



CASE STUDY:

ServiZurich reimagines the workplace for a hybrid world



All-new spaces and technology inspire closer collaboration and a better experience for all employees, remote and on-location.

COMPANY & CHALLENGE

Based in Barcelona, Spain, Zurich Technology Delivery Center acts as the strategic IT and operations partner for local and global business units for the Zurich Insurance Group.

ServiZurich is a linchpin of Zurich Insurance Group's operations, delivering the technology solutions and support that the business needs to thrive. During the pandemic, ServiZurich was put to the test as the organisation shifted to remote ways of working, and then as the world opened back up the company looked for new ways to enable productivity and efficiency across the group.

Faced with the new reality of hybrid work, how could ServiZurich shape an environment that fostered effective collaboration, and helped people feel a greater sense of connection to their teams and work, regardless of location?



OBJECTIVES

ServiZurich embarked on an ambitious project to define and deliver a differentiated hybrid working culture, creating a project called 'Workplace of the Future.'

Ana Díez de la Fuente, Head of Operations, Governance & Communications at ServiZurich, explains: "The objective of Workplace of the Future is to provide employees with an innovative space and the right tools to adapt to the moment of change. The project rests on four pillars: technology, people, spaces, and sustainability."

For its hybrid model to succeed, ServiZurich looked to provide a very different kind of working environment, with more areas for one-on-one or small group video calls, and collaborative spaces to support in-office and remote participants equally, where people felt energised and encouraged to work. To integrate both in-person and remote working, ServiZurich aimed to provide outstanding virtual presence capabilities, with state-of-the-art videoconferencing, good acoustics, and effective lighting.



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Ana Díez de la Fuente Head of Operations,
Governance & Communications



SOLUTION

To hammer out the practical realities of the Workplace of the Future project, ServiZurich engaged Ricoh, starting with deep focus sessions, which led to planning workshops, and ultimately to technology solutions.

With an ambitious scope of work and relatively tight timelines, the team divided the project into two phases, completed in mid-2022 and in the spring of 2023.

Reflecting on the experience of working with Ricoh, Ana Díez de la Fuente says: "I value Ricoh's participation in the office transformation process very positively. We needed an expert to advise us on the best collaboration solutions available on the market today, at a competitive cost and that would fit our needs. We have found in Ricoh the partner we needed to tackle such a challenge. They have given us the trust, innovation and collaboration we needed, and this has been the key to our success."

The outcome of the engagement is a fully reimagined workplace, enabling highly effective hybrid collaboration. ServiZurich and Ricoh equipped and integrated a total of 35 distinct spaces across two buildings – from phone booths, board rooms and brainstorming areas to multi-functional

open spaces, an exercise area and a gaming room.

Ricoh also helped ServiZurich to outfit these spaces with cutting-edge collaboration technology, including a new room-booking system, powered by Logitech Tap Scheduler and integrated with Microsoft Teams. The purpose-built LCD panels display room availability and meeting details at a glance, and make it easy to reserve a room for ad hoc or future meetings.

Inside meeting rooms, ServiZurich uses Logitech Tap touch controllers for straightforward and consistent video conferencing. ServiZurich has equipped the collaboration spaces with Microsoft Surface Hub screens, ensuring that all participants are seen, heard, and can actively participate. In addition, Logitech Scribe whiteboard cameras allow employees to take digital notes and share whiteboard content in video meetings, and with Logitech Sync, ServiZurich can monitor and manage all its collaboration devices from a single point of control.

"Microsoft Surface Hubs enables two-way communication and whose portability allows employees to move them freely according to their needs. In the small rooms, we've deployed a simple but impactful technology: Logitech Scribe cameras digitize the traditional whiteboard, allowing remote meeting participants to see in real time what is being written on them" assures Albert Claret, IT & Procurement Manager.



After the pandemic, we had the challenge of adapting the workplace, meeting rooms and common spaces to new ways of hybrid work. The success of the project has allowed us to have motivated people and to be a best practice in the whole group.

Albert Claret, IT & Procurement Manager



BENEFITS

ServiZurich has succeeded in creating a hybrid workplace and culture where people can work at their best, no matter how or where they choose to do so. By putting employees at the core of its design, the organisation has been able to shape spaces and solutions that reflect peoples' needs and preferences.

Today, the ServiZurich offices at 22@ Barcelona district are a bright, bustling place, and the location has become a big attraction for people across the wider group, regularly hosting visits and events from teams throughout Spain.

As use of the hybrid working solutions has taken off, ServiZurich has been able to handle the increased demand with ease. In certain meetings, participant numbers can reach 300 people, with remote attendees joining from all parts of the globe. Even under such high load, ServiZurich's systems have continued to run smoothly, ensuring seamless hybrid collaboration.

ServiZurich is already exploring ways to build on this success. It will soon launch a third project phase with Ricoh, including designing more flexible, multi-use spaces, and integrating a massive LED video wall to make hybrid meetings bigger and better.

Ana Díez de la Fuente concludes: "We had the challenge of impressing employees on the first day they returned to the office. As an IT delivery centre, our employees really know a lot about technology, so we wanted to achieve the wow effect – and we did it! Beyond that, the employee experience has improved significantly, whether working in the office or remotely. It's totally admirable what we have achieved with Ricoh on this project."

ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere. With cultivated knowledge and organisational capabilities nurtured over its 85 year history, Ricoh is a leading provider of digital services, information management, and print and imaging solutions designed to support digital transformation and optimise business performance.

Headquartered in Tokyo, Ricoh Group has major operations throughout the world and its products and services now reach customers in approximately 200 countries and regions. In the financial year ended March 2022, Ricoh Group had worldwide sales of 1,758 billion yen (approx. 14.5 billion USD).

For further information, please visit www.ricoh-europe.com