

Consumer Experience Evolution

Delivering a
positive impact
for the consumer,
business and
the planet



Contents

1

Optimizing Consumer Experience: opportunities and challenges

2

Observing trends

3

Keeping up with evolving needs: key recommendations

4

Moving forward with Fujitsu Uvance

5

Fujitsu's pillars for Consumer Experience

6

Bringing Consumer Experience to life: real-world examples

7

Harnessing technology: key recommendations

8

Creating memorable experiences

1

Optimizing Consumer Experience: opportunities and challenges

People are continually seeking new, more efficient ways to consume. For businesses, this means creating and facilitating ways to connect with consumers that suit their unique needs directly. Improving the quality of customer experience can therefore be a key differentiator, especially amidst the rise of new technologies and demographics with different sensibilities and interests.

Millennials and Generation Z in particular favor experiences which are convenient, reflect their personal needs and protect the environment. However, this heightening of environmental awareness and focus on sustainability applies to all consumers globally. This means companies need to deliver services and experiences that are not only personalized, but more sustainable.

Organizations can now empower consumers to make the more ethical choice themselves. But this mentality goes beyond simply the world of retail and applies to anyone trying to improve their Consumer Experience.

To survive and prosper in this new consumer-focused marketplace, re-modelling Consumer Experience can help optimize processes and systems. When this is successful, organizations will be able to deliver both business growth and sustainability outcomes simultaneously.



2

Observing trends

Many trends that relate to Consumer Experience are being driven by Millennials and Generation Z, most of whom are either entering or will soon enter their prime spending years. This matters to businesses everywhere as these sections of society are expected to account for 70% of the working age population by 2030¹ making up the majority of global consumers.

As a demographic group, they are incredibly tech savvy as well as unprepared to support some of the established operational models seen as more wasteful. They are highly aware of the need to protect the environment, support more sustainable businesses and are the driving force behind the shifts in Consumer Experience.

But consumers everywhere, whether younger or older, are looking for new ways of consuming and interacting with business supported by technological innovations.

70% of the working population by 2030 making up the majority of global consumers.

¹<https://www.globalfocusmagazine.com/the-working-world-of-2030-a-better-place/>



Here are key trends that will define the customer experience of the future:



Today's expectations

In today's fast-paced digital world, consumers expect immediate satisfaction. They demand quick delivery and efficient in-store service. Businesses must adapt to this changing expectation by providing fast and reliable service. This includes same-day delivery and the ability to quickly find and deliver products from other locations.

Last-mile logistics is a key differentiator in this scenario, and when coupled with sustainable options, it can provide a competitive edge. This means that businesses must be able to quickly and efficiently move products from their warehouse to the customer's doorstep. This could be done through partnerships with delivery providers, or by investing in their own fleet of vehicles.

Increased desire for information

Consumers today are more informed and conscious about the products and services they purchase. They are increasingly looking for detailed information about the products and services they buy, such as its carbon footprint, the origin of the materials used, and the ability to compare products quickly and easily. This trend towards greater transparency and information is driven by the growing awareness of the environmental and social impact of consumption, as well as the desire to make more informed purchasing decisions.

To meet this growing demand for information, organizations need to provide easy-to-access and transparent information about their products and services. This can include providing detailed product information through an app or an in-store library, as well as through digital platforms and social media. By providing detailed and transparent information, organizations can help consumers make more informed choices and build trust and loyalty.

Hyper-Personalization

Personalization is crucial for businesses in today's competitive marketplace. Customers expect a high level of flexibility and choice when it comes to their shopping experiences, and one size rarely fits all. In order to meet this expectation, organizations must be able to offer a range of payment and collection or delivery options that cater to different preferences.

Additionally, providing customizable products is a great way to give customers the opportunity to tailor their experiences to their specific needs and wants. Personalization not only helps to improve customer satisfaction, but it also helps to build brand value, loyalty and increase revenue.

Social media influence

Social media has become an integral part of the modern consumer's life. It not only serves as a platform for communication and entertainment, but also as a source of information and influence. Consumers today rely heavily on social media to research products and services, discover new brands, and seek recommendations from their peers.

