a more proactive approach. Think of maintenance needs or optimizing space usage based on occupancy patterns. The challenge, however, lies in leveraging this data in a scalable and effective way.

Clicking until you drop: why simple tasks are still too complicated in 2025

Despite technological progress, users in 2025 are often confronted with too many clicks and steps for simple tasks. To report issues, employees frequently have to navigate complex forms and answer unnecessary questions. The same applies to booking rooms, where users spend a lot of time finding a suitable space and time slot. Even simple actions like reserving parking spaces or requesting access badges become time-consuming due to an excessive number of input fields—while most of the required information is already available in other systems. These overly complicated processes lead to frustration and inefficiency, which goes against the expectations of what technology should deliver in 2025: simplicity and speed.

AI as **personal assistant** for every employee.

In our view, AI can be deployed within facility management as a personal assistant that helps users navigate their workday efficiently. AI is not just a handy tool, but an extension of the user. It thinks along, provides support the moment it's needed, and ensures the user experience is seamless and intuitive. This goes beyond simple search queries; AI can actually perform the right actions, offer recommendations, and even learn from the user's preferences.

Less searching, more knowing

Instead of users having to search for answers themselves, an AI assistant provides the information they need right away. Whether it's finding a suitable meeting room or arranging technical support, AI can serve as a personal assistant, allowing users to ask questions and receive immediate answers based on current policies and information. An AI assistant can answer questions like: "Which rooms allow catering?", "How do I change my reservation?", or "What are the guidelines for visitor registration?"—all without requiring users to dig through manuals. This saves time, reduces frustration, and lowers dependency on the service desk.

AI as an assistant is therefore not just a technological innovation, but a tangible contribution to workplace comfort, ownership, and user autonomy.

Personalized support

Users don't want to repeatedly enter their preferences. AI learns from them. Have you indicated that you're lactose intolerant? Then when ordering lunch for a team meeting, the AI will automatically select suitable alternatives.

AI also plays a role in technical preferences: if someone consistently uses an extra monitor or a specific setup for hybrid meetings, these preferences are automatically recognized and configured. The user doesn't need to re-enter them every time—AI remembers and acts on them.

Ease with complex processes

Many end users experience barriers when trying to complete seemingly simple facility tasks. Reporting an issue or booking a space is often avoided or handled through informal workarounds. Why? It takes too much time, requires too many steps, or people simply don't know how to do it.

AI offers a solution. By making processes more intuitive—through visual recognition or natural language, for example—these barriers are lowered. Users no longer have to think about categories or forms; AI handles that complexity. The result: better usability, reduced frustration, and greater trust in facility services.

AI as **enhancement** of the **servicedesk** .

The service desk has always played an important role in supporting end users by resolving issues quickly and efficiently. However, with the introduction of AI, this role will change significantly. AI takes over routine tasks such as bookings and simple questions, allowing the service desk to focus on more complex, strategic matters.

This shift enables service desk staff to work more proactively and concentrate on tasks where human input adds real value. It can also contribute to greater job satisfaction, while further improving the quality of service for end users. In this way, the service desk remains a crucial pillar in enhancing overall user satisfaction.

Less pressure, higher quality

Many service desks are overwhelmed with simple, repetitive questions: “How do I book a room?”, “Where do I report a malfunction?”, or “What are the cafeteria opening hours?” By automating these questions with AI, space is created for human attention to more complex questions and situations. This improves the quality of service, reduces workload, and increases motivation within the team.

Smart assistance, faster response

AI can act as an assistant to service desk staff. While AI handles simple requests directly or generates answers from existing knowledge bases, the system supports staff with more complex questions. By offering suggestions, showing incident history, or linking relevant protocols, work is completed faster and more consistently.

Insight and proactive management

AI analyzes patterns in requests and interactions, helping to identify trends—for example, frequent complaints about climate control on a specific floor. These insights enable the service desk to act proactively and work with other departments to propose improvements. This shifts the role of the service desk from reactive to advisory and strategically supportive.

Continuous optimization of service delivery

AI solutions offer real-time monitoring capabilities for service quality, such as response times, user satisfaction, or resolution times. By making this data available via dashboards, teams can drive targeted improvements. This gives the service desk a new role as a driving force behind continuous improvement in facility processes.

AI as **strategic tool** for **management** .

Management within facility and workplace teams increasingly needs insight, control, and strategic direction based on data. Whereas decisions were often made in the past based on incidents or assumptions, AI now offers the ability to continuously steer based on data, recognize trends, and predict scenarios. AI serves as an amplifier of strategic insight and an accelerator of organizational goals.

From data to insight

AI makes it possible to translate large volumes of operational data into understandable and actionable insights. Think of space utilization, occupancy rates, incident frequency, wait times, user satisfaction, and maintenance history. By visualizing this data in dashboards, a clear overview emerges of what is going well and where adjustments are needed. Signals that would normally remain hidden suddenly become visible.

Example: a declining occupancy rate on a specific floor turns out to correlate with an increase in comfort-related complaints. By making these connections visible, targeted improvement measures can be taken.

Efficiency and cost control without compromising quality

AI reveals where processes can be optimized. It detects patterns that indicate inefficiencies—for example, rooms that are regularly reserved but rarely used, or cleaning routines that occur regardless of actual occupancy. By using capacity and resources more intelligently, service quality can be maintained while reducing costs.

Managing performance and strategic goals

AI offers more than just insights into the current state of affairs; it also enables management to look ahead and make informed strategic decisions. By identifying patterns in historical data and combining them with current trends, AI helps forecast future needs and challenges. Think of predictive maintenance based on breakdown history, simulations of space requirements due to workforce changes, or capacity modeling for meeting rooms in hybrid work environments.

