

RICOH
imagine. change.

Unlocking workplace

potential

Why employee fulfilment is
now worth €443 billion

Let **people** succeed

The *essential* guide on improving workplace experience
for greater productivity and business performance

If you're a business who wants to elevate your workplace experience and realise your full potential our guide is here to help.

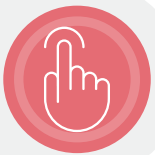
You'll learn:



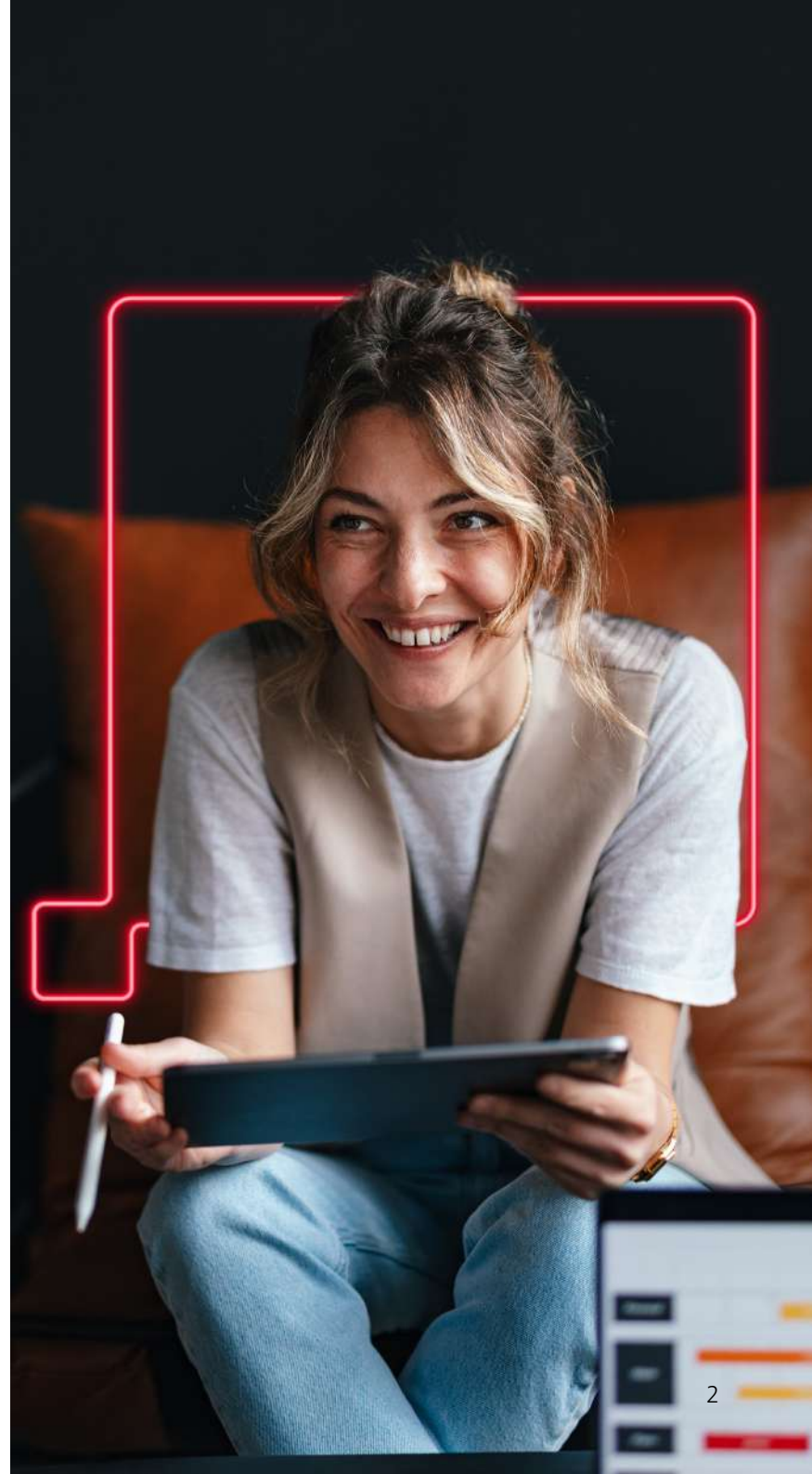
Why people should be central to your workplace strategy and how this can help you attract and retain the right talent



How you can better optimise your office space to facilitate collaborative working and demonstrate a clear ROI