One of the key ways that social media influences consumer behavior is through online reviews, as they often base their purchasing decisions on the feedback they see. Additionally, social media platforms are also becoming a popular channel for e-commerce. While it is still relatively niche, more and more consumers are turning to social media to make purchases, with features such as shoppable posts and in-app shopping becoming increasingly popular.



Keeping up with evolving needs: key recommendations

Develop your offering as needs change

To stay ahead of the curve, organizations must be able to align their products and services with these changing needs. One key area of focus is sustainable consumption. With the increasing awareness of the environmental impact of our actions, consumers are looking for ways to consume products and services in a more sustainable manner.

Fujitsu Uvance for Consumer Experience (CX) solutions is at the forefront of this movement, working to re-evaluate the way we consume and explore new ways of exchanging value. The traditional model of buying a product and consuming it, only to discard it, is not sustainable. Fujitsu CX Uvance is working on innovative solutions such as product-as-a-service schemes, where consumers can purchase the result rather than the product, and collaborative consumption, where access is purchased instead of ownership.

In addition to these innovative solutions, we need to build sustainable supply chains and new mechanisms for value exchange between people and organizations. Fujitsu CX Uvance is working on circular economic aspects such as incentivizing and rewarding recycling. By creating models of sustainable consumption, organizations can not only drive sustainable economic growth but also provide value to customers.



Enable consumer-centric experiences: online and offline convergence

It's vital that retailers offer an experience that's seamless across all touchpoints, and any level of friction can negatively impact consumer engagement.

When things are easy, accurate, instantaneous and efficient, customers return and stay loyal.

To create a frictionless relationship, businesses must focus on converging the online and offline experience in which physical and digital are fully integrated. This means allowing consumers and employees to be empowered by intelligent services supporting the whole shopping and supply chain cycle. For example, technology that enables the consumer to simply scan a code, then drop the item off at a convenient location, and finally get a swift (personalized) notification on their device that their refund has been processed, both drives consumer satisfaction and loyalty but also can reduce energy cost and product waste.

The same applies to the fulfilment of orders. Stores need to be well stocked, and retailers also need to deliver goods direct from a warehouse to the customer's home. And do it 24/7. To facilitate this, there's a need to equip employees with the technology to recognize and respond to customers wherever they appear. By merging the online and offline experiences effectively, businesses can offer an enhanced customer experience across all channels that remains definitively personal and more sustainably efficient.

Intelligent and ultra-fast technology is the foundation for online and offline convergence, seamlessly connecting people and services, enabling consumer-centric experiences and more sustainable social impacts. For example, automation speeds up fulfilment for both online orders and re-stocking shelves and displays in store.

AI can help to use data to predict demand and get ahead of it with judicious ordering strategies. IoT delivers visibility of stock, vehicles, and people to increase operational excellence. Together this helps reduce effort, energy usage, and waste.

To create optimized, frictionless ecommerce experiences for consumers, businesses can enhance their digital platforms and create a more seamless and personalized experience for consumers, improving engagement and driving growth. They can do this by embedding next-gen technology into digital and physical retail experiences, including chatbots, self-checkout services, contactless commerce opportunities, and putting digital devices into the hands of retail employees.

Loyalty in retail is the absence of something better. Customer experience is the most important practice and focus for retailers today. ”

**John Furner,
US Pres. & CEO, Walmart, NRF Opening Session 2023**

Moving forward with Fujitsu Uvance

Supporting a more sustainable future

Fujitsu Uvance is Fujitsu's commitment to developing innovative solutions that address key business challenges and solve societal issues.

Fujitsu CX Uvance enables organizations to connect with one another, harness their strengths, and drive positive change. Fujitsu believes that when the customer experience is approached in a sustainable, strategic way, it has not only financial benefits but positive environmental, societal, and economic ones. Fujitsu Uvance is therefore a way for organizations to make sure that their business priorities are aligned with their sustainability goals.





Providing sustainable economic growth

Providing consumers more sustainable ways to consume aligns to changing customer needs and better prepares organizations for future growth. By enabling more sustainable consumption, experiences and supply chains, Fujitsu Uvance directly supports companies in finding paths for growth that align with shifting customer values. Our intelligent enterprise solutions support decision making that improves efficiency, reduces waste, and aligns with changing customer needs while driving sustainable business growth.



