

DIGITAL
WORKPLACE
SERVICES –
TRANSFORMING
TOWARD A
HUMAN-CENTRIC
EXPERIENCE



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Through the telescope of work, workspace, and workforce, flexibility around how, where, and when work happens is no longer a differentiator — the office environment is outmoded. Remote working was a temporary solution during the pandemic, but it has changed the world of work for always. Today's choice of enterprises to go hybrid will define the future of work.

The new normal workplace

Priorities of the workforce have drastically changed in the past two years. Hybrid or remote working is the most obvious move. Organizations now strive to provide a human-centric experience to their employees. Evidently, there's a shift from service level agreements (SLAs) to experience level agreements (XLAs) and managing experience across the hire-to-retain journey. Firms leverage digital tools to measure and improve performance and employee experience. They optimally utilize workplace analytics to derive insights for enhanced employee experience. To discover more about the future of work, Infosys Knowledge Institute surveyed 2,500 senior executives and managers involved in workplace and workforce planning for large companies across the UK, US, Australia, New Zealand, France, and Germany. The survey used statistical regression methods to link firms' future of work strategies to revenue and profit outcomes. The insights from the survey support our

view that the traditional model of the 20th century workplace is ending. The 21st century will see more hybrid working and extreme automation that will enable firms to build more diverse and creative teams.

Our research, carried out over the summer of 2022, has found that remote work is here to stay, and its growth is driven by employee preference and not corporate cost cutting. It is important to recognize that remote work is not just about working from home, it includes a range of flexible working options such as working from alternative desks, branch offices, home, or while traveling.

Gartner forecasts [the digital workplace of 2027](#) to be largely inclined to human centricity. Firms now digitize their hybrid workplaces, redesign physical workspaces, and prioritize organizational well-being (Figure 1). Wellness and digital talent will soon be the newest metrics for companies to understand employees.

Figure 1. Organizations bring human at the center



Source: Infosys

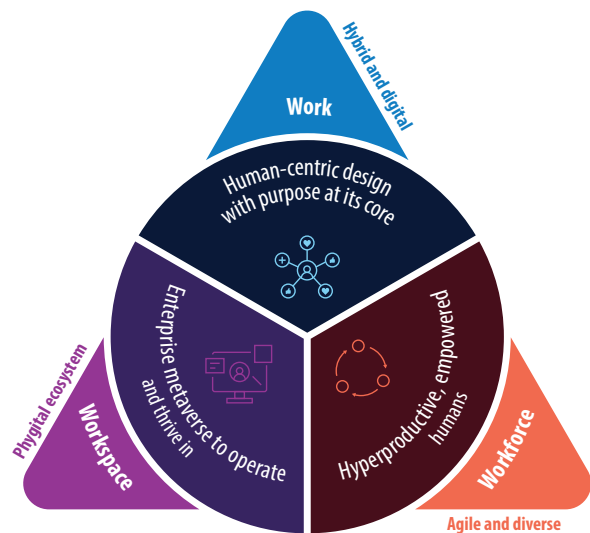
The leap from employee productivity and employee experience to human-centric experience



In Horizon 1 (H1), organizations were keen on employee productivity. Eventually, in **Horizon 2 (H2)**, the focus moved to employee experience during the pandemic phase. Business drivers comprised new business models and profitability, enhanced employee productivity, employee engagement and talent retention, hybrid workstyle, digitized business process and knowledge management, and lower operational costs.

In Horizon 3 (H3), employee experience enhancement strategies are gaining prominence with hybrid work as a go-to option. And this transformation is at the intertwining of work, workforce, and workspace to shape the future of work. Current realities are hybrid and digital/remote work, phygital (physical and digital) and connected ecosystems, gig economy, and agile workforce management that revolve around human centricity. These digital imperatives enable enterprises to be future ready. The future of work is not a problem but an opportunity to rebuild the workplace for the 21st century. One that can benefit the top and bottom line and make for happier people.

Figure 2. Human-centric workplace experiences for a resilient and sentient enterprise



Source: Infosys

With **H3**, enterprises are deeply invested in redesigning connected and phygital spaces that are sustainable, efficient, intuitive, and responsive. Also, creating solutions that prioritize employee well-being and safety, as and when they choose to return to office. Moreover, digital dexterity, adoption, and change management have gained significance to equip the workforce to remain nimble.

