Your guide to rapid response in the digital-first world

shaping tomorrow with you

FUJITSU

A new approach for a digital-first world

The world has been turned upside down. But for all its disruption, COVID-19 has opened many eyes to the possibilities of remote working and the benefits it can bring for all parties.

Traditional business models meant organizations created rigid divisions of labour and uncooperative departmental silos. Many took digital initiatives they had in the pipeline for several years and completed them in a few weeks. They are confident they can survive in times of crisis, even though they are aware there's still plenty of room for improvement.

Of course, you know that already. So, what's next? Join us to reset, think big and transform – opportunities await.

The employee experience opportunity

How do you want your people to feel about working for you?

Your employees have different expectations now. Organizations have the opportunity to reimagine and re-emerge in a way that the market needs to see them, as opposed to how they were. And you do that by delivering great experiences, not products, supported by your people. But you need to work from the inside-out to achieve this, addressing culture, values, and behaviors to make sure they're consistent with your organization's purpose. If you can ensure every employee understands the value in what they're doing, you can improve their experience and help drive loyalty, motivation and innovation among your people.

This e-book is one in a series of three guides to rapid response in a digital-first world. This one is about employee experience, but your growth strategy should also encompass customer experience and everyday operations.

In the following sections, you'll find some simple tools and techniques for understanding where you are and where you need to go, to meet your ambitions.
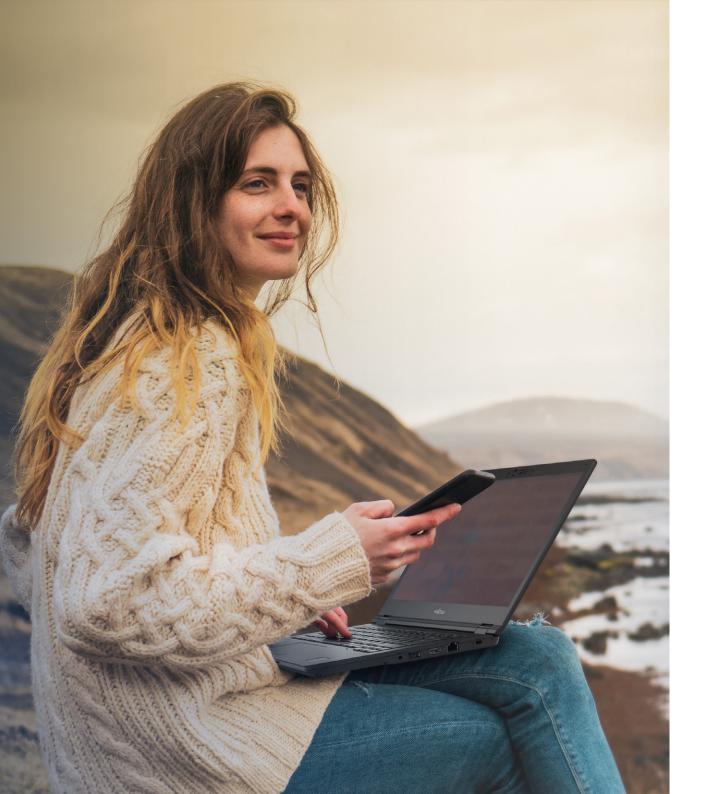
How a better employee experience benefits everyone

As new ways of working become crucial to organizations being able to prosper in the new world, we need to take stock for a moment and consider the impacts on your people. Technology and process have been placed under immense scrutiny as we seek out more efficient ways of getting the work done. But there is one area that is often overlooked in all this: employee experience.

A great employee experience underpins everything your people do and the way they do it. But people are complex – the biggest challenge for organizations is expelling 'legacy thinking'. Despite popular belief, digital transformation is less about technology and more about people, and old habits die hard. Your ability to adapt to an even more digital future depends on developing the next generation of skills, closing the gap between talent supply and demand, and future-proofing your own and others' potential.

Increase productivity with a borderless office

The future of working is no longer a place we go, but a thing we do.

An empowered workforce is more likely to explore new avenues, pushing themselves and others to find ways to make your business more successful. You will need to provide them with the right tools, and you will need to implement and monitor these tools in an empathetic way – to encourage a spirit of collaboration.

Until relatively recently, reskilling cycles could be as long as five years. But in an agile world, new technology is being introduced in weeks – not years. Employees need to keep pace, and that means being entered into a continuous cycle of education.

