

Immersive Experiences And Digital Mobility

The application of design thinking, digital & technology to improve the employee experience

The Opportunity, That's Bigger Than You Think

To improve the employee experience through immersive digital solutions, for example Virtual Reality. Moving talent in a global environment is complex, risk-filled and disruptive. There are ways of making the experience of mobility simple, predictive and personal; digital can unlock these experiences.

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Global Mobility Is Changing

Within the context of global mobility, individual experiences need to change, to better align with personal digital experiences that drive expectations in the workplace. Employees require and demand experiences that help them with the challenges that mobility creates. And they want it in a seamless, consistent and digital way. We recognise that the emotional needs of employees are now more important than the functional needs.

Immersive mobility is the idea of connected immersive experiences that solve unmet emotional needs of employees in a seamless and consistent way. There is an opportunity for brands to create consistent positive experiences, enabled by technology, for employees, that will positively contribute towards employee happiness and brand loyalty.

As the world embraces the future of work, exponential technologies and open talent platforms, companies have the

opportunity to completely rethink their Global Mobility programmes.

Creating Connected Immersive Experiences For Employees

Understanding the unmet needs of employees is our starting point. We take a human centred design approach when working with clients in the mobility space to understand these needs, before anything else.

This helps us design experiences and solutions that make employees lives better, give form to function and solve the most difficult problems.

We fall in love with the problem, not the solution. Design thinking uses empathy and experimentation to develop innovative solutions, solutions that are tested, iterated and less risky to deliver as they are based on evidence rather than instinct.

Why Embrace Digital?

INTERNAL PRESSURES

- Reduce costs in enabling areas
- Grow exponentially while striving to be more agile
- Create an incredible employee experience
- Shift in demographics of those moving globally.

EXTERNAL PRESSURES

- Exponential technology shaping the future of work
- Changing mobile employee landscape and talent expectations
- Regulatory uncertainty presenting new hurdles in compliance.

Re-imagined Relocation

The Brief:

Help employees with the relocation experience and provide them with as much information as possible before they move. It's stressful and sometimes visiting the new location isn't an option.

The Unmet Needs:

Employees weren't always able to travel, especially with their families, to a new country or office location.

What We Delivered:

A curated immersive space, where employees and their families, could take a tour of a new location. Paying a visit to the new office,

housing options, local schools and find out what the new area has to offer.

The Outcome:

Less stress, a happy family and money saved on unnecessary travel.

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Brilliant On-Boarding

The Brief:

Make our on-boarding experience more impactful and get new joiners excited about their new role.

The Unmet Needs:

Employees were starting a new role without knowing much about the new office, this was creating anxiety and stress on day 1.

What We Delivered:

A VR immersive experience where new employees were given a virtual office tour. They met their new team, found out where they'd be sitting and where to go on day one to collect their security pass.

The Outcome:

An enhanced and engaging on-boarding experience, helping new employees with assimilate with their new workplace, and getting them excited along the way.

Activating This Opportunity - Start With Design

We live and work in transformational times, as technology drives us ever faster forward. But, technology alone doesn't create the future. We have an opportunity to design it in our favour.

We use design to include empathy in transformation. A process of observation, intuition and experimentation to reveal, then release the benefits of technology to better create an experience that matters for people, organisations and society.

Through a design-led approach, we infer and act, building from research and

understanding, making space for gut-feel and innovation, and move forward through prototypes and iteration.

Our Design Approach

- 1. Position:** Commitment phase, establish the vision and ambition.
- 2. Analyse:** Evidence gathering phase, explore context and empathise with users.
- 3. Create:** Better solutions development, ideation, experimentation and test solutions.
- 4. Evolve:** Transformational phase, delivery capabilities and scaling solutions.

Digital Solutions That Engage

The importance of engagement and creating loyalty, personality and meaning for users.

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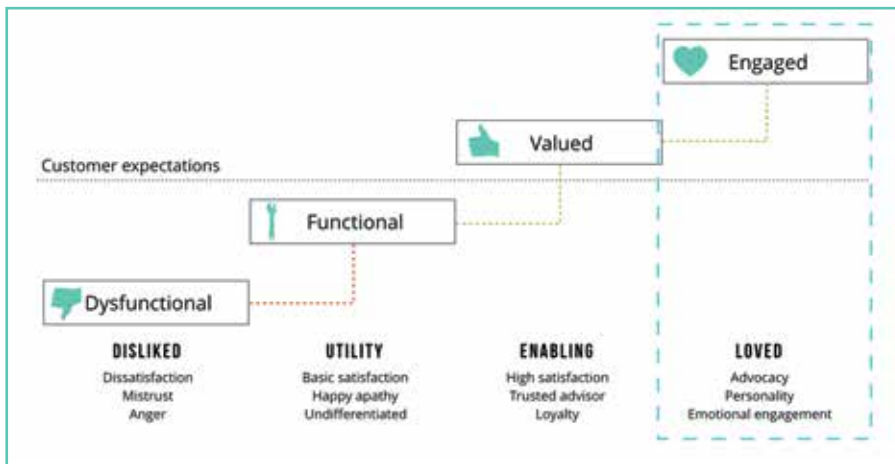
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