To completely transition to H3, enterprises need to navigate through the following eight subdomains:









- Digital collaboration**
- Device infrastructure and life cycle management**
- Workplace security and user privacy**
- Employee experience**
- Unified communications and contact center as a service**
- Connected workspaces**
- Service desk**
- Digital learning**

Figure 3. Evolution across the three horizons (H1 to H3)

Key patterns	H1 (Employee-productivity focused)	H2 (Digital employee experience)	H3 (Human-centric and sentient)
Digital collaboration	<ul style="list-style-type: none"> • Collaboration tools • Document and information management • Social collaboration 	<ul style="list-style-type: none"> • Collaborative apps • Visual collaboration • Asynchronous collaboration 	<ul style="list-style-type: none"> • Intelligent and sentient collaboration • Intelligent knowledge networks • Immersive collaboration and metaverse
Device infra and life cycle management	<ul style="list-style-type: none"> • End user computing • Automation and reactive support 	<ul style="list-style-type: none"> • Persona-based device as a service • Digital employee experience management • Cloud virtual desktops 	<ul style="list-style-type: none"> • Cognitive AI operations • PC as a service (PCaaS)
Workplace security and user privacy	<ul style="list-style-type: none"> • Securing the enterprise boundary and data • On premises 	<ul style="list-style-type: none"> • Remote workplace security • Cloud-based and zero trust • Multifactor authentication 	<ul style="list-style-type: none"> • Hybrid work • Threat analytics • Password-less/biometric authentication
Employee experience	<ul style="list-style-type: none"> • Packaged point solutions/products • Intranet portal • Employee engagement 	<ul style="list-style-type: none"> • Mobile and web apps • Business platforms delivering Employee experience • Enterprise-centric experience 	<ul style="list-style-type: none"> • Unified and sentient experience • Immersive experience
Unified communications contact center as a service (UCaaS)	<ul style="list-style-type: none"> • Telephony and voice over internet protocol (VoIP) services • Contact center solutions 	<ul style="list-style-type: none"> • UCaaS • Contact center as a service (CCaaS) 	<ul style="list-style-type: none"> • Integrated UCaaS, CCaaS, and communication platform as a service (CPaaS)
Connected workspaces	<ul style="list-style-type: none"> • Building and facility management (focus on occupancy, operational efficiencies) 	<ul style="list-style-type: none"> • Smart spaces (focus on sustainability) 	<ul style="list-style-type: none"> • Immersive workspaces on metaverse (focus on phygital and ESG goals)
Service desk	<ul style="list-style-type: none"> • People-/agent-centric • Interactive voice response (IVR) 	<ul style="list-style-type: none"> • Automated and persona-driven service desk • Service experience and shift-left 	<ul style="list-style-type: none"> • AI next-gen machine-first service desk • AI-powered virtual agent
Digital learning	<ul style="list-style-type: none"> • Traditional instructor-led classroom-based training 	<ul style="list-style-type: none"> • Digital learning 	<ul style="list-style-type: none"> • Hybrid immersive learning • Experiential learning

Source: Infosys

Figure 4. Key trends across subdomains

 <p>Digital collaboration</p>	<p>Trend 1. Next gen collaborative apps to enhance hybrid work experience</p> <p>Trend 2. Metaverse facilitates immersive collaboration</p>
 <p>Device infra and life cycle management</p>	<p>Trend 3. Cloud-powered endpoint management platforms gain prominence</p> <p>Trend 4. Digital experience management drives efficiency</p>
 <p>Workplace security and user privacy</p>	<p>Trend 5. Widespread adoption of integrated data security solutions</p> <p>Trend 6. Organizations combine zero trust and SASE to establish perimeter less workplace</p>
 <p>Employee experience</p>	<p>Trend 7. Transformation toward unified and human-centric mobile-first experience</p> <p>Trend 8. Wellbeing and sustainability at the core</p>
 <p>Unified communications and contact center as a service</p>	<p>Trend 9. Cloud migration and digital inclusivity become essential</p> <p>Trend 10. Cognitive and connected platforms drive verticalized experience</p>
 <p>Connected workspaces</p>	<p>Trend 11. More focus on productivity and collaboration</p> <p>Trend 12. Sustainability solutions gain prominence</p>
 <p>Service desk</p>	<p>Trend 13. Smart operations enhance agent performance</p> <p>Trend 14. Digital assist transforms agent experience</p>
 <p>Digital learning</p>	<p>Trend 15. Personalized learning to build future-ready workforce</p> <p>Trend 16. Learning analytics to create more opportunities for employees</p>

Source: Infosys

DIGITAL COLLABORATION



Shifting to remote working involves its own set of challenges. In a study conducted by Infosys Knowledge Institute, respondents listed collaboration, change management, and a decline of social capital in the workplace as the top challenges.

