



# Define, Impact, and Transform: The power of human experience in the workplace



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# Introduction:

## Why human experience?

People's ways of working have shifted enormously in a short period of time. Organizations in every sector and every country have been grappling with the complexities of this transition, trying to identify the best set-up to meet employees' needs while enabling them to be their most productive.

However, work still isn't working for many people. Two in five people [planned to leave their jobs in 2022](#) – with 26% blaming a lack of flexibility. The business impact of this turnover is immense, as it costs [1-2 times an employee's annual salary to replace them](#) and 1-2 years for a new employee to reach their level of productivity.

Even amongst those remaining, two in three people [don't feel engaged at work](#) – resulting in 18% lower productivity, 37% higher absenteeism and [a far greater probability of resignation](#).

With the economic environment so unsettled, there's a risk that companies will put this hugely complex issue on the backburner – and deprioritize the work-life shift, at exactly the time when it is so vital to the employee experience and overall business performance.

In fact, [research suggests](#) that adopting a human-centric approach to designing the workplace means that employees are 3.1 times more likely to perform highly, 3.1 times more likely to experience low fatigue and 3.2 times more likely to have a strong intent to stay in the business.

Now, it is vital for organizations to make the connection between a human-centric work environment and business success and put people's needs at the heart of the digital workplace.

Focusing on the human experience means considering work in the context of people's lives: taking a holistic view of their needs and aspirations. At Fujitsu, we believe the workplace should:

- Give people the autonomy to **work their way**, with access to the support and tools they need where, when and how they want it.
- Engage **people with purpose** – so they feel connected and part of something, whether they are at home, in the office or on the frontline.
- Support **frictionless and sustainable ways of working**, using data to drive ongoing improvements, and augmenting AI into everyday work so that people have more time to create and innovate.
- Establish a culture of **continuous learning** to give people the skills but more importantly the ability to adapt to be successful now and in the future.



In turn, Fujitsu believes businesses are much more likely to curate a culture that retains staff, works productively and progressively with new technology, and performs competitively.

Centering this human experience within processes and decision-making requires a shift that starts with building an empathetic understanding of the needs of your people, before building the infrastructure necessary to unlock your employees' full potential.

This process will be unique to each company, which is why Fujitsu has built HX Workspace

to guide organizations on how to focus on the human experience and create a tailored digital workplace that works for you, your people and the planet.

But before this, it's worth understanding the full human experience definition and why it should be a consideration for any competitive business – information that can be found on [page 5](#). You can also learn about the power technology plays in complementing the employee experience on [page 8](#).



# 1. Define

## Defining human experience and its role in driving digital workplace transformation.

Company culture underpins the success of digital workplace transformation, so much so that even the most innovative of strategies will fall apart if not endorsed by the employees implementing them.

There's a delicate balance to be struck. Gaining business-wide support behind any initiative requires evidence that actions are being taken to recognize, consider, and meet the needs of employees. In turn, decision-makers need to prioritize the human experience they're offering within the workplace, while also moving towards their business productivity goals and KPIs.

It's important to ensure stakeholders understand what human experience actually means, and how it differs from other terms such as employee experience. In short, human experience goes beyond the digital experience and employee experience, to focus on the whole-life needs of people. For example, digital experience tends to focus solely on whether employees have the technology they need to work efficiently. Meanwhile, employee experience often takes an HR stance which focuses on the big moments like onboarding and offboarding.

Human experience means considering the workplace in the context of people's whole life experience, using empathy to understand their needs and create a flexible and collaborative working culture. For instance, how technology can be deployed in a way that enables working parents to integrate their family and work demands, so they have the autonomy to plan their work around important school events.

Essentially, making digital transformation decisions informed by human experience eliminates that digital friction that often leads to frustration among employees, which inevitably snowballs into much larger symptoms such as absenteeism, high attrition, and poor engagement. These consequences show just how important it is for organizations to put human experience at the heart of their workplace design.



## Defining human experience in your workplace

There's no singular definition of a workplace, which means human experience can exist in many different forms. Ideally, human experience should be defined by business leaders before beginning to implement a digital transformation strategy. Identifying persons within the workplace will be intrinsic to this definition because each employee will have unique needs. To do this, talk to employees on the ground and seek their input on what the current challenges are and what impact this is having on their life, as well as what they'd prefer this to look like.

