



CASE STUDY:

## easyJet plans the future of working with Ricoh



easyJet uses RICOH Spaces to support flexible hybrid working, enabling a safe return to work and facilitating greater employee collaboration and a more cost-effective use of space.

### COMPANY & CHALLENGE

easyJet is Europe's leading airline offering a unique and winning combination of the best route network connecting Europe's primary airports, with great value fares and friendly service. The airline flies on more of Europe's most popular routes than any other and carried more than 96 million passengers in 2019 – with more than 16 million travelling for business. The airline has over 300 aircraft on nearly 1000 routes to more than 150 airports across 35 countries and over 300 million Europeans live within one hour's drive of an easyJet airport.

Low-fares, an unrivalled European network, and friendly customer service have made easyJet Europe's leading short-haul airline. For much of its 26-years, the airline's

Luton headquarters have been a hive of activity, with around 1,500 employees spending much of their week working in the Luton Campus head office.

Simon Cunniffe, People Services Director for easyJet, explains: "Our Luton Campus offices have traditionally been thriving with our people, to the extent that finding available meeting rooms or desk space was becoming a challenge as we grew. Even prior to the pandemic, we were exploring whether we could adopt smarter working practices and make more effective use of our office environment to encourage greater collaboration."

To achieve this, easyJet planned a hybrid working programme to enable greater flexibility of work.



The new approach involved changing the workplace, and agreeing core principles: would people change their working patterns when in the office? How could easyJet help its people make the best use of time in the office? And would the airline still need the same fixed office space? The success of the project would depend on easyJet listening to its people and making changes to suit the evolving needs of its teams.

## OBJECTIVES

The impact of the COVID-19 pandemic gave added impetus to easyJet's hybrid working programme and the changing needs of its workspace and people. But even while easyJet was unable to fly, its people remained busy helping impacted customers and ensuring that operations were ready to resume when restrictions lifted.

As an airline, safety has always been easyJet's highest priority. The airline identified managed desk-booking as a key component in bringing employees back on site safely and looked for a solution that would allow employees to request a flexible desk space, while enabling its dedicated biosecurity team to re-define safety standards. This structured, safety-first approach would instill confidence among employees about safety and flexibility.



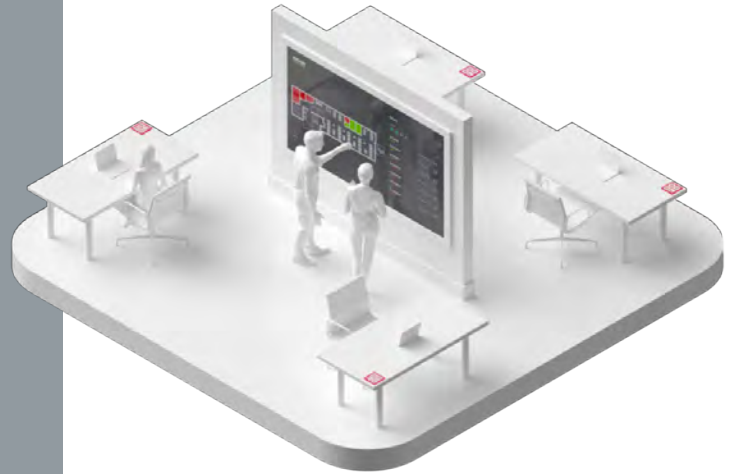
As soon as our people were able to start returning to the workplace, we were keen to ensure they had the opportunity to spend time back in the office. That meant we had to think fast about how to manage and enable a new way of 'hybrid' working, with an emphasis on conversations within our teams around flexibility, while also following guidelines to keep everyone safe.

*Charlie Rainer, Head of Corporate Technology at easyJet*



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Charlie Rainer, Head of Corporate Technology at easyJet



## SOLUTION

To select the right strategic partner for the project, easyJet issued a request for proposal with clear technical requirements. Along with desk and collaboration zone booking, the ideal solution would provide high levels of accessibility, integration with the airline's Microsoft environment, and allow for building space usage to be understood. After assessing various options, easyJet decided to work with RICOH Spaces to deliver the right solution for its people.

Simon Cunniffe explains: "Given the importance of our hybrid working programme, we were keen to work with a partner with a proven track-record of delivering time-sensitive projects. We have a long relationship with Ricoh, and they have already managed a number of successful programmes for us."

Charlie Rainer adds: "RICOH Spaces proved to be an extremely strong solution during our benchmarking and analysis. As a relatively new solution, we also saw a unique opportunity to influence the roadmap. Most importantly, RICOH Spaces is a comprehensive workplace enhancement platform beyond desk booking, meaning we now have the inbuilt potential to support many future projects, from using IoT sensors to room booking."

Following rigorous user testing, easyJet worked with Ricoh to implement the solution, first on a trial basis, before rolling out for all its teams. During the trial, the airline ran weekly surveys to understand engagement and where to make improvements, which was then fed to Ricoh to introduce enhancements.

To book a workspace, easyJet employees simply use the RICOH