Enterprises rapidly move toward intelligent and sentient collaboration landscapes that supplement human activities and elevate employee experience, team collaboration, and process efficiency. In the current hybrid work environment, organizations explore opportunities to create collaborative workplaces that offer inclusivity and wellness and bridge the gap between remote and office employees. The recent technological advancements and the collective move to the cloud have brought about a plethora of artificial intelligence (AI) solutions that address workplace challenges while improving business agility, employee experience, productivity, and costs.

Trend 1: Next gen collaborative apps to enhance hybrid work experience

Employees face difficulty switching between multiple applications, which leads to poor user experience, reduced efficiency, and declining productivity. Our assessment says that employees are frustrated with the tools that require significant technology resources and personal focus to use effectively.

Collaborative apps bring together communication, collaboration, and business application capabilities, allowing employees to accomplish their tasks while remaining in the flow of work. The transition from on-premises to cloud computing has enabled enterprises to broaden their ability to integrate with project or task management. Enterprises can adopt the collaborative apps strategy to quickly modernize their legacy or develop new apps rapidly while bringing the power of collaboration and AI to enhance employee experience and mobility.

A leading food and beverage giant wanted to maximize efficiency of its business processes while addressing regulatory changes. Infosys delivered a geo-agnostic business app, powered by Microsoft AI services and Power Platform workloads, to redesign and reverify product labels. The application utilized MS AI to build a text recognizer that can read English and French languages and has text extraction functionality. It leveraged a custom Azure Form Recognizer model with striking efficiency of over 90%. The firm achieved a highly accessible, scalable, and responsive solution.

Trend 2: Metaverse facilitates immersive collaboration

The major drawbacks of remote working are the sense of disconnection, misinterpretation of information, etc. Metaverse is the next era of collaboration, powered by the convergence of mixed reality, AI, real-time communications, and immersive digital environments. Enterprises look to collaborate with their customers and employees in the metaverse, powered by

technologies like digital twins, blockchain, Web3.0, information security and privacy, among others. Metaverse unlocks an array of creative enterprise enabling solutions, from immersive meetings, new learning experiences, virtual assistance, to connected manufacturing, retail experimental experiences, etc.

Perhaps the metaverse has its biggest opportunity in this hybrid environment — either to enable training and support in the field, or to enable hybrid teams to connect physically and digitally. More information on the metaverse and its development can be found in our [Metaverse Insider Guide](#).

A large utility company wanted to extract information and display details about field equipment to field engineers for better equipment maintenance. Infosys AR-VR for field force provided interactive experiences to real world environments by leveraging perceptual information and making it accessible. The company now has easy access to real time information and manuals via AR-enabled periodic maintenance activities through predictive maintenance capabilities.

DEVICE INFRA AND LIFE CYCLE MANAGEMENT



One-size-fits-all devices are gradually becoming persona-based, multitouch-enabled, and purpose-built computers. End users can now choose among form factors, operating systems, and peripherals that suit their work and personal profiles, with the option to bring their own devices.

End user computing embraces cloud computing by shifting into cloud-native provisioning, unified endpoint management, applications, and policy management, with platforms like Microsoft Endpoint Manager, VMware Workspace One, Apple MDM, Casper Suite, Google Enterprise, Ivanti, and IBM MaaS360.

The ransomware attacks brought limited vulnerability management into the mainstream with Qualys, PatchMyPC, Rapid7, Flexera SVM, Microsoft ATP TVM platforms, and cloud-based automated patching for clients. Enterprises shifted to IT service management (ITSM) workflow-integrated enterprise app store like Company portal, Munki, Chocolatey, and Ivanti Portal Manager for self-servicing purposes.

On the virtual endpoint area, cloud-based SaaS offerings become mainstream, pushing back datacenter-hosted on-premises solutions. Microsoft

AVD, W365, Citrix DaaS, Amazon workspace, Workspot, and Nutanix Frame are the few among many that drive the adaption in this space.

As the enterprises move from SLA to XLA, the experience management plays a key role in measuring and enhancing digital experiences by AI proactive monitoring, self-heal, and self-help. This is supported by platforms like Nexthink, Aternity, Nanoheal, 1E Tachyon, and Lakeside DEX.

Trend 3: Cloud-powered endpoint management platforms gain prominence

Enterprises increasingly migrate their existing on-premises applications and related platforms to the cloud. The result is an increased adoption of cloud-native endpoint management platforms and open frameworks.

