



When customer delight begins at the workspace

[ANSR's](#) *tone of workplace functionality and aesthetics for a retail giant at Bengaluru, India.*

The client is one of the world's biggest retailers and has hits the bull's eye in customer service, product variety and global reach. Its back-office operations located in Bengaluru was growing in size and the company needed bigger space. The company had identified a seven-floor structure in the city's business district to seat its team of over 1800 professionals.

[Workspace by ANSR](#), the firm appointed to design the interiors of the building, immediately got down to business despite the Covid crisis and all its restrictions.

ANSR has built a stellar reputation for enabling global enterprises to design, build, and operate integrated and impactful Global Capability Centers (GCCs).

In fact, ANSR delivers a unique and differentiated “GCC As a Service” proposition for global enterprises. Project leader Devanshi Patel conceptualized the design to resonate and reflect the client's brand culture.

Focus and collaboration spaces; open and communicative work culture

The design team aimed to create a brand-focused environment that facilitated high engagement and productivity while following global design standards for circulation, accessibility, wellness, and sustainability. The enclosed spaces were planned towards the center core to allow maximum daylight.

To gel with the overall beige and grey colour scheme, the design team chose Shaw Contract's **Vertical Layers** and **Color Frame** collections for floor design. The angular pattern of the floor design connects with the employees' attitude and relates to the organization's values and culture.

It is pertinent to mention that the project was completed in 180 days flat, despite pandemic-induced uncertainties, including limited labour and supplies.

Result: An immersive, experiential, and transformational workspace

The new office is elegant, contemporary and has all the amenities of a futuristic office – workspaces, cafeteria, library, gym, recreation rooms, and even a doctor's cabin.

In summary, the net outcome is a workspace that not only looks and feels great, but also helps the global retail giant engage, retain and scale its workforce.

“While design parameters such as sustainability, inclusivity, comfort, and agility continue to remain integral elements of the new-age work environment design, two important aspects of focus should be Employee wellness and productivity enablement.”

DEVANSHI PATEL

Vice President - Design and Build,
Workspace by ANSR

