



Digital Trend #1: Personalised Experience

Digital Trends – The Power of Personalised Experiences

Atos is a leader in digital transformation. Headquartered in Paris, and numbering some 92,000 staff across the globe, we operate in 69 countries providing services for more than 1,200 clients. We bring the innovation and thought leadership that our clients look for when developing and designing their digital transformation journey. Atos has 400 retail and consumer goods manufacturing and/or supply clients in more than 30 countries across the world, generating some €800m of revenue in 2023. Our customers include Carrier, Nestle, Carrefour, Coca Cola, Tesco, Nike and others. We can provide a range of advanced solutions including omnichannel customer experiences, store digitalisation and intelligent supply chain optimisation and operations. We design relevant digital solutions from the everyday to the mission critical — in digital workplace, data analytics and cyber security, but also artificial intelligence and process automation, hybrid cloud and datacentre infrastructure management, high performance computing, decarbonisation and employee experience.

In this chapter, we will explore how IT is driving a revolution in the way consumer offerings are planned, fulfilled and optimised, with a degree

of individual personalisation which has never been achievable in the past. This revolution not only positively affects external consumers of good and services, but internal consumers of corporate IT services as well.

Digital optimisation of business operations will define the future of consumerisation

Industries that face customers and consumers are having to accommodate behaviours that evolve extremely fast. We now have three generations of digital native consumers and retailers which can respond to them will flourish. 80% of customers have historically ranked experience as important to them as the products and services being offered.



In Ronald's LinkedIn article on the 'Power of Personalised Experiences', he has highlighted a number of companies who are learning to embrace the new reality of consumerisation. We already see 'bricks and mortar' stores being reinvented to provide advanced digital customer engagement for wider relevance and appeal and to compete with agile, digital-native retailers, by providing e-commerce options, and cost-effective delivery options to local outlets, smart lockers, and homes.



The key to a successful change is digitalisation not only of the front end – the store front - but also the back end of the operation. Online product listings and e-pay facilities are all well and good but the ability to deliver products in an efficient, low friction manner is essential to maintaining a profitable operation. This can be broadly split into three key areas:



Demand planning: The intelligent use of data is enabled using GenAI, standardising and analysing disparate data sources to provide actionable

insights into customer preferences, and this is now achievable at individual customer levels as exhibited by Amazon and others. Use of multi-channel customer analytics increase understand what people are buying – volume throughput and demand for different product types, demographic, seasonal and geographical trends help businesses to anticipate and ensure that they have the capacity to meet future demands. ERP systems already provide basic volumetric data, but this will be made more granular through the integration of other, richer, personalised customer information.



Demand fulfilment: optimised ordering and smart logistics for warehouse management and stock control. Increased data intimacy will

provide the means to steadily refine 'just in time' ordering with confidence, to place specific product lines in specific markets, and reduce

costs from unwanted inventory. Seamless integration with upstream and downstream supply chain partners through intelligent automation will ensure the right products are in the right places at the right time, to accommodate granular market variations and deliver highly personalised sales.



Delivery optimisation: end-to-end, transparent supply and delivery management of the right packages to the right recipients, flexible, alternative delivery options to address a variety of personal circumstances, and pain-free returns management.

As we will see with other topics in Ronald's series of Digital Trends, the key to provision of personalised experiences is based on a foundation of familiar technologies: cybersecurity, RPA, GenAI, IoT, edge computing, and cloud computing. GenAI enhances data standardisation, making data sources richer as AI interpretation skills improve. Edge and cloud computing facilitate appropriate distribution of processing tasks, while RPA adapts to increasingly complex algorithms to leverage this data.



Atos envisions a future where these technologies are dynamically integrated to create a form of "swarm intelligence." This will enable granular analysis and computation, providing valuable insights and actionable outputs to various operational nodes. AI will play a vital role in specifying, forming, scaling, and provisioning autonomous operations, whether centralised in the cloud or decentralised at edge nodes, such as production lines, logistics centres and field offices. We talk a lot more about this in our corresponding section on [Autonomous Operations](#).

It's not just external consumers that need to be considered: persona-based internal operations

At Atos, we believe that personalised employee experiences are essential for creating Heineken's digital workplace of the future, by enhancing employee empowerment, productivity, and innovation. We help our clients design and deliver digital workplace solutions that are tailored to the needs and preferences of their workforce, leveraging data analytics, machine learning, and automation. Smooth digital workplace services boost employee engagement which will result in better products, better business outcomes and ultimately indirectly influence overall better customer experiences and satisfaction.

As Ronald noted, employees are increasingly expecting to receive digitally enabled, personalised experiences in the workplace. Aspects such as 24x7 online service provision is now easily enabled through the intelligent application of familiar IT building blocks. Providing robust, easy-to-use services on consumer-like platforms for employees increases employee satisfaction and greatly increases efficiency, which lowers costs to the business.



The same supply chain advances can be leveraged internally within organisations to increase efficiency and reduce employee frustration. Autonomous IT support operations proactively maintain business systems and heal user faults before they manifest themselves as productivity-impacting incidents. They speed provision of vital hardware and software products to the individuals that need them. We also explore this topic in more detail in our section covering the [War for Talent](#), as employee satisfaction with the service is important to consider in the context of skills recruitment and retention.