Since discovering the benefits of working from home, 76% of UK workers would like it to continue in some form.[1] Bearing this in mind, it seems essential that you give your teams the freedom to work anywhere.

This new mindset will bring benefits for all. Employees will feel heard, with their individual needs considered. In return, organizations will benefit from a talented, motivated – and more productive – workforce, as well as gaining access to a deeper pool of talent when recruiting. It will be good for the planet too, with reduced travel to work making organizations more sustainable.

[1] https://digitalworkplace.global.fujitsu.com/embracing-an-office-without-borders

Prioritize employee wellbeing

> » A company-wide culture of openness encourages innovation and new ideas. Having the reputation as being a force for good will enable firms to attract the best talent. «

Without doubt, ensuring the wellbeing of workers is a much harder task when they aren't sitting in an office with you. Your organization might need a complete culture change to find new ways to gauge the health and happiness of your employees.

The employee experience of the future is one in which people feel safe. They trust their employer enough to ask for help. They know that the organization will go out of its way to offer support or the flexibility to fit work around their other commitments.

In return, organizations will enjoy the benefits of a healthy, motivated and loyal workforce. A company-wide culture of openness encourages innovation and new ideas. Having the reputation as being a force for good will enable firms to attract the best talent. Everyone wins when organizations make a genuine commitment to improve employee wellbeing.

New collaboration and communication tools enable an employee experience that drives creativity

It's time to start thinking about deploying a mix of more digital and physical solutions to encourage employees to collaborate, be creative, and work as a team.

Communication and collaboration tools like Microsoft Teams, Miro and Fujitsu's Virtual Collaboration are keeping us connected and sparking creativity. Citrix Workspace is also improving the employee experience by ensuring your workforce will always have fast, easy access to the relevant resources.

Crucially, those tools and services need to be connected seamlessly in the background, to the point where employees don't know when they're moving from one software provider or operating system to another.

Making a diverse group of people happy at work requires much more than a one-size-fits-all approach. And that's where technology like AI, machine learning, and automation can really make a difference.

In short: we're moving towards a truly intelligent workplace. One that knows what each employee needs and gives it to them without prompting.

Here's what your employee experience could look like

Optimizing the employee experience

A leading energy and services organization needed an agile new virtual desktop environment. Its existing, aging solution ran on physical servers, and struggled to cope with spikes in demand during seasonal weather incidents.

In partnership with Citrix, Fujitsu co-created a Global Virtual Workspace platform designed to meet demand for 18,000+ users all year round. Time was of the essence with this project, and we were able to make the platform available to early users within 3 months, and all within 5 months.

Now, thousands of users enjoy more responsive support, with the confidence that the platform will meet their needs regardless of the level of demand. The new technology is highly intuitive, meaning less training and more time that employees can spend working on more valuable tasks, empowering them to do their best work.

You can read more about it here **>**

Modernizing collaboration tools securely

A global research organization wanted to modernize its ICT infrastructure by migrating key services to the cloud, so its employees could collaborate from anywhere, on any device – but do it securely.

Selecting Fujitsu as its strategic partner and extending our 15-year relationship, we're now responsible for an extensive ICT support contract, encompassing a range of digital technology services, such as the next stage of this organization's Microsoft 365 deployment. We also oversee the entire hybrid ICT infrastructure from a state-of-the-art security operations center (SOC).

This organization now has a futureproof platform for collaboration, making communications between colleagues and customers much faster. This not only makes employees more productive; it also increases job satisfaction and leads to new innovations with a more flexible way of working.

You can read more about it here ❯

Work Life Shift

Even before COVID-19, 9 to 5 was on its way out. In 2019, 75% of global business leaders already considered flexible working to be the new normal. However, the next 9 to 5 is not a one-size-fits-all approach. Organizations need to make sure their people are supported in a way that makes working from home productive, enjoyable, and collaborative.

With 88% of employees expressing a desire to work from home in the future, organizations need to create a remote experience that is sustainable for the long term. Simulating the office environment with tools like whiteboard platforms, so employees can share ideas in real time, is one positive step you can take.

Similarly, organizations need to understand that not every employee wants to work remotely. However, the office will need to change to accommodate the new needs of the workforce. This half of the hybrid workplace will require new technologies and a rethinking of how best to use the space to allow creativity and collaboration to thrive. 40% of companies, for example, plan to increase meeting spaces.

There will also be a growing need for 'Zoom rooms', where on-site employees can video conference and use digital collaboration platforms to share ideas with their colleagues who are working remotely.