From here, business leaders can create journey and experience maps which lay down a solid path of development. The intersection between technologies and people should be at the very crux of this plan.

Fujitsu manages its own human experience by regularly surveying employees and conducting focus groups. Taking these pulse checks means what the business is trying to achieve with human experience stays on track and employees continue to feel listened to.

## The importance of human experience's role

It's still commonplace for the impact of the human experience to be underestimated by businesses. There are a few reasons for this and they're often a result of old IT practices.

For instance, IT is still seen as a peripheral department by some leaders, however, it should have become front and center as technology has integrated further and further into the workplace. If this move has happened, businesses are more likely to make decisions informed by human experience, and reap the consequential advantages.

Another legacy stumbling block to human experience is treating the digital workplace as a sunk cost, rather than a value creation opportunity. In most scenarios, this has led to organizations taking a transaction-led approach to their digital workplace – assessed only on how cost effectively the service can be delivered for. The end result being that money saved is often wasted in poor employee engagement, high attrition and a lack of ability to retain and attract talent.



However, the competitive talent market highlights that offering a great digital workplace experience for employees both at work and in the context of their whole lives can bring essential retention and productivity benefits. This creates a highly engaged, digitally dexterous and sustainable workforce. In turn, these advantages are critical to a successful digital transformation, where employees are working efficiently to roll out the business' strategy and are supportive of the digital processes and technologies they're being asked to use.

Ensuring this happens is imperative because the relationship between employee retention and digital transformation is often symbiotic. The more employees feel frustration-free, happy in their roles and ready to adopt new technologies, the more likely digital transformations will be successful.

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## 2. Impact

Exploring the changing expectations of employees in the digital era and the impact of technology on human experience in the workplace.

Employees' expectations of the workplace have changed drastically in recent years. People want to be part of organizations where they can have the autonomy to work their way – when, how, and where they want. They look for roles that align with their values, offer a positive culture, and provide growth and learning opportunities: ultimately, sustainable, frictionless ways of working.

As a result, businesses need to consider new parameters when thinking about human experience in the workplace. For instance, how can a workplace ensure its employees still feel well-connected and able to efficiently collaborate beyond the four walls of the office?

Businesses will need to continuously pulse-check employee needs as workplace expectations continue to change. Once these expectations have been determined, some technologies may prove useful in meeting the needs of both the employees and the business' topline.

However, decision-makers must be intentional in the workplace technology they implement, as some solutions may hinder rather than help boost the human experience if not chosen and rolled-out carefully. It's just as important for organizations to consider what technologies and complexity can they remove, as to what can they add.



### Successfully designing human-centric experiences

Employees do have some anxieties about workplace changes like the introduction of technology, particularly when the employment market is so turbulent. This can still be the case despite businesses implementing technologies solely aimed at boosting human experience. As a result, technologies may not be used correctly or wield the results you're hoping for.

Approach is everything when introducing human-experience-led tech into the workplace with ease. It's important that any tech developments are made in collaboration with employees, as opposed to being enforced upon them.



Taking an empathetic approach to workplace transformation is critical. That means not only understanding challenges from your employees' perspectives, but actively involving them in the transition process. For example, you can engage key employee stakeholders from the beginning to ensure their views are understood and reflected. This helps people to feel invested in the change and supports higher rates of adoption.

For example, when considering the applications of automation in your business, involve employees to explore which parts of their role they would like to see automated. It's also worth assessing technologies like generative AI, which give people immediate answers to natural language questions. This provides more time to focus on higher value, more creative initiatives. However, unlocking this advantage will only be possible if businesses support and consult employees on how to use generative AI in the first place.

Again, this highlights just how intrinsic it is to consider digital and employee experience together – making a clear case for human experience which does exactly that.

### Support suggestion

Ensure support is on-hand for any new tech roll-outs so that employees feel involved and supported. One way to offer this support is via temporary, pop-up, walk-up centers that enable employees to ask quick questions about the new tech as and when they come to mind, online or in-person.

## Judging tech by human-centric criteria

Every workplace transformation must be centered on the employees, not the technology. Start with the people and journeys that you're supporting, rather than focusing on solutions. Focus on the kind of experience that you want to create for each persona, with criteria like providing autonomy for people to work in their own way and supporting continuous learning.

