Fjord Trends 2016

Video Transcript

**B2We**

B2We represents a look inward for a change, so we often hear B2B, we hear B2C, B2We represents thinking about customer delight for the employee for a change and this is really a seismic thing that's going on right now. Employees are very happily leaving companies that don't have personalised and tailored and consumerised experiences for themselves. By tailored experiences I'm referring to innovation around time off, innovation and elegance around the tools that they have to use every day. It's, I don't think even arguable, that employees represent the most valuable asset at any given company, and yet employees have been on the outside looking in when it comes to actually developing tailored, elegant experiences for that audience and B2We is a representative change in that.

**What happening around this trend?**

Employees don't look at their life as being an employee in the same way that they used to. The whole structure of being an employee in the old days used to be, I'm here, and then I'll work my way to middle management and then maybe reach the upper reaches of the company. That's a linear path. Generally speaking, employees don't think that way anymore, millennials think in terms of tours of duty. So unless we tailor experiences for our own employees and make them consumerish in nature, we're going to lose them because they're going to expect that next tailored experience somewhere else.

**What does 2016 hold?**

Glassdoor has indicated that companies that are dedicated to internalising great experiences for their employees actually outperform the S&P 500. That is really, really important because we always think of those as the shining examples of great companies. That tells us everything we need to know about what is going on in employee
satisfaction.

Fjord’s advice to companies

Companies need to involve their employees in the design decisions that are made. Tell us what your pain points are, tell us what you want out of your job, and let’s design around that. When they’re part of the process they’re going to feel better about the company and they’re going to have an actual stake in the tools and solutions that end up getting designed.