

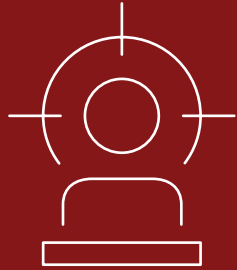


Let's  
reimagine  
Employee  
Experience

FUJITSU

How to give your people the  
experience they need to thrive

shaping tomorrow with you



# Employee Experience

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# The world has changed. Today is not like yesterday.

**The shockwaves of the pandemic have been felt across the world, catching both organizations and society unprepared.**

People's health, their daily lives, business activities and entire national economies have been severely impacted. It has caused us to question many of our existing assumptions. Whether, for example, people are more efficient when working in one big central office.

We are not out of this crisis yet. We have no idea how long it will take to fully recover. But as we begin to take the first steps, our thoughts turn to how the world will look in the future and how organizations will respond to new challenges.



Organizations cannot simply carry on as before. Your Employee Experience is one of the key things to consider.

The global recovery will be about so much more than just the tactical deployment of technology to enable more remote working or more online sales.

Right now, organizations need to reimagine their whole way of operating, behaving and working.

# Life as we knew it

## | So much has changed in just a matter of months.

Despite all the new technology available, up until this year, few organizations made the leap to transform their employee experience. Yes, there was talk of digital transformation, but it was often just talk.

The conventional wisdom was that offices were critical to productivity, company culture and winning the war for talent. Organizations competed for lavish office space in the centers of big cities. Commuting to the office was the rule, working remotely the exception.

The work-life balance was something many aspired to, but few enjoyed.

**Then, for most organizations and most people, the world of work changed overnight.**



Resistant to change and wedded to the ways they'd always done things, many workers convinced themselves virtual meetings could never replace the real thing.

# How life has changed

The pandemic swept through the world and nothing will ever be the same again. The threat to our lives and our economic survival was undeniable.

In a crisis, what matters becomes very clear, very fast.

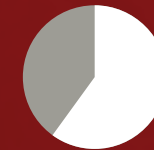
Forward-thinking organizations realized that providing a safer, happier work environment would ultimately benefit them as much as their employees.

Many workers had to quickly transition to new duties, processes, and modes of communication and collaboration.

As these new ways of working took hold, the most imaginative organizations began to realize that reimagining the experience of work would be central to reinventing themselves in the wake of the crisis.

In 2019, a leading retailer was exploring how to launch a curbside-delivery business; the plan stretched over 18 months. When the lockdown hit the United States, it went live in just two days.<sup>1</sup>

## FAST FACT:



In April 2020, around **62 percent** of employed Americans worked at home – up 37 percent from April 2019.<sup>2</sup>

<sup>1</sup> <https://www.mckinsey.com/featured-insights/future-of-work/from-surviving-to-thriving-reimagining-the-post-covid-19-return#>

<sup>2</sup> <https://www.mckinsey.com/featured-insights/future-of-work/from-surviving-to-thriving-reimagining-the-post-covid-19-return#>

# Work reimagined

With little choice, we were all forced to adopt new ways of working. We soon realized communication and collaboration technologies, such as video conferencing, could help us do a better job than we ever thought possible.

These technologies have provided leaders with new ways to manage, connect and collaborate with their teams. Leaders have needed to show greater trust and this, in turn, has encouraged employees to be more trustworthy.

Forward-thinking organizations are protecting their employees' wellbeing, encouraging them to balance their personal and professional lives now they have been freed from the daily commute.

Organizations benefit too. They can now recruit the best talent from a wider global skills marketplace. And, without the need for a central hub in an expensive location, they can significantly reduce office rental costs.

Employees have a new sense of purpose and feel connected to something bigger than themselves.

## FAST FACTS:



**80 percent** of people enjoy working from home.



**41 percent** say that they are more productive than before.



**28 percent** are as productive.<sup>3</sup>

# Reimagine for a successful future

## The pandemic has reminded organizations of their most important asset: their people.

Organizations failing to offer a great employee experience will lose out to those that do. Initially, the focus was on how people worked, but it soon grew to encompass how people felt about how they worked.

The new world is safe, productive and employee-friendly. We now better understand the role technology has to play in the employee experience. And when it's about more than the technology.

The best leaders and employees have a shared sense of purpose; they know what the company stands for, beyond shareholder value. As we face a future of new working models, a positive, integrated culture now will benefit organizations long into the future.

Forward-thinking organizations need a like-minded partner. At Fujitsu, we have a human-centric vision and the technology to back it up. We can help you reimagine employee experiences and make them a reality.

As the world moves into a new era, leaders must commit to not going back.

### FAST FACT:



Fujitsu spends **\$1.15 billion** every year on research and development, preparing for new ways of working.<sup>4</sup>



## Reimagine with us

Employee experience is not the only thing that organizations need to reimagine in a hurry.

They must also ask themselves: what is the new customer relationship? And how do their everyday operations need to change, all the way from the supply chain to the business model?

Times ahead are unpredictable, but one thing is for certain: every company needs to have a strong vision.

**Fujitsu wants to help you make your vision a reality.**

Visit [fujitsu.com/global/reimagine/](https://www.fujitsu.com/global/reimagine/)

Email [askfujitsu@uk.fujitsu.com](mailto:askfujitsu@uk.fujitsu.com)

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# Let's reimagine Employee Experience

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