Advanced native endpoint management platforms like Microsoft Endpoint Manager, VMware Workspace One, Apple MDM, Casper Suite, Google Enterprise, Ivanti, and IBM MaaS36 drive the adoption, while cloud-native open-source services like Chocolatey, Munki, and Winget aid application deployments.

Automatic patching helps first party products, while cloud AI solutions such as Qualys, PatchMyPC, Rapid7, Flexera SVM, and Microsoft ATP TVM minimize vulnerability in third party software. Many companies have shown interest in transforming to cloud DaaS and virtual endpoints.

An energy distribution giant with 80K endpoints spread across Europe was facing challenges in provisioning computers for end users. It partnered with Infosys to transform to modern device provisioning and management using Microsoft Autopilot and Endpoint Manager. The firm can now provision and manage end user devices anytime, anywhere, with complete security and high user satisfaction.

Trend 4: Digital experience management drives efficiency

XLA requires an integrated platform to capture user experience at various levels - onboarding, device, service and incident handling, and wellbeing experience, and self-service and self-heal services to the end users. Infosys has partnered with experience management providers, such as ServiceNow, Nexthink, Nanoheal, SysTrack, 1E Tachyon, Aternity, and Qualtrics, to embrace this challenge.

A material handling enterprise having 10K endpoints spread across Europe implemented an integrated digital experience platform. The firm reduced 50% tickets by enabling self-service and self-healing applications and AI-enabled device experience platform. With this, its user experience score increased multifold.

WORKPLACE SECURITY AND USER PRIVACY



Digital workplace enables effective and collaborative ways of working that boost productivity, workforce engagement, and a flexible work environment. The focus is also to closely align physical and virtual presence of employees at their workplaces.

However, security threats also intensify with digital advancements. Security of digital workplace and enterprise data from increasing cyberattacks is essential in the work-from-anywhere environment. Organizations must take all necessary measures to protect against evolving cyberthreats. They should enforce zero trust aligned identity management with conditional access and limited privileges, secure and integrated data life cycle management, audit trail capabilities, security, and demonstrate compliance adherence against regulatory standards.

Enterprises rapidly adopt public cloud, a SaaS-based solutions, to accelerate their digital transformation. Zero trust aligned secure access service edge (SASE) framework addresses the fundamental security challenges arising from applications deployed outside of the enterprise data centers, sensitive data stored across multiple cloud services, and users connecting from anywhere through devices of their choice. SASE

bundles Zero Trust Network Access, NGFW, CASB, and other security services with network services such as SD-WAN, WAN optimization, and bandwidth aggregation to deliver a cloud-native security platform.

Trend 5: Widespread adoption of integrated data security solutions

Enterprises increasingly modernize with the adoption of the digital workplace, specifically during and beyond the pandemic. Microsoft and Google have sharpened their focus on enabling digital workplace with foundational construct of security integrated into the digital workplace ecosystem. Data security concerns are important to ensure data privacy in borderless workplaces. Data classification is an elementary building block of data security. Data protection services are designed to protect data elements and can be enabled across various channels, including email, cloud apps, endpoint devices, instant messaging (IM), online storage spaces, printers, etc.

In this context, data assumes significant importance as an enterprise asset. This includes data classification, data labeling, data leakage prevention from devices, networks, email to cloud apps, and data protection

with encryption policies based on classified data and labels. Enterprises need to have integrated data security solutions that can offer capabilities to provide secure data life cycle management across data classification, data creation, and secure data disposal. Microsoft 365 data security stack, comprising Microsoft Information Protection (MIP), O365 Data Leakage Prevention (DLP), Microsoft Defender for cloud applications, Bitlocker, etc., provides integrated data security protection across Office365, Windows10/Windows 11, MS Teams, SharePoint Online, Exchange Online, etc. Enterprises adopt such integrated data security solutions with standardized data protection policies and implement contextual data protection frameworks across various channels, delivering holistic data security solutions.

A leading German specialty chemicals company partnered with Infosys to design, build, and operate an integrated data security solution for its digital workplace based on Microsoft 365. It wanted to establish a unified data classification, data labeling, encryption and data protection mechanism across end user devices, Office 365, IM applications, cloud applications, etc. Infosys architected data security services across the enterprise, covering over 20,000 endpoints, including servers, to establish zero trust aligned framework, wherein critical or confidential data remains under the control of the enterprise across the data life cycle management.