An audit of people's current experiences and the existing technology will help to highlight areas to streamline and where to innovate with a new system. For any investment, it should be clear who and what the tech is for, because there needs to be a direct connection between the employee's experience and their usage of a new solution.

Some businesses may also need to consider whether deploying new tech warrants retiring existing systems. For example, there may be potential overlaps in capabilities that could be confusing or cumbersome for users, or conflicts that could negatively affect productivity if something isn't turned off.

Evaluate every potential workplace change in the framework of the human experience, and design an implementation process that will support your team as any new technologies are introduced.



### 3. Transform

## Key elements to a transformed workplace that enhances human experience.

Focusing on the human experience can enhance so many aspects of the workplace, to curate a culture of highly engaged, digitally dexterous employees that can build a sustainable workforce.

Making the most of these opportunities can lead to better employee engagement and retention, which ultimately reaps commercial advantages such as increased productivity and efficiency.

Fujitsu has built an implementable approach to unlocking good human experience in the workplace via its Human-Centric Experience Workspace (HX Workspace). The solution is essentially a digital platform that's designed to meet the needs of employees as well as bolster digital transformation through digital-centric designs that are guided by human needs.

Accessibility is at the heart of these designs. Both in terms of ensuring employees aren't met with digital friction that makes them jump through hoops to perform basic tasks, as well as providing the trust necessary for employees to work in ways that fit around their lifestyles and personal commitments.

**“The aim is to ultimately curate a culture of highly engaged, digitally dexterous employees that can build a sustainable workforce.”**

### Fujitsu HXD

Improving human experience in the workplace starts by understanding what your current challenges are, identifying the employee personas impacted, and developing a business case to take action. HX Workplace does this using our unique Human-Centric Experience Design method, which we call Fujitsu HXD.

Fujitsu HXD uses design thinking to put the whole life needs of your people at the heart of your digital workplace. In the co-design stage, we talk to those on the ground and collaborate with specialist designers to forge a way forward.

This approach enables you to quickly identify preferred solutions that are then tested and validated to ensure they deliver the value expected, before being scaled across your organization. Ultimately, this means you are able to deliver the most value from your investments, and drive the greatest adoption from your people.

This approach is entirely tailored to the needs of each organization, using a combination of face to face and virtual sessions with the right number of stakeholders to identify the best route forward. And by engaging both key stakeholders and employees most affected by the change, Fujitsu HXD helps to ensure that the new workplace will deliver value for everyone.



## Employee experience

Supporting employee experience over the long-term is key to any organization's success, and HX Workspace can offer ongoing services to improve productivity, support digital upskilling, attract talent, and ensure staff are operating in a workplace that works for them.

As part of this, Fujitsu can work to support businesses in establishing a baseline of current employee experience, identify areas of improvement, and measure the benefits of any changes. In addition, Experience-as-a-Service aims to specifically enhance end-to-end employee experiences. Meanwhile, adoption and business change services provide expertise focused to ensure value is achieved from these initiatives.

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## Conclusion: Why Fujitsu?

Employees expect more than ever before from their jobs – and organizations can't afford to deprioritize their experiences, even in this unpredictable economic environment. Business success depends on creating a digital workplace that enables highly-engaged, digitally dexterous and sustainable workforces: in other words, one that's centered on human experience.

Fujitsu Human-Centric Experience Workspace (HX Workspace) provides the expertise for organizations to understand the needs of their people so that they can deliver a digital workplace that works for them, their people and the planet. Fujitsu provides ongoing guidance to even the most granular aspects of the workplace, because we recognize how these small issues can snowball into devastating problems such as attrition and frequent talent churn.

Fujitsu is one of very few global-scale systems integrators which means we possess the capabilities to drive transformations across workplaces worldwide, while retaining local, customized services.

Fujitsu supports 3 million workers worldwide which accounts for 130,000 customers operating across more than 100 countries. We provide these services via eight global delivery centers which are available to our partners 24/7.

If you'd like to join these businesses in their HX Workspace journey, please email [askfujitsu@fujitsu.com](mailto:askfujitsu@fujitsu.com) to find out more.