Organisations necessarily need to accommodate a wide range of functions and

user needs. The decades-old IT model of basic, 'one size fits all' with a myriad of inconsistent customisations is costly and inefficient. An office-based executive assistant will require a completely different set of tools, systems access and support to a production line supervisor, for example. Increasingly, IT departments are address operational variations across the business using 'persona-based computing'.



By defining different user communities ('personas') across the business, different profiles can be created to tailor relevant operational device configurations and cost-effectively apply different support models. An important manufacturing hub may need resident deskside engineers for specialised shopfloor systems support, while a hybrid-working sales and marketing department would want to have many of their issues quickly resolved using readily available online chatbots and automated software provisioning.

The CIO Office wins as well, as IT costs can be justified, apportioned and cross-charged appropriately with specialised, high value, high cost activities paid for where they're consumed, and more generic business functions not unfairly penalised by paying for services they don't require.

It's the personal touch that counts

In our section covering the [War for Talent](#), we explore the use of Experience Level Agreements (XLAs) focused on improving the areas that matter to employee experience. However, XLAs are also an important tool in understanding how the service can be built around a more personalised experience.

Atos can draw on a suite of tools to understand individual employees' personal digital experience. We correlate analyses of technical metrics with employee sentiments to provide granular insights into how individual users consider and consume the service. We have integrated ServiceNow, Nexthink and Qualtrics into a powerful suite of tools that combine analysis of operational themes and sophisticated AI-driven sentiment analysis to understand employee experience and how service quality is perceived across your user base. Atos's solution uses AI and machine learning capabilities to analyse multi-sourced, unstructured data in the form of text, video, and audio employee feedback. This detailed analysis produces key insights that a purely quantitative analysis misses, and it helps to discover previously unknown key areas for improvement in service delivery and workforce productivity. Because of the very granular nature of the analysis – down to individual user level – highly personal improvements can be applied to specific users' set-up to shape their experience of the services.

Atos is Nexthink's #1 Managed Services Strategic Partner, with more than 1.6 million devices monitored – the highest rate of adoption of the tools by any service provider globally. Atos also manages more than half a million Qualtrics user accounts and can provide pre-defined integration and service wrappers for superior speed of deployment, including pre-built dashboards, event analysis, visualisations, and automated remediation of issues.



Some examples of how Atos has enabled personalised experiences to increase digital employee engagement for our clients are:



For a [global pharmaceutical company](#), we enabled 220,000 employees in 81 countries over 600 sites with a personalised workplace

experience. Outcomes from this is 50% reduction in manually handed tickets and 50,000 proactive actions per month with Nexthink technology.



For a [leading energy company](#) we outlined a user-centric approach to delivering the next generation of End-User Computing to the workforce

where the field engineers were the VIPs. This approach involved identifying common work themes across the resource pool and creating a

set of recognisable categories of users as 'Personas'. This helped our client develop and map technology and services to users based on work patterns and service consumption. The approach of really embracing the 'deskless workers' revolutionised workforce experience and engagement, with a recognisable positive impact to the bottom line.



We have also envisaged a use case based on [highly personalised, specialist training](#) based for specific roles or functions. An example is a QR

code attached a machine in a manufacturing hub or bottling plant. Clicking on the QR code takes the user to an instructional video for its operation, or a checklist of safety items that must be completed before the user can operate the device.

In summary

The IT Department is key to implementing the next wave of digitally enabled consumerisation. As we have seen, this will not just encompass external customers, but for the systems and processes that sit behind the whole supply chain for product fulfilment.



But personalisation doesn't stop there. Tailored IT provision of consumer-like digital workplace tools enable a focussed digital work environment. Sophisticated capture and analysis of employee experiences and more importantly, employee sentiment, enable proactive shaping of high availability services to remove sources of lost user time and general frustration. Aligned to other Digital Trends such as talent recruitment and retention, personalisation is intrinsically linked to employee empowerment, by making systems and services easy to engage with. Removing barriers to efficiency allows workforces to spend more time on creativeness and innovation, generating value for Heineken and your own customers.

Atos – your partner for Personalised Experience

Atos offers phased, full lifecycle services from strategic consultancy and implementation, through to fully managed services, many with payments linked to predefined and pre-agreed benefits outcomes. We can provide analytics capabilities, libraries of pre-set use cases, orchestration of component technologies and platforms and then once implemented, fully managed specialist run-and-maintain services for highly personalised computing experiences.

Atos is one of the world's largest IT providers, and innovation and expertise is our core business. By providing personalised experiences in the digital workplace, we help our clients create a more engaged, productive, and innovative workforce that can adapt to changing business needs and customer expectations. We have been a Gartner Leader for many years in digital workplace services, hybrid cloud infrastructure and datacentre services. We are also ranked Number 1 worldwide in managed security services by revenue.

Our 92,000 skilled individuals bring together agility and ability, designing imaginative, creative solutions that help our clients anticipate what matters most to their customers, stakeholders and employees, and create lasting value in today's world.

