

A large graphic consisting of two overlapping circles is centered on the page. The circle on the left is a solid dark blue, while the circle on the right is white with a blue-to-white gradient border. They overlap in the center, creating a shared area.

Consumer Experience

Stories from our customers

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Providing unparalleled traceability

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This project has created a fully transparent, indirect supply network all the way to the consumer by connecting players across the beer supply chain.

Pieter Bruyland, CIO for Europe, AB InBev

Driving sustainability in beer production at AB InBev

Challenge

Establish greater transparency in the supply chain to improve production processes and strengthen sustainability.

Solution

Using Agile and DevOps methodologies, Fujitsu created a new, private, permissioned blockchain solution, integrated with applications, SAP ERP, and external third-party environments, as well as a mobile application.

Outcomes

- Achieved a milestone in AB InBev's environmental and sustainability goals
- Provided consumers with visibility of how their beer is made via QR codes
- Improved farmers' use of natural resources, crop yields, and livelihoods
- Increased traceability to help grow the finest ingredients



Read the full story



76 stores upgraded

“

AI enables our employees to serve customers more effectively because the system can recognize their gender and age, even when masked.

Minoru Yamamoto, General Manager, Aeon Retail

Creating new shopping experiences at Aeon Retail

Challenge

Reduce labor costs, navigate COVID-related challenges, and optimize store operations by exploiting digital technologies.

Solution

Fujitsu used video data from cameras monitoring in-store traffic to mitigate congestion and contagion, and estimated customer age to prevent underage sales. It also supported the planning of store layouts for maximum efficiency.

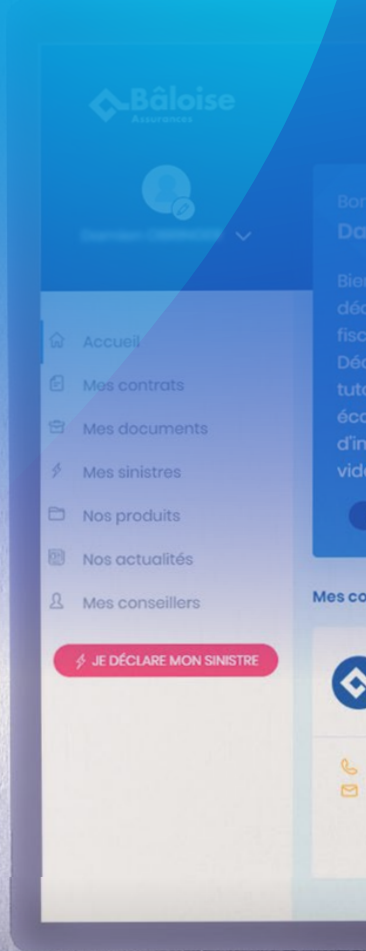
Outcomes

- Deployed to 76 stores across Japan
- Enhanced customer experience by integrating pedestrian flow simulation
- Tracked customers throughout stores, even those wearing masks



[Read the full story](#)

Digitally connected customers



“

Keeping an open dialog with our customers and partners at all times allows us to better respond to their expectations.

Filip Volders, CTO, Baloise Assurances Luxembourg

Boosting customer service at Baloise Assurances Luxembourg

Challenge

Enable partners and clients to access portfolios and information through a platform that is available 24/7.

Solution

Based on Fujitsu ePortal technology, an intuitive web and mobile platform provided direct, secure access to client data and transactional information, while RPA automated routine processes and CMS managed marketing content.

Outcomes

- Guaranteed deliveries every three weeks with agile development methodology
- Improved customer experience with direct access to online platform
- Facilitated the implementation of web and mobile applications while reducing complexity



Read the full story



42% increase in customer deposits

“

Fujitsu has worked closely with us in this area I call TechOps, which combines technology with operations.

Nuno Fórneas, CIO, Banco CTT

Aligning technology and operations at Banco CTT

Challenge

Manage an increase in customer numbers while maintaining service levels and preventing the escalation of internal costs.

Solution

Fujitsu and Banco CTT co-created a ServiceNow solution to automate and standardize processes, while preventing duplication of effort and increasing efficiency.

Outcomes

- Improved user experience
- Freed employees to handle more complex tasks, thanks to new efficiencies
- Offered customers a more digital, responsive, and secure journey



Read the full story



Watch the video

Zero employees required onsite

“

Fujitsu is very knowledgeable about unmanned stores. With its help, developing this solution in just one month was possible.

Eunkwan Lee, Innovation Division, BGF

Making convenience stores more convenient at BGF

Challenge

Create an unmanned convenience store to reduce costs without compromising security, requiring the right partner to make it a reality.

Solution

Fujitsu combined AI-based customer behavior recognition with product recognition to authorize registered users as they enter the store. Customers are then charged as they leave.

Outcomes

- Strengthened security by eliminating the need for cash tills
- Transformed the shopping experience for consumers
- Drove productivity savings with fewer employees needed instore



Read the full story



Watch the video

100% visibility for home-improvement projects

“

GLOVIA OM provides us the flexibility to deliver the right customer experience that matches the quality of our home design services.

Srini Chareddy, Senior IT Director, The Home Depot

Providing total transparency with GLOVIA OM at The Home Depot

Challenge

Build a digital customer experience orchestration platform to coordinate the seamless installation of kitchens and bathrooms, supporting the launch of a new design center.

Solution

Fujitsu integrated GLOVIA OM on Salesforce to enhance the design center experience. This enabled Home Depot to efficiently manage all aspects of complex home-improvement projects.

Outcomes

- Provided complete visibility of jobs, installation, suppliers, and stock
- Streamlined the customer journey and ensured higher levels of customer satisfaction
- Avoided costly and erroneously scheduled visits
- Automated manual tasks, saving time and effort

 [Read the full story](#)



Saving 300 work hours per day

“

**Fujitsu reflected our requests in the user interface it created:
this is something I can really use.**

Keiichi Niimi, Head of Co-op Aichi's Miyoshi, Tokai Co-op

Improving delivery and customer experience at Tokai Co-op

Challenge

Improve customer experience and security at delivery sites, while improving data insight.

Solution

Fujitsu implemented the FUJITSU Cloud Service MobileSUITE to increase efficiency, enabling drivers to update delivery status via smartphones, reducing the tasks to be completed post-delivery.

Outcomes

- Enabled an immediate response to inquiries at the delivery site
- Enabled secure and convenient delivery
- Saved hundreds of work hours per day with data entry completed onsite



[Read the full story](#)



98% incident call reduction

“

The rail industry is changing. Fujitsu is a truly collaborative partner. The partnership enables us to undertake an exciting transformational journey.

Chad Collins, Head of Retail, Transport for Wales Rail Services (TfWRS)

Building a platform for smarter rail travel with TfWRS

Challenge

Update its rail ticketing system to include smart travel options for passengers and gather a more detailed understanding of travel habits.

Solution

Fujitsu, in the first phase, upgraded on-train ticketing systems with FUJITSU STARmobile handsets for employees; phase two saw fixed terminals in manned stations upgraded with SMART-enabled FUJITSU STARdesktop devices.

Outcomes

- Reduced phone and handset-related incident calls by 98%
- Improved efficiency and employee motivation
- Increased ticket sale opportunities



[Read the full story](#)



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