Trend 6: Organizations combine zero trust and SASE to establish perimeter less workplace

Enterprises increasingly take initiatives to replace VPNs with ZTNA to enable flexible workforce access, reduce risks, and achieve zero trust alignment. However, user mobility and cloud adoption have added significant complexity, putting enterprises and their stakeholders at risk. Enterprises have isolated processes for networking-related and security-related functions, creating inefficiencies and preventing an end-to-end view. As the attack area surface continues to increase, enterprises even more adopt zero trust architecture with the rollout of the SASE framework.

The SASE framework transforms security controls toward the edge by replacing legacy multiprotocol, label-switching, and wide area networks. This journey includes shifting to an “as a service” model with the SASE framework to yield better return on investments (RoI), robust security, and reduced complexity. Many enterprises now adopt the SASE framework, choosing security as a service, while adopting the latest security controls such as zero trust access networks and CASB solutions.

A leading Australian mining company partnered with Infosys to deliver an SASE solution for its digital workplace through Palo Alto Prisma Access. This solution enabled the enterprise to deliver Zero Trust aligned security architecture, covering, 15,000 global users, across client headquarters, branch offices, and mobile locations, to securely access cloud and data center hosted applications across five data centers and 130 remote networks (branch offices), and the internet. The company has replaced legacy VPN and established secure workplace connectivity with low latency and resiliency.

EMPLOYEE EXPERIENCE



Contrary to conventional wisdom, trust is far from a soft skill. Our research shows employees respond predictably and positively when companies implement initiatives that serve employee needs. However, traditional approaches to develop trust and engagement are no longer sufficient in the age of distributed, always-on cloud and AI.

Enterprises are transforming their systems, processes, and tools to best suit employees living and working in a digital and flexible age. This has seen a tremendous shift in focus toward building digital experience platforms that blind the boundaries of work/physical/social ecosystem of employees.

Earlier, most organizations were happy to have the point solutions with a siloed employee experience, more often provided by packaged enterprise product experience or custom point solution experience. Enterprises migrate fast into the new era of digital experience, where business apps/platforms or custom web or mobile applications enable enterprise-centric and unified employee experience. Enterprises were quick to adapt to the cloud ecosystem and provide experience solutions that can address the new talent trends of gig/hybrid/flexible working.

Our data reveals that gig working is becoming popular. But its adoption differs by industry and region. We also find that an increase in gig working usually comes at the expense of other contingent worker models. So, rather than reducing the number of full-time workers, a surge in gig working seems often to be from a shift of part-time and contract workers into a gig model.

Some of the early adopters have focused on hyperpersonalization and unified human centric experience. The focus is on using experience to enact positive change in the employees and culture. As Infosys Knowledge Institute's [Tech Navigator Report](#) emphasizes, organizations need to create digital experiences that are not merely efficient and user-friendly but those that connect and engage employees on an emotional level.

Trend 7: Transformation toward unified and human-centric mobile-first experience

The key pillars of employee experience transformation are human centricity (adopting a human-led approach), unification (having a central platform to drive engagement), inclusivity (removing traditional

accessibility barriers), hyperpersonalization (driving engagement with contextualized experiences), transparency (bringing employees along on the journey), and measurability (uniting employees through shared successes).

A leading Europe-based logistics company partnered with Infosys to design and build leading workplace experience, where the office becomes a tool to support the happiness and effectiveness of employees, and a space that employees actively want to engage with. The solution enabled mapping every aspect of the employee experience, both at home and at work. This cocreated a variety of solutions to support productivity, culture, and the wellbeing of employees.

Trend 8: Wellbeing and sustainability at the core

A healthy workplace environment positively impacts employee happiness and loyalty, which increases productivity. Sustainability performance is getting embedded into companies' practices as employees are more socially and environmentally conscious now. An integrated experience across ecosystems, wherein employees can experience a seamless experience across partner ecosystems and consume products/ services is crucial for employee retention.

Our data shows companies that are reducing office space and increasing coworking are more likely to improve staff retention and, in turn, revenue. More broadly, 41% of companies plan to increase remote working hires in the next two years, compared to 37% who did since the start of the pandemic in 2020. The need here is to hire strong talent that is driving this shift — and it looks like it's here to stay.

With the core concept of the employee at the center of the experience, ability to respond to employee interactions and provide sentient AI-first experience is gaining momentum. Intelligent knowledge networks that turn structured/unstructured data into findable and actionable knowledge to provide sentient, responsive, AI nudges and "Live" user experience – an evolution toward a Live Enterprise – is getting adopted as part of H3.