Creating a more sustainable environment

Transforming the retail and in store operation to reduce waste and energy consumption is critical for minimizing environmental impact. Through our sustainable experience, supply chain and consumption solutions, Fujitsu Uvance supports consumer-led industries in understanding where they can reduce waste or energy use without impacting operational quality to help create a more sustainable environment.



Making wellbeing sustainable

People remain a high value resource in any consumer operation and improving their working experience is critical to success. If a business can redirect their best resources to prioritize high value activities, they can redefine roles away from mundane commodity tasks to those that support positive wellbeing. Through our intelligent enterprise solutions, Fujitsu Uvance supports customers in automating tasks and giving employees the ability to focus on meaningful jobs which improve the overall Consumer Experience.

Fujitsu's approach to Consumer Experience is built on four pillars: sustainable experience, sustainable supply chain, intelligent enterprise, and sustainable consumption.

[Visit the CX Uvance website](#)



Each of these pillars is essential for achieving sustainable operations and creating a positive impact on both the experience a consumer receives and wider society.

More specifically our solutions in each of the pillars are founded on a platform of composable technologies and services, delivering great experiences and sustainable business outcomes.

Together, these four pillars provide a comprehensive approach to the overall consumer experience that allows organizations to balance the need to grow sustainably with the need to minimize waste.



Sustainable experience

Enabling informed and convenient experiences to help organizations capture future growth while minimizing environmental impact. The CX Uvance solutions help consumers consume the way they want to, across a whole network of connections that come together to create a more sustainable experience.

This combination of online/offline experiences includes capabilities such as digital shopping environments and cashier-less stores as well as a more informed and connected shopping experience overall. When consumers have immediate access to product information, businesses are not only building trust, but influencing consumer habits.

By creating consumer value that aligns with their expectations, businesses can foster greater brand loyalty and keep their business growing in a sustainable way.



Sustainable supply chain

Optimizing efficiency and resilience stems from building trust and transparency across an entire supply chain to realize more sustainable business outcomes. Through advanced supply chain optimization, data is leveraged to improve operational efficiencies and reduce waste. For example, this can be achieved through reducing the number of lorries on the road, lowering inventory storage needs, and creating a more sustainable experience.

Once optimized, trust is established by utilizing blockchain technology to enable traceability and promote transparency of ethical and sustainable practices. This, in turn, maximizes inventory usage and reduces waste, leading to sustainable economic growth for the organization.

As experts in supply chain management, Fujitsu offers businesses a decisive solution for optimizing efficiency and building trust throughout their supply chain.



Intelligent enterprise

Enabling data-driven decision-making and automation drives efficiencies and streamlines business operations. With Fujitsu CX Uvance solutions, data can be used to detect and predict changes allowing companies to quickly update their strategy and uncover efficiency opportunities.

The successful exploitation of data and digital tech is key to enabling modern business to adapt to these more personalized and consumption styles.



Sustainable consumption

Sustainable consumption ensures a better quality of life for present and future generations. Today, consumers prefer sustainable options and purpose-driven brands. However, they need more choice to implement environmentally sustainable everyday habits and consumption patterns.

Fujitsu CX Uvance solutions builds pro-sustainability habits around consumption, and the efficient and responsible use of resources to minimize waste. By driving this behavioral change and promoting environmentally efficient and responsible consumer activity, Fujitsu makes choosing sustainable solutions more desirable.