What technology to put in place to maximise productivity and employee satisfaction, whilst also ensuring security and scalability



Workplace trends



The top changes business leaders are making

Now

- 1** Investing in technology to improve hybrid working collaboration
- 2** Reconfiguring office spaces to encourage teamwork and engagement
- 3** Gathering and analysing insights on office usage to underpin decision-making

In future

- 1** Investing in state-of-the-art technology to attract top talent
- 2** Consolidating digital infrastructure and improving access to data
- 3** Acquiring technology to track carbon emissions



Against a backdrop of tough economic headwinds, businesses need to find new routes to growth. People being fulfilled at work is a core enabler to unlock productivity, as well as driving the creativity and innovation needed to find new markets and revenue opportunities.

Through our work with the Centre for Economic Research, we found that a 10% increase in worker fulfilment is associated with a 3% boost to productivity, equating to a potential output boost of €433.4 billion across Europe¹.

Whilst emerging technologies, up-to-date solutions and flexible physical spaces all play a necessary part of any workplace strategy, it's clear that people need to be at the heart of any workplace transformation.



With Ricoh, we've delivered one of the most important, positive, and impactful transformations the business has experienced in the last 10 years. When one of our biggest customers commented about the new office 'Fraikin has become a 21st century business overnight' it captured exactly what we aimed to achieve.