Going forward, the possibilities are endless with the human and machine symbiosis. H3 will stretch beyond collaboration between human and digital bots, to augment human potential with their digital avatars and virtual assistants to operate and thrive in the metaverse.

For a Europe-based logistics company, Infosys developed an experience solution with the gamification feature comprising sustainability leaderboards, where employees earn points based on positive environmental actions at the workplace.

UNIFIED COMMUNICATIONS AND CONTACT CENTER AS A SERVICE



The pandemic accelerated the digital journey of organizations, and the cloud has paved the way to bring in new solutions at scale, in a short period. As enterprises made cloud choices at the start of the pandemic and realize some may not have been right ones, the focus now is toward rationalizing workloads and ensuring the availability of critical functions for continued business operations. Simultaneously, cost rationalization leads to relooking at the modalities that need to remain on premises and those that can be migrated to the cloud.

While employees were using multiple systems to perform multiple tasks, the cloud migration has led to cognitive collaboration, where systems are interconnected and powerful AI/ML modules look across systems and raise the intelligence level of systems, enhancing productivity. Certain traditional workloads like Fax and SMS, and emerging workloads like multifactor user authentication and fraud preventions are moving toward CPaaS with booming API economy and pay-as-you-go models.

With the metaverse and digital avatars becoming buzzwords, a strong push toward mixed-reality-enabled workspaces will emerge. Entertainment, gaming, and moderately retail use cases are already shaping up in the metaverse space. Industrial and healthcare applications will join in. Blurring digital and physical spaces at the workplace will lead to office worker use cases emerging, and enterprises adopting the same.

Trend 9: Cloud migration and digital inclusivity become essential

As enterprises focus on return to work and hybrid working, enterprises need to have the right toolset for communication and collaboration to ensure digital inclusivity. Our research reveals that diversity of employees can bring new strength and resilience to businesses. Combined with the proven benefits of reskilling, the increase of automation, and the flexibility of contract types and locations – the future workplace is on course to become more inclusive to a wider demographic of people.

The pandemic has shown the importance of cloud transformation. Many industries have moved unified communications and collaboration workloads to the cloud as part of their ongoing digital transformation. During this process, while some functionalities have moved to the cloud, certain modalities are yet to move due to the intricacies of real-time collaboration and regulatory compliance. There is tremendous opportunity to maximize cloud migration and reap the benefits, as technology, solutions, and offerings mature, and regulatory bodies realize the need to adopt the new normal of hybrid working.

With increased cloud adoption, the focus on security remains paramount in ensuring the protection of privacy, intellectual properties, and the image of the enterprise. CPaaS solutions for fraud prevention, fishing call elimination and user authentication help meet the right level of security needed for UCaaS platforms along with the right processes for cloud platforms. While migration to cloud continues, special focus is needed in certain industry segments – healthcare, hospitality, manufacturing, mining and utilities, on digital inclusivity of frontline workers as real time communication is key for proper coordination and at times discharging lifesaving functions. Designing a reliable persona-based solution with the right modalities, on the right devices is key to ensuring continued real-time communication and collaboration services for frontline workers.

A large utilities provider in the European Union wanted to ease the work of its powerplant workers. Infosys built an integrated workflow on UCaaS platform to streamline critical powerplant requests through intelligent routing of multiple powerplant callers to the command center, resulting in efficient operations and better coordination between powerplants and command centers.

Trend 10: Cognitive and connected platforms drive verticalized experience

Customer care for internal and external customers in the current enterprise environment immensely vary in experience. External customer care expectations have considerably increased with rich consumer collaboration tools. Also, unifying the experience for internal customers and external customers results in better cognitive learning model development, leading to better experience for end users from virtual agents. As virtual agents mature, human agents can be elevated to solve higher degree problems. Cognitive model enhancement can happen when varying data sources are fed to the engine along with inference patterns through connected platforms – unified communication, contact center, physical spaces, and customer relationship management (CRM). AI models verticalized with industry domain knowledge on the data sources from connected platforms will help solve industry-specific needs. Rich analytical insights derived from these models can feed into improving the XLAs as well as enhancing the products and services being supported by the integrated customer care center. Digital amplification through customers' intent prediction leading to smart nudges and guided workflows help human agents provide the fastest journey to resolution, leading to a hyperproductive work environment.

