

7 Revenue Gaps Coworking Operators Miss

A quick self-check for operators who want clearer visibility into how their space actually performs.

Many operators already have a good sense of where their revenue is coming from — offices, desks, meeting rooms, day passes, virtual offices, events, and add-on services. The challenge isn't identifying the source. It's having clear data that confirms what's actually happening day to day.

When tracking isn't automated, gaps can appear. Usage becomes harder to measure, billing requires more manual work, and reporting takes longer to compile. **This guide highlights seven areas where better visibility tends to make the biggest difference.**



Quick Self-Check: How Easily Can You Answer These?

- Which spaces generate the most revenue each month?
- Which meeting rooms are booked most often?
- When is your workspace at peak demand?
- How long do day pass users actually stay in the space?
- Are members exceeding their usage limits?
- Which services or products are growing fastest?
- How much time does your team spend managing billing?

If some of these answers require digging through spreadsheets or multiple systems, you're not alone. That's exactly what this guide addresses.

The 7 Revenue Gaps

These are the areas where coworking spaces most commonly benefit from better tracking and operational visibility.

01

Meeting Room Utilization

Meeting rooms are often among the highest-margin resources in a coworking space, but they're easy to under-track. Operators who know which rooms are booked most, when demand peaks, and how pricing performs by room type are better positioned to optimize their inventory and adjust rates accordingly.

02

Member & Guest Usage

Flexible plans make coworking attractive, but their usage can be harder to track. Without reliable, automated check-in data, it's difficult to know true traffic levels, whether members are exceeding plan limits, or how frequently guests are using the space.



Tip: Automatically track and control usage through WiFi-based check-ins. Members are logged when they connect to the network, while guests receive time-limited WiFi codes tied to their visit.

03

Time Spent Managing Billing

Manual billing creates significant admin overhead. Invoice adjustments, missed add-ons, and reconciliation time can consume hours each month. Automation reduces that burden — and reduces the risk of revenue slipping through the cracks in the process.



Tip: Reduce invoicing errors by tying billing directly to activity. Room bookings, day passes, add-ons, and member usage automatically flow to invoices with auto-pay, renewals, and late fees handled within the same system.

04

Peak Traffic Patterns

Understanding when your space is busiest shapes many operational decisions — staffing, membership structure, space allocation, and when to schedule events for maximum attendance. Clear traffic patterns reveal when demand exceeds capacity and when areas may be better repurposed.

05

Revenue by Space or Product

Some offerings drive far more revenue than others. Seeing income clearly broken down by offices, desks, meeting rooms, day passes, and services reveals which items are performing strongest. That visibility helps operators evaluate pricing, identify underperforming areas, and focus promotional efforts where they will have the most impact.



Tip: Structure your inventory system so reporting tracks the products and services that matter most to your business. Tiered categories and visual graphs make it easy to compare performance period by period and drill down into the details.

06

Data Spread Across Systems

Many operators use several tools at once for reservations, billing, access, and reporting. Each system may work well on its own, but when data lives in multiple places, answering straightforward revenue questions becomes time-consuming. Centralized visibility changes that dynamic significantly.



Tip: Simplify operations by using a central workspace management platform for reservations, billing, reporting, communications and member management that easily integrates with access control, printing, network systems, and any other tools you rely on.

07

Reports That Take Too Long

Having data isn't enough if it's hard to access when you need it. Questions like "What drove revenue last month? Which services grew? What trends are emerging?" come up constantly. Operators who can answer them quickly are able to make smarter, faster decisions. Reporting should support operations, not slow them down.



Tip: Fast reporting tools that generate live dashboards and visual reports directly in the system make it much easier to review performance without exporting data or rebuilding reports in spreadsheets.

CORE PRACTICES

What Strong Operations Have in Common



Clear Revenue Visibility

Operators can easily see what's driving revenue — by space, product, and time period — without needing to compile data manually.



Automation Where It Matters

Billing, reservations, and usage tracking run automatically, freeing the team to focus on members rather than administrative tasks.



Reliable Usage Data

Operators understand how members and guests actually use the space. Not just what was booked, but what actually happened.

ABOUT DESKWORKS

Built by Coworking Operators

Deskworks was created by people who've run coworking spaces, which is why it's built around the questions operators actually need to answer. **Our goal has always been to simplify day-to-day management and provide clear visibility into performance.**



Deskworks Coworking Software

- ✓ Automated billing and payments
- ✓ Reservations for rooms and resources
- ✓ Reporting and revenue visibility
- ✓ Member connection and communication
- ✓ Plan design, setup and tracking
- ✓ Intelligent Network Check-in, which instantly tracks usage through WiFi

It's all designed to reduce manual work, increase the ability of members to do things for themselves, and make it easier to understand what's happening inside your space.

NEXT STEPS

Let's Connect

If you're curious how other operators are improving visibility into their operations, we're always happy to share what we're seeing across the industry.

[Talk to Deskworks →](#)