Henry Horsfall
HR Director



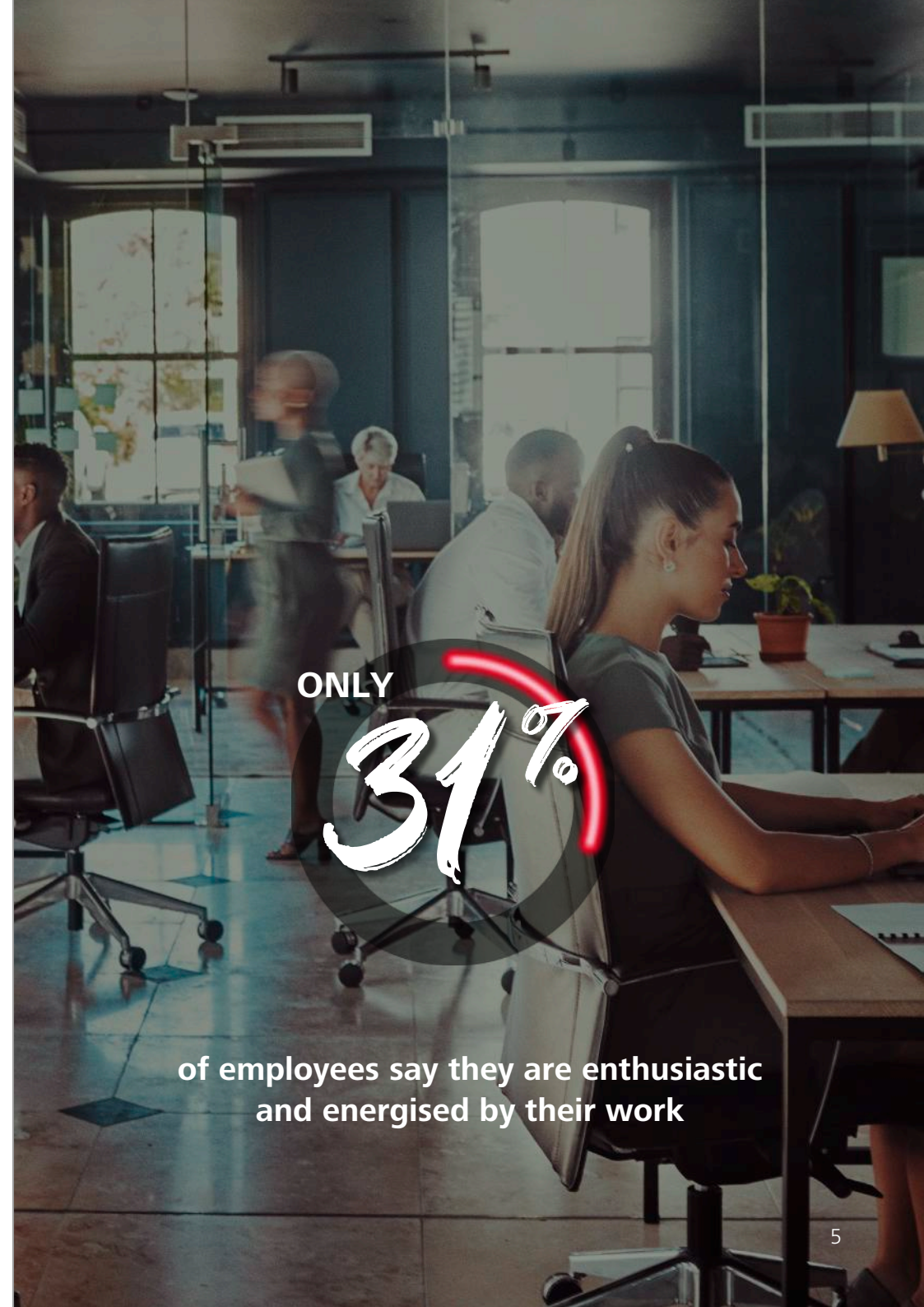
F FRAIKIN

¹Opinion Matters & Ricoh research, "Prioritising fulfilment to power productivity", February 2024

Enhancing workplace *experience*

Whilst flexible working has become widespread across the world, it hasn't guaranteed that employees are fulfilled. In fact, many businesses have noticed a drop in employee engagement in recent years – only 31% of employees² say they are enthusiastic and energised by their work.

The underlying issue could be the workplace set-up. Whether it's a lack of suitable meeting space, or difficulty collaborating with colleagues based elsewhere, there are a number of workplace frustrations that impact fulfilment and engagement.



**of employees say they are enthusiastic
and energised by their work**



Question

What's the solution to revitalising employee engagement?

Answer

Creating a workplace experience that enables your people to succeed

As a leading provider of integrated digital services, we support our clients to create a workplace experience where everyone can succeed. It's about all the elements that influence your work day. When employees don't feel empowered with the tools and spaces to do their best work, they're likely to become disengaged.

To put it simply, offering flexible working without any holistic thinking behind it doesn't work. Businesses need to tune into what their people need and create a people-centric workplace strategy that is proactive, empathetic and keeps up with the latest technology advancements.

As a trusted digital partner in workplace experience, we support our clients to create a workplace experience where everyone can succeed.

Through our research, we discovered that when peoples' needs are met through a great workplace experience, they're less likely to search for a new job.

10%

A 10% improvement in fulfilment³ can save employers up to €206.3 billion, driven by 5.2 million fewer job moves.



It's essential that modern workplaces are underpinned by workplace strategies that put people first. When employees are empowered to work effectively from anywhere, collaborating seamlessly between their home and office, it allows them to deliver more for customers and become better connected to their colleagues – helping everyone succeed.

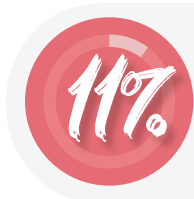


Edward Hamilton
Vice President Communication Services, Europe

RICOH



Empowering people



11% of employees say they are either somewhat or not at all fulfilled in the workplace⁴