A large Nordics-based bank collaborated with Infosys to drive its CX and AX transformation to create a hyperproductive environment for agents. Infosys enabled Genesys Cloud CC through next-gen self-service automation and deep analytics and intelligent workflow automation using AI/ML, smart nudges, next best action, and contextual guidance to customers through actionable insights. This provided agents the right information at the right time (in real time), resulting in better customer experience.

CONNECTED WORKSPACES



Hybrid working also means that people no longer have assigned desks and are expected to plan their arrival to offices to ensure facilities and various services are available to them. This necessitates the adoption of solutions around space booking, smart access management, integrated visitor management, and so on. All these solutions need to be designed for an integrated experience such that employees are not wasting time in figuring out how to access facilities and basic services.

Connected workspace is rapidly evolving to respond to the outcomes of the pandemic and the thrust for a more sustainable business environment. Our survey shows that managers and senior executives have opted for flexible working at a large scale — rather than working in a set office on a set schedule. Around two-thirds (59%) of our respondents, from mid-managers to the C-suite, work primarily in a flexible or remote space currently. When asked which work arrangements they expect will grow in the future, 73% listed flexible or remote workspaces.

Post pandemic, hybrid working must be enabled in the workplace design. With people not coming to the office all the time, the focus shifts to creating higher collaboration opportunities when teams decide to work from offices.

With organizations increasingly declaring their intent to become carbon neutral, they are looking closely at their carbon footprint — from their offices, warehouses, stores — which can be as high as 40% of their total emissions. Organizations have traditionally managed various building sub-systems like HVAC, lighting, elevators etc. in silos, which is changing rapidly by connecting all devices and putting the data into a single repository across building portfolios. This is giving rise to data led insights on optimization, benchmarking, and analytics opportunities to reduce the need for energy, water, and other utilities.

Trend 11: More focus on productivity and collaboration

With varying needs of teams to collaborate, the conventional design of meeting rooms must undergo a major rethink. Modern buildings enable formal, informal, and remote collaboration through creative design of agile spaces, design studios, ideation walls, café like seating, etc. This trend is not only required to enable the workforce to be highly productive but is also critical to retain or attract talent in a highly competitive market. That is why, most leading organizations are rapidly accelerating their plans to transform their offices and are equipping them with these integrated solutions for productivity and collaboration.

A global leader in office applications and devices has created a digital integration platform enabling over 17 different productivity and collaboration experiences like meeting room, visitor management, space booking, access control etc. for its over 500 global offices. The idea is to deliver a standardized set of capabilities and experiences to its employees across all locations. Infosys is the localization and roll out partner currently enabling 15 sites with these solutions with more to come soon.

at digital twins for modeling of current operations and simulating operating parameters to optimize their emissions and operations. IoT connected building assets can relay their health in real time and technicians are getting equipped with AR/VR tools to get real time insights on potential issues impacting the assets.

Sustainable buildings are key to achieving the decarbonization goals of any organization committed to their sustainability goals. The adoption of sustainability solutions is also amplified by the fact that there is a direct visible impact on the bottom-line through reduced costs. Most organizations today are at a stage of centralizing their facility and equipment data into a common pool and centralizing their command and report capability.

A leading investment bank wanted to transform its facility operations as part of its decarbonization goals. Infosys recommended breaking various data silos for its operations and OEM data within its facilities to improve a centralized view of its state of operations. As next steps to enable the organization to 'Walk' and 'Run', various digital initiatives ranging from digital twins to predictive analytics were recommended to be adopted in a phased manner. The client has moved forward with implementation of a centralized platform for its reporting and analytics.

Trend 12: Sustainability solutions gain prominence

The emerging horizon indicates adoption of predictive analytics for forecasting energy/water needs, optimizing operational costs by predicting equipment maintenance. More mature organizations are looking

SERVICE DESK



In today's world, businesses that transform smartly to enhance customer experience will grow in a long run.

Digital assistance to contact center agents maximizes the ability of customer service agents to effectively handle more cases, while giving consumers a personalized experience.

Now a days, digital agents use machine learning to provide suggestions to human agents when they are in a conversation with a customer. The technology uses customer-specific data in records to address the specific business needs of that particular customer.

The world of consumer technology can be a good guide here. The principles of user experience, personalization, gamification, and engagement analytics are embedded in the design of today's most popular websites and apps. These must also be thoroughly applied to corporate applications and tools to bring the best out of employees and teams.

These technologies are evolving with rising needs for persona-based customer services and are highly effective in customer retention and driving sales

and services for banking and manufacturing clients, respectively. This would move the client's customer service from a people-dependent/driven contact center to a process-driven one. This will eliminate the dependency on tenured and experienced agents to handle regular mundane calls/contacts.

