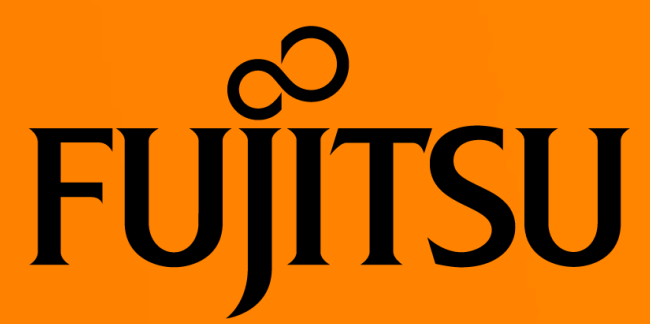




Human-Centric Experience Workspace (HXW) Co-design

Generative AI



Organizations have invested significantly in digital technology to improve the productivity of their workforces. However, most organizations' approach to enabling their employees on these new tools is limited to adding some new information to their formal learning and development platforms and hoping people find it. This impacts the ROI of digital transformation programs, a company's ability to recruit and retain the right talent, as well as the engagement and productivity of employees themselves.

Ignoring Generative AI could cost your business

- Gartner: "80% of software to include Generative AI by 2025."
- Salesforce: "70% of those not using GenAI would use it if they knew more about the technology."
- Capgemini "71% of organizations believe GenAI will enable them to create a more interactive and engaging experience for their customers."

It's a good rule of thumb that 70% of learning comes from learning by doing, 20% from social means and 10% from formal training. So why don't our learning and enablement strategies reflect that?



HXW Co-design Accelerator for Gen AI

Committing to Fujitsu HXW Co-design Accelerator for Gen AI will help customers create a vision for how they can embed a well-rounded approach to engaging with Generative AI platforms in the culture of their organization that realizes the goals of the organization and the individuals.

Transforming Employee Experience

HXW Co-design starts by understanding the business challenges faced by the organization by assessing the current capabilities and employee experience through a combination of interviews, surveys, and workshops.

Then, by using a vision approach with the customer's key stakeholders, we can re-design the employee journey, creating 'moments that matter', giving employees a better experience. From this, we produce an opportunities matrix, highlighting the quick wins and initiatives that will help transform the organization's employee experience.

Who should consider participating?

- CIOs investing in new digital transformation initiatives, who need to ensure the program realizes its ROI
- Line of business leaders, who need to develop their teams existing digital skills, helping their employees to continue to feel valued and productive
- CHROs, looking to reduce levels of churn
- Employee communications and change management and learning & development teams, looking to identify new ways of working such as gamification and nudge theory.

How it works

Depending upon the client, a program may entail:

Onboarding and vision

- Pre-engagement survey questionnaires
- Vision workshop - understanding and mitigating the challenge
- Stakeholder interviews to refine and confirm understanding.

Personas and insights

- Define personas
- Define insights from market and interview data that inform the employee journey.

Experience workshop and mapping

- Envision corrections to pain-points on persona's journey map
- Prioritization of initiatives.

Deliverables

- Business case and ROI for key initiatives and technologies
- Experience map - roadmap of initiatives aligned to business strategy and outcomes
- Persona development - capture the outcomes your users need, in the context of how they work
- Opportunities matrix – quick wins and initiatives that will improve the organization's employee experience.

Benefits

- Led by vision – workshops bring together stakeholders from across the business to agree on how to mitigate the challenge
- Driven by insights – interviews and market data capture the magnitude of pain points and opportunities
- Focused on experience – uses Fujitsu Human Centric Design Approach to build empathy and co-create a better employee journey
- Targets opportunities – build a prioritized roadmap for change.