Identifying what your people need and want

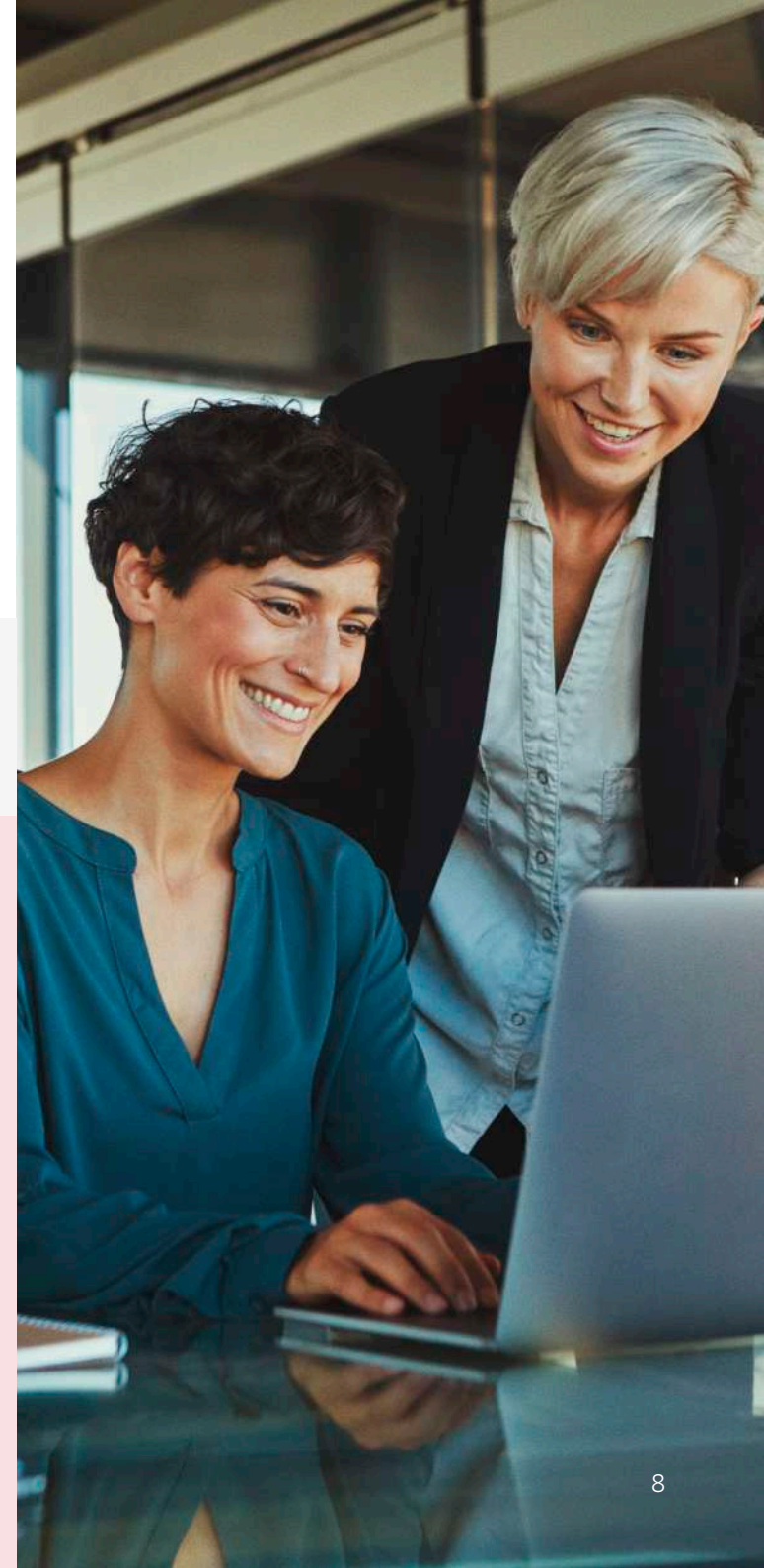


We're in an era where 82% of people want to be seen as a person at work, not just an employee⁵ – which means there has never been a greater need for work practices that are aligned with your organisational culture.

Simply implementing technology is not enough; instead, you need to engage with your employees to find out what they want. This coupled with insights - such as real-time occupancy data - can then inform your strategy so you can develop a framework that benefits your people and your business, encouraging both talent acquisition and retention.

⁴Opinion Matters & Ricoh research, "Prioritising fulfilment to power productivity", February 2024

⁵Gartner, [Future of Work Reinvented](#)



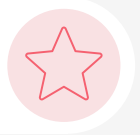


Unlocking productivity



No matter the size of your organisation there are always opportunities for smarter working. Whilst work styles are different for everyone, business leaders should ensure that employees have access to the right blend of tools that will materially enhance their productivity. For example, if your people can book a desk or a video-enabled meeting room before they come in, they can get to work straight away or know that they have the space to take important meetings.

Bringing out the best in your people



In an era where colleagues are encouraged to bring their true selves to work, leaders must ensure workspaces cater to the different needs of employees. By empowering everyone to be at their best, you create an authentic and supportive environment that makes employees feel valued and fulfilled.



Wavin is working with Ricoh on an end-to-end solution for managing our workplace to increase employee satisfaction and productivity. Staff now have somewhere truly innovative to bring customers and for training purposes. The technology looks sophisticated but is easy to use and set up for meetings.



Philip Swancott
Category Manager, Services Europe



70%

**of business leaders⁶ plan to
downsize their offices in the
next two years, but many are
wondering how to make the most
of the space they have left.**

Optimising space

Reviewing your office spaces



With over a third of offices left empty every week across the world⁷, many leaders are considering downsizing their workplaces and replacing them with carefully curated spaces that suit new ways of working.

If you know how your people are using office spaces, or collaboration software, you'll be better placed to meet their evolving needs and provide frictionless experiences. Sometimes, the barriers to a seamless workplace experience are unknown to business leaders and can be as small as finding quiet spaces for concentrated work or reserving a car park spot.