With this predictive power, management shifts from a reactive role to that of a strategic partner within the organization. The insights AI provides support not only quarterly reporting and budget justifications, but also day-to-day decision-making and long-term planning. AI helps not just with the “what” is happening, but especially the “why” and “what’s next.” It makes complex decision-making simpler, faster, and grounded in data.

Concrete **AI use cases** in Facility Management.

The potential of AI comes to life most clearly through relatable real-world examples. Below, we highlight two concrete use cases where Gfacility is already delivering proven value for both end users and support teams.

Smart and intuitive incident reporting

In many organizations, the number of reported issues lags behind reality—not because there are no problems, but because the reporting process is too cumbersome. Employees must fill out forms, select fields, and type descriptions. This creates barriers for users and leads to missed insights for facility teams.

AI can radically simplify this process. Imagine: an employee notices a coffee stain on the floor and takes a photo. The AI assistant visually recognizes that it's a cleaning issue, identifies the location based on metadata, and automatically generates a request for the appropriate cleaning partner. No forms, no manual steps. The result: a much lower threshold for reporting, better organizational insight, and faster resolution.

Accelerating complex room bookings

Booking a room for a team meeting with lunch may sound simple, but it's often a time-consuming task. Employees must find suitable time slots, compare calendars, select a fitting space, and take into account dietary needs or personal preferences. This coordination takes time and often leads to frustration or delay.

AI fundamentally transforms this process:

- The assistant automatically analyzes the calendars of all participants and suggests suitable time slots.
- It directly books a matching room based on capacity, facilities, and preferences.
- Individual team member constraints (e.g., "no stairs," "close to department X") are taken into account.
- For catering, AI considers known dietary preferences, allergies, or prior choices—this information is stored and applied at the individual level.
- Finally, if desired, an automatic cleaning request is scheduled after the meeting.

The result? A reservation process that previously took 10 to 15 minutes is now completed in under a minute—meeting all conditions with no extra steps. This boosts user satisfaction and improves the efficiency of support teams.

Recommendations .

The question is no longer whether AI will play a role in facility management, but when you will implement it. Especially when you notice that your current software no longer meets the needs of end users, it's time to consider the step toward AI. With the right AI solutions, you can drastically improve the user experience while optimizing your own processes at the same time.

→ **Define clear use cases for AI**

A successful AI implementation starts with well-defined use cases. The possibilities are endless, and without focus, it's easy to lose sight of what really matters. That's why it's important to identify the specific problems AI should solve. At Gfacility, AI is clearly focused on supporting end users and facility departments—unlike broader AI tools like Copilot or Gemini. By defining clear use cases, AI can be applied in a targeted way and remain “fit for purpose” within the organization.

→ **Define goals and KPIs**

Before implementing AI use cases, it's essential to establish measurable goals. Setting clear objectives allows you to effectively evaluate the progress and impact of AI solutions. Defining relevant KPIs helps monitor performance, so you can determine whether AI systems are meeting expectations and where improvements are needed.

→ **The foundation of AI starts with data**

The power of AI in facility management strongly depends on the quality of available data. Many organizations already possess valuable information, and what makes AI unique is its ability to deliver value even with incomplete or inconsistent data—allowing you to realize benefits sooner. Better data translates into a more personalized experience for users.

→ **Don't overcomplicate it—start small**

AI might sound big, but it's relatively easy to implement. Involve trusted partners in the AI rollout and start with use cases where you expect the most positive impact for end users. Form a test group and thoroughly trial AI applications before deploying them across the entire organization.

Risks and **precautions** .

AI technology has been around for a long time, but it has only recently become more accessible and applicable within organizations. This understandably leads to a cautious approach when it comes to AI implementation. While caution is certainly warranted, with the right steps and preparation, AI can be safely and effectively integrated into your organization.

→ **Use the right software**

As with any software implementation, it's crucial to understand how the AI solution handles data. Transparency around data processing is essential, especially when sensitive information is involved. Make sure to choose a solution that complies with privacy and security regulations, such as GDPR, so that end-user data remains protected at all times.

→ **Set clear boundaries**

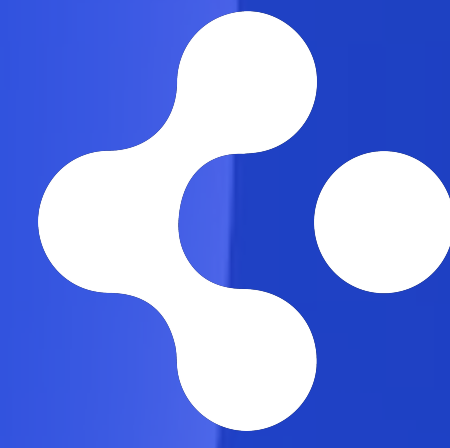
AI works best within well-defined parameters. At Gfacility, for example, the AI assistant is limited to facility-related questions and respects the user's rights structure. This ensures that users only access information they are authorized to see. By setting clear boundaries on what AI can and cannot do, you maintain control and minimize risks.

→ **Test thoroughly**

While AI is capable of operating with incomplete or inconsistent data, it's important to test the technology thoroughly before full deployment. Test how the AI solution handles various scenarios, check the accuracy of its responses, and ensure the user experience remains consistent. This ensures the solution performs well under different conditions, which is key to end-user satisfaction.

→ **Monitor and continuously improve**

Once AI is implemented, make sure to keep monitoring and improving it. Implementation is not the endpoint—it's the beginning of a process of continuous development. Think of it like a team member with whom you regularly have one-on-one check-ins to follow up on progress.



Let's connect

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