Organizations that adopt the new hybrid model offer employees a high degree of flexibility around when and where they work. Get it right and the benefits can be extraordinary. To make the hybrid model work for all employees, organizations have to take three steps. They should provide training in essential skills, demonstrate strong leadership and adopt the right digital technologies.

This is a solution for making flexible working work. It's part of what we call 'Work Life Shift', a new way of thinking to build agile and resilient organizations fit to meet the challenges of the future and the needs of their people.

You can read more about it here >

Where Fujitsu fits into your employee experience

The employee experience framework

Your employees' experiences depend on the physical, digital, and social influences around them. So, it's with those influences in mind that we approach any employee experience project. We've created a framework that ensures they are in balance – a framework supported by your own employee experience advisor and that can also improve the return on your investment.

Here's how it works

Wherever your organization is on its employee experience journey, we'll help you identify the best next steps. We do this by analyzing the existing tools that might be influencing your employees' workplaces – and benchmarking them against your industry peers. From there, you'll get a list of digital tools we'd recommend for your new employee experience, backed up by a roadmap for implementing them.

It's all done to make sure the physical, digital, and social influences around your people are pulling in the same direction – forward.

The physical influences

Consider your building. How is the space being used? What are the meeting rooms used for? Is everyone following social guidelines? These are some of the questions we answer by integrating with building management tools, powered by the Internet of Things (IoT).

Picture the experience

7:45am

Before she leaves for work, Elsa uses a smart desk-booking app on her phone to find a free desk for the day ahead. She picks one by the window.

8:00am

On her train journey, Elsa agrees a meeting with a vendor. She uses the same smart app to book a meeting room close to her desk, and sends an invite to the vendor.

8:30am

Elsa arrives at the office and passes through a thermal detection unit, then uses biometric scanning to enter reception. She does the same again to access her secure floor, then uses her smart app's wayfinder tool to locate the window desk she booked earlier.

The digital influences

Even the best employee experiences can be ruined by a small interruption – be it an unexpected call, a technical hiccup or new unfamiliar technology. With tools to monitor the way we work, these interruptions can be caught before they become problems. Wearable technology can track employee stress levels to encourage them to take a break before it boils over. And automated notifications can track device usage to make sure batteries are charged up and hard drives have space left.

Picture the experience

11:00am

Elsa gets an automated notification on her phone – her hard drive is running low on space. It recommends a light clean ahead of her meeting.

12:00pm

While she's at lunch, she gets another notification. A new article with 14 things she can do with Windows 10 that she couldn't with the previous version. Perfect timing, as her IT team installed the updates company-wide just last night.

The social influences

Whether they want to or not, employees often take work home with them. That might be actual tasks they intend to complete – or it might be the experiences they had in the day weighing on their mind. This, too, is a normal part of work – but sharing it with the people who can help needs to be normal, too. The Fujitsu BuddyConnect app, for example, gives employees a social network for sharing and monitoring their working wellbeing.

Picture the experience

6:30pm

Elsa has had a long day; she wants to talk, but there's nobody left in the office. So, she updates her emotional status on BuddyConnect.

7:00pm

Elsa's supervisor has received her wellbeing status through the BuddyConnect app. He arranges a one-to-one first thing the following morning, so he can give her the appropriate support.

A better employee experience

Feeling more empowered, employees live happier and healthier work lives, with the flexibility to choose how, where and when they contribute to the organization's goals. Supported by the latest technologies provided by Fujitsu and our partners and implemented in a human-centric way, your people will enjoy a great work-life balance and a belief that they are really making a difference. And an empowered workforce is more productive, more creative, and can deliver better customer experiences.

Finding the sweet spot as everything comes together

Alongside employee experience, everyday operations and consumer experience are equally important. Each of these three areas has an impact on the other two. That helps explain why forward-thinking businesses consolidate them as part of a single cohesive strategy.

Let Fujitsu guide your journey to the digital-first world

Fujitsu is the perfect partner to accelerate growth in your DX journey.

We have the expertise to help your organization become an adaptive enterprise. So you're able to pivot from risk, continuously add value, deliver new customer experiences, and improve operational effectiveness. We do this by helping you understand where you are, where you need to go, and what you need to get there. So, you can truly transform in the new world.

Begin your journey today

Move to the next phase of the shift [here](#).

Alternatively, book a [Virtual Co-Creation Workshop](#) to explore how Fujitsu can help you gain the insights to help drive your work and life shift.

Explore more about FUJITSU Work Life Shift >

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