



Meet the Demands of Your Modern Workforce
Turn Experiences That Happen Into Experiences That Are Designed

Erik Jost, CTO Dynamic Workplace, NTT DATA
Lisa Woodley, VP Customer Experience, NTT DATA

Who is the “Modern Workforce”?

There are **five generations** in the workforce.



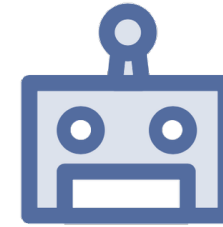
*by 2025, 75% will be millennials, many of them in decision-making positions

56%

Will choose **flexibility** in their jobs over higher pay

79%

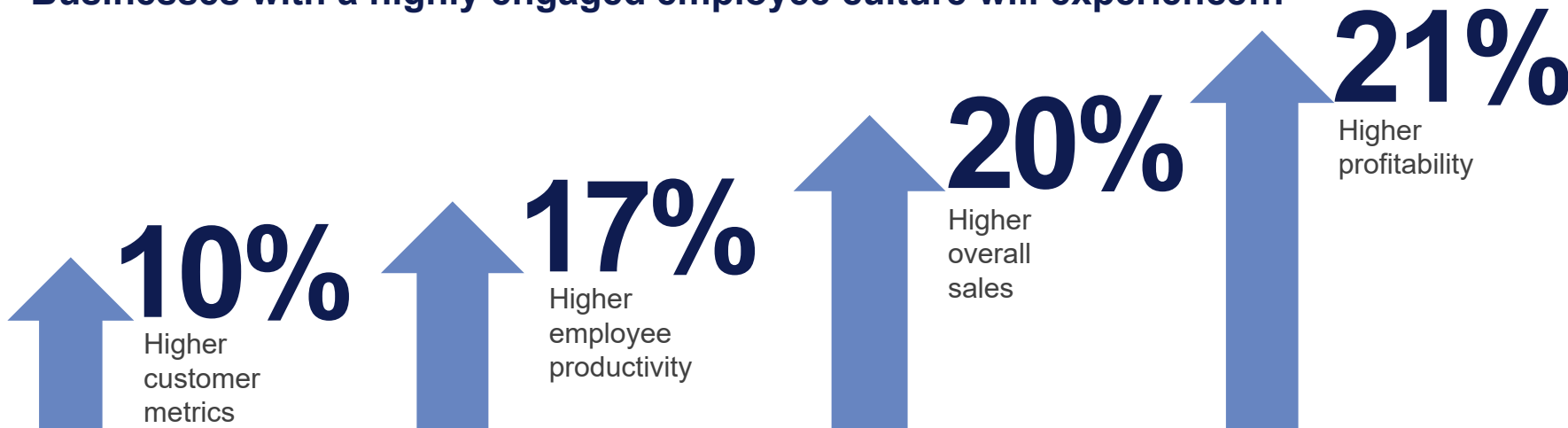
Have a more positive employee experience if they have the **freedom to decide how to do their work**



68%

of enterprises foresee that, by 2021, a majority of their employees will be mobile and not bound to an office

Businesses with a highly engaged employee culture will experience...



\$11B

is lost annually due to employee turnover

72% of enterprises consider security a “big concern” and a “hurdle” in adopting digital technologies

Employees Expect Consumer-like Experiences...

To Meet Their Demands,
We Need To...

I expect **amazing** 'Uber or Amazon like' experience

I want information & services at my **fingertips**

I want to **work from anywhere** & use my own devices

I want **consistent** experience anytime, anywhere

I want **personalized** service & content

1

lead with empathy

2

move from permission to governance

3

enable choice

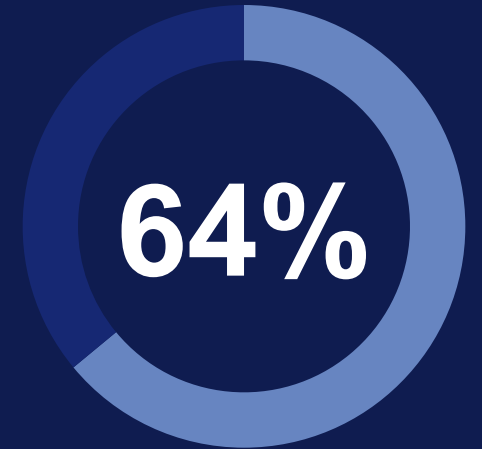
4

be pragmatic about change and security

5

communicate

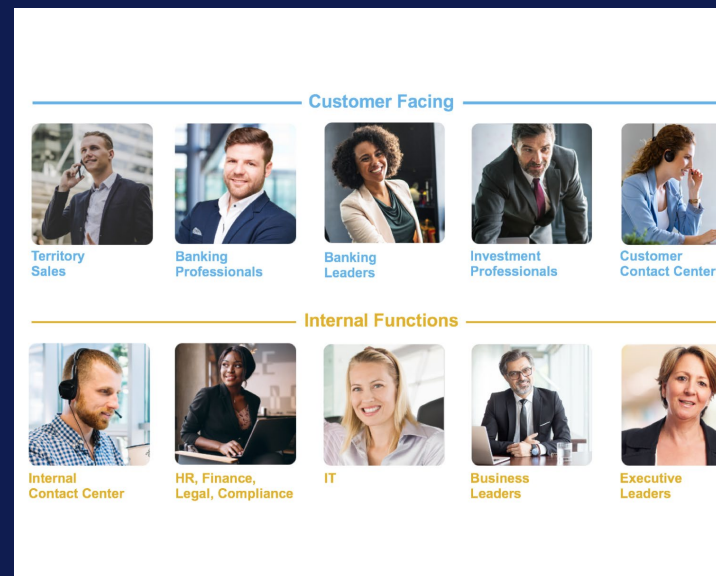
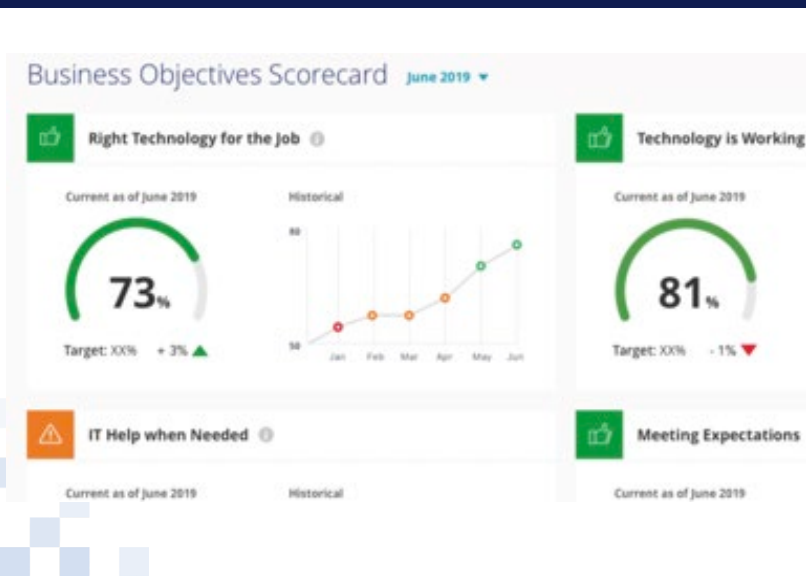
Survey Says....



(almost two-thirds)
admit that a major
workplace
transformation is always
a step into the unknown

NTT DATA
Primary Research
August 2019

Step One: Know the Unknown





NTT DATA

Trusted Global Innovator