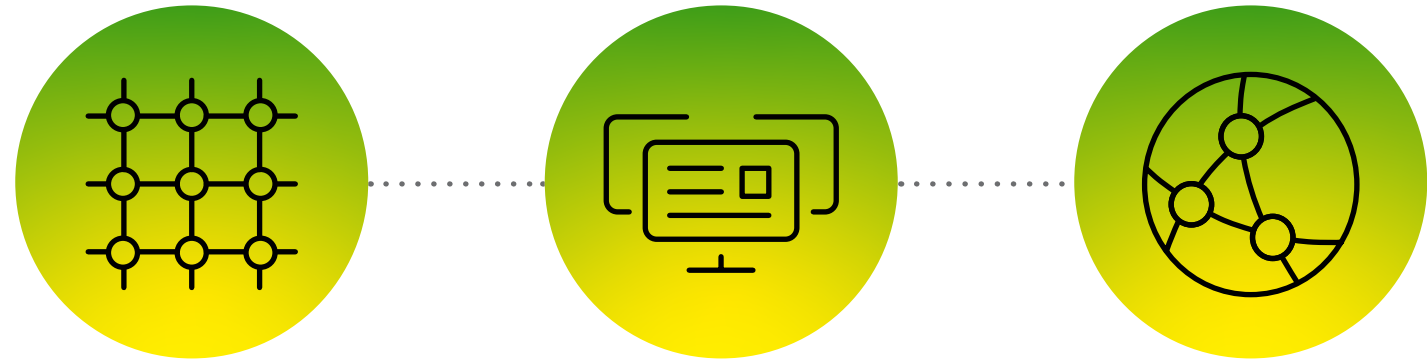
Meeting consumer experience goals

Fujitsu CX Uvance solutions help businesses improve their operations to offer an enhanced consumer experience. This delivers scalable innovation at speed and operational efficiency at the right cost.

Our response to the modern business journey encompasses two sets of assets and capabilities:

- a Easy-to-consume SaaS-based intelligent solution platforms
- b Global shared managed services with intelligent toolset

The core benefits of our solutions connect our customers, their end consumers and society in general with:



- 1 Digitalized omni-channel customer experiences
- 2 Data-driven personalization services
- 3 Supply chain sustainability

Focusing on these goals enables our clients and end consumers to benefit from positive change using a combination of composable technologies and services while delivering great experiences that promote sustainable outcomes.

6

Bringing consumer experience to life: real-world examples

By integrating smartphones into our payment infrastructure, we're redefining the very nature of the retail business. "

Taiji Sumino,
VP of Digital Transformation Dept and
Program Manager of DX Development Bureau,
United Super Markets Holdings Inc.



Revolutionizing
consumer
experience with
frictionless checkout

United
Supermarkets

Challenge: United Super Markets Holdings Inc. (USMH) provides customers with a more enjoyable and stress-free shopping experience by enabling them to make purchases via a smartphone. The payment system is part of an ongoing digital transformation at USMH utilizing Fujitsu's retail headless commerce platform "Flexible Commerce".

Solution: With growing demand for more personalized shopping services, they client needed a flexible and agile platform for rapid service development and deployment. Fujitsu Flexible Commerce platform offers effortless integration of back-end and front-end services.

Outcome: This cut lead time of new digital services by half while the introduction of a smartphone app revolutionized the consumer shopping experience. An enhanced development agility enables monthly enhancements to service functionality and be rolled out quickly.



[Read customer story](#)

Tracing garments through supply chains

·tex.tracer

Challenge: Fujitsu helped tex.tracer, a platform for fashion companies, bring transparency to their supply chain and empower both brands and consumers to make educated decisions. To achieve this, tex.tracer engaged Fujitsu for blockchain development and future managed services.

Solution: A transparency platform called tex.tracer was developed and they engaged Fujitsu for Blockchain development and future managed services.

Outcome: Brand owners and retailers now have insight into their supply chains, and consumers can scan QR codes in-store to check the garment's history, including any ethical and environmental issues. This helps brands to create business value through the transparency of their supply chain and enabled them to better meet the expectations of consumers who demand more sustainable practices.

We value our relationship with Fujitsu because they put our business needs first and then use technology as the enabler, not the driver. We see ourselves as the go-to transparency platform for the fashion industry and are keen to continue working with Fujitsu for the foreseeable future. ”

Jolanda Kooi,
Co-Founder and CTO, tex.tracer



[Read customer story](#)





Creating new shopping experiences through data analysis and AI-based camera systems



Challenge: AEON RETAIL, a retail company in Japan, faced challenges such as intense competition, labor shortages, and operational difficulties due to COVID-19. To address these challenges, they partnered with Fujitsu to implement digital solutions to reduce labor costs and optimize store operations.

Solution: These solutions include using AI-based video analysis to monitor in-store congestion, estimate customer ages, identify customers in need of assistance, and support the planning of optimal layouts and product lineups.

Outcome: After a successful proof-of-concept project, the system is now being deployed to 76 AEON and AEON STYLE stores across Japan, with plans to integrate with pedestrian-flow simulation technology to enhance the shopping experience. AI-based store operations have also improved customer service for store staff.