Basically, you need the insights from your people to ensure you're making the right decisions and investments.

⁶Opinion Matters & Ricoh research, "Prioritising fulfilment to power productivity", February 2024

⁷Insurance Journal, [More Than One-Third of Desks Globally Sit Empty All Week Long: Report](#)



Maximising the use of smart technology

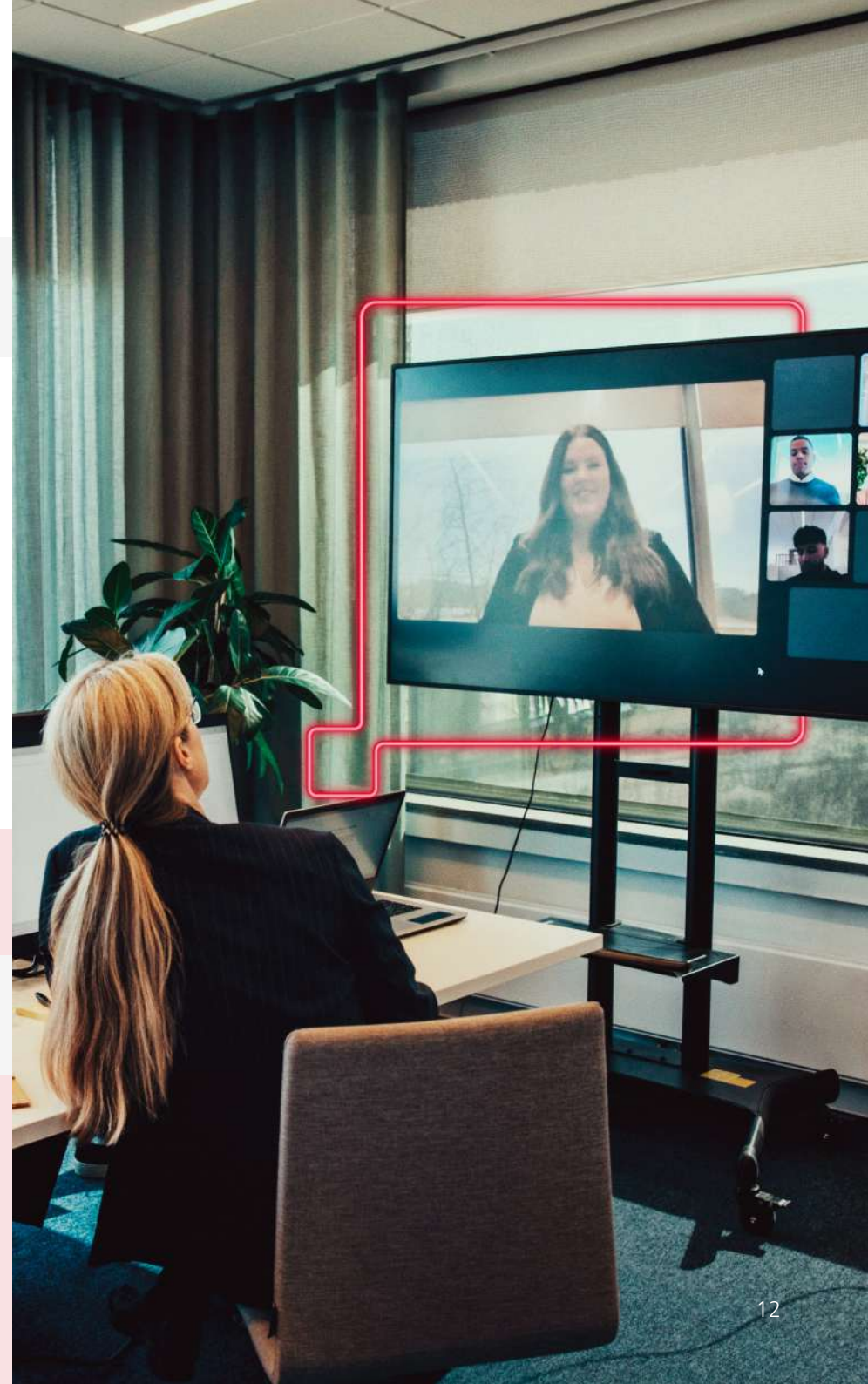
Gathering insights on what your people want out of their workplace is essential to help you start planning an optimised environment.