Trend 13: Smart operations enhance agent performance

With a focus on providing consistent agent performance, personalized responsiveness to customers, and empathy-driven conversations, Infosys' framework utilizes the power of digital technologies. It uses AI for speech analytics and phonetics for soft skill evaluation, simulated learning, and live agent feedback. The framework utilizes technology to train, measure the performance, and continuously improve sales. This has assisted in optimizing agent performance by 10% to 20%, reducing the cost to service.

An industry leader in brokerage and wealth management was experiencing a bottleneck in their underlying network of shared services. Due to manual security testing, they could not achieve early time to market for their end-user applications. They partnered with Infosys to implement an end-to-end DevSecOps solution to improve speed and quality, which reduced release management effort by 88%, increased release frequency by four times, and added \$3.3 million in annual cost savings.

efforts, and increases success rate during customer conversations. Agents are provided with a 360-degree customer view, omnichannel customer context passing, digital nudges for the next best action (such as cross-sell/upsell), and task automation, leading to better accuracy and CSAT score.

Infosys worked with a leading North American financial services company to build a sophisticated DevSecOps framework with a higher level of automation. Inbuilt platform capabilities combined with third-party tools provide deep insights and integrated tracking of DevSecOps processes to the company.

Trend 14: Digital assist transforms agent experience

Digital assist empowers agents by mining past and current customer interactions and turning them into actionable insights. This increases agent productivity, improves access to learning, reduces manual

DIGITAL LEARNING



Emerging technologies, new delivery models, changing talent demographics, and geopolitical challenges impact talent needs across industries, necessitating organizations to advance their talent models. Growing importance of technical skills and their short turnover time have made digital learning a strategic focus area. Organizations worldwide now establish talent transformation platforms for immersive, personalized, and engaging learning experiences for their workforce. They shape user experiences by making learning convenient, relevant, gamified, and insight-driven. Such platforms effectively remove learning barriers by making it accessible anytime, anywhere, and on a device of the users' choice. Organizations realize that their employees should have an attitudinal change to be ready for life-long learning in their careers. Infosys Knowledge Institute's [Agile Radar 2021](#) found that human-centric levers, such as upskilling, self-organizing, and using advanced collaboration platforms, can increase business growth by as much as 63%.

Trend 15: Personalized learning to build future-ready workforce

Personalized learning provides users with a combination of bite-sized micro-learning modules alongside in-depth content to suit individual needs and styles of learning. Learning experience is elevated using gamification elements such as points, badges, and leaderboards. Learners can track their progress across different dimensions and get personalized insights to help them progress on their learning journey. Dynamic learning paths are assigned to drive guided learning experiences for learners. Adaptive learning and assessments leverage user contexts and machine learning algorithms to chart a course pathway based on learner progress, topic knowledge, and assessment scores.

A leading automotive player wanted to build a strong learning ecosystem for its dealer network employees. Infosys deployed Wingspan to deliver an intuitive and personalized learning experience for the company's frontline across dealer networks, covering close to 20,000 users. Through a combination of dynamic learning paths, focused content delivery, comprehensive assessments, and a personalized and gamified experience, the company scaled up its learning programs for the dealer network, resulting in a significant uptick in coverage, competency development, and ability to deliver superior client experience.

assessing a spectrum of metrics to gauge learning progress and effectiveness across the organization. A bird's eye view of skills and dashboards to drill down the data helps leadership plan learning interventions to meet evolving skill demands across accounts within their business units. Analysis of the learning data can be leveraged to design incentives and create new opportunities for employees based on skills developed in areas of strategic relevance to the organization. With more than 360,000 resources and engaging features, Infosys Lex clocks 50,000 daily users on average, with each user spending around 40 minutes per day.

Within Infosys Springboard, the analytics module plays a crucial role in engaging learners effectively. Given the diversity of the demography of learners on Springboard, insights from the analytics module play a critical role in determining the type and the time of interventions through an hour-wise view of user activities.

Trend 16: Learning analytics gains prominence

Data integration with other organization-wide systems, such as HR platforms and applications, helps transfer learning data to drive business decisions around the career progression of employees and staffing for client projects. Insights from learning analytics allow



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The Infosys Knowledge Institute helps industry leaders develop a deeper understanding of business and technology trends through compelling thought leadership. Our researchers and subject matter experts provide a fact base that aids decision-making on critical business and technology issues.

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