 [Read customer story](#)

Harnessing technology: key recommendations

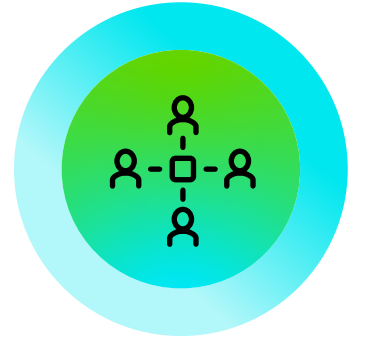


Move fast, fail fast

It is no longer feasible for companies to take their time rolling out an initiative, wait a year for the results and then begin a review process. Now there is an ever-present need to decide quickly, deploy faster, and fail rapidly to continually align with changing values.

Companies need to make faster decisions that can be achieved through advanced analytics and an understanding of customer requirements. Doing this takes both great data and tech to understand consumer buyer behavior – and make the most of it.

Advanced analytics can help companies make changes and decisions on the fly, enabling personalization in real-time, as well as targeted marketing towards individual customers. And with the power to support forecasting, planning, inventory management and more, there are a host of benefits to explore.



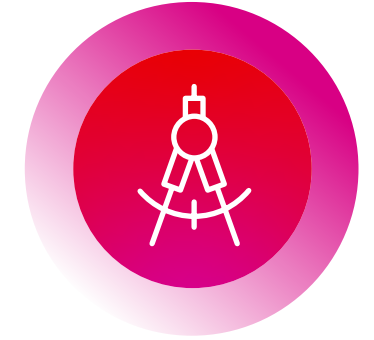
Work collaboratively to deliver great experiences and sustainable outcomes

Having an ecosystem of partners to work alongside is critical to keep up with the fast pace of consumer changes. Embracing this patchwork mentality will enable organizations to adapt their capabilities and solutions.

Fujitsu Uvance supports this by working agnostically, but collaboratively, with a range of different technology providers, both big and small. This approach allows us to create a customized solution that best fits the specific needs of the customer, rather than being tied to a single technology provider. By embracing a technology agnostic mindset, we can work with a range of partners to provide a comprehensive solution that is tailored to the unique needs and challenges of the customer.

This approach is particularly important in today's fast-paced business environment, where consumer needs and preferences are constantly evolving.

Harnessing technology: key recommendations



Embrace innovation for better omni-channel experiences

In today's fast-paced business environment, organizations must be able to adapt quickly to meet the ever-changing needs of consumers. Embracing innovation is key to achieving this, but it requires a proactive approach to testing and trialing new technologies.

One way to do this is by monitoring customer activity and utilizing data effectively to deliver actionable insights that lead to innovation. By leveraging application programming interfaces (APIs), companies can pull in third-party functionality into their systems without complicated integration.

Another important aspect of innovation is the idea of becoming a composable business. This approach involves using a more modular framework that is standardized, allowing architectural pieces to bolt together in the most efficient way. This allows businesses to scale up or down seamlessly as needed.

The concept of a composable business is a natural progression of the digital business model and it enables organizations to deliver the resilience and agility required to succeed in today's uncertain times.

Fujitsu's mission is to demonstrate how we enable our clients and end consumers to benefit from change using a combination of composable technologies and services, delivering great experiences and sustainable business outcomes. ”

Richard Clarke, Executive Director, Consumer Experience at Fujitsu

Creating memorable experiences – good for the consumer, the business, and the planet

Delivering a great consumer experience is what all businesses are seeking to drive sustainable business growth. By focusing on optimizing the high priority stages in the end-to-end consumer journey – both online and offline, with the focus on convenience and personalization – retailers, utility companies, banks and all consumer-led businesses can deliver satisfaction and loyalty for the long term.

At the same time – in response to the changing needs and priorities of an environmentally-conscious consumer, businesses are striving to ensure they build in positive societal impacts into their end-to-end consumer experience, including energy usage, waste, wellbeing and climate.

Fujitsu's goal is to help our customer achieve this objective – delivering great consumer experiences which drive personal satisfaction, business growth and positive social impact. We do this by combining our understanding of the consumer, technology innovation and know-how and a passion for identifying the long-term impact of technological change on society.



**Learn more about how Fujitsu Uvance can address
business and societal challenges on [our website](#)**



Or email us at askfujitsu@fujitsu.com
to be put in touch with one of our experts.