One way to do this is to use data-gathering technology to map out space utilisation, employee behaviour and environmental impact, such as room sensors and air quality scanners. This data can then help you fine-tune your office spaces, introduce new workplace policies, or make new ESG decisions that benefit your people and business. Ultimately, it will help you make the right investments to meet your employees' needs.



Being able to support flexible working

Rather than treating working from home and office work as two separate entities, creating a consistent experience through your hybrid workplace is key. For example, ensuring remote collaboration tools and hardware are equally accessible whether remote or in-person.





The move to the new office was a physical change, but significantly it was a change in working practice and business structure. The impact of Ricoh's expertise and experience was enabling us to make that jump painless and smooth. It meant we could move from the old, small-office, limited-communication environment to an open-plan office that is far more conducive to collaborative working.

Duncan Brown
Finance Director

@agrovista

Simplifying Technology

Creating a holistic workplace and IT strategy



The most effective workplace strategies are built with employees in mind, and the same applies to the IT systems available to them. By anticipating employee frustrations and offering flexibility through digital tools and software, your IT strategy will be much more effective in helping them perform well. For example, ensuring your cloud infrastructure is agile, cost-effective and secure while keeping you at the forefront of innovation.



**of employees say⁸ they have all the
technology they need to collaborate
seamlessly with colleagues.**

⁸Opinion Matters & Ricoh research, "Prioritising fulfilment to power productivity", February 2024



Finding a scalable solution

With so many options for technology available, business leaders along with IT, Finance, HR and Facilities Management teams are finding it challenging to pinpoint the right solutions. And as every business is unique, what works for one won't necessarily work for the next. The key is ensuring you can integrate the solution within your business to maximise your return on investment. Organisations have found success when they work with an expert digital partner who can consolidate suppliers and reduce cost, time and effort.



Future proofing your tech stack

The needs of your business will always be evolving – so regularly reviewing and modernising your technology is crucial. For instance, checking your technology is fit for purpose, performing optimally and you have a clear roadmap from your IT partners.



Ricoh continues to be a great partner to easyJet. It offers truly agile service delivery, and RICOH Spaces will form a central part in our workplace model moving forward as we refine and develop even more effective and collaborative ways of working.



Charlie Rainer
Head of Corporate Technology

easyJet





Too often, employers fail to consult employees directly on how technology will interact with existing systems and workflows.

Your people need to be involved in the entire process of new tech investment from inception to deployment to optimisation.

By having a two-way dialogue, gathering feedback on impending and current technology investments and where they need training, you can be confident that you're equipping employees with the technology they need to succeed – now and in the future.

By keeping your employees up at the forefront of your IT strategy, you'll be empowering them to operate more efficiently while freeing up their time for more creative work which adds value.



The work Ricoh has done to help transform our London HQ and Ricoh's role in the on-going partnership is vital to Sodexo. We could not have changed our workspace in the way that we have, in the time we did and at the cost without Ricoh.



Harpreet Cheema
Head of Workplace Services



Next steps



Top tip As with all successful business transformation initiatives you need to seek alignment across departments and secure senior leadership buy-in.

It's clear that those at the forefront of exceptional workplace experience will reap the rewards of significant business growth.

Now is the time to give your people the ability to communicate effortlessly, get creative together and work in a way that suits their needs, enhances engagement, innovation and collaboration.

Essential steps for success:



Understand: Gather real-time data and insights to better understand your people and their needs.



Action: Use this information to integrate digital solutions that are more people-centric, secure and scalable.



Revisit: Continually optimise your strategy to put people at the heart of a first-class workplace experience.

About us

At Ricoh, we provide solutions that place people and their experience at the heart of what we do, so they can truly thrive. This includes creating an exceptional employee and customer experience for people and teams wherever they are, automating tasks to free up time and supporting growth through implementing the right technology for organisations of all sizes.

With more than eight decades spent understanding how people work, we're today transforming the experience of over a million organisations and hundreds of millions of people across the globe.

We're committed to designing technology and spaces that make life easier and support a sense of Fulfilment through Work. This drives our own people, every day.

That's why our ambition is clear: to help organisations **Let People Succeed.**

RICOH
imagine. change.

Our research

We're passionate about better workplaces. That's why in February 2024 we commissioned the Centre for Economics and Business Research and Opinion Matters to investigate the latest work practices shaping Europe, to bring you insights on what people are looking for now and how your business can keep up. This guide summarises some of the key findings from our research speaking to 7,000 employees and 1,800 key decision makers across seven European markets.

www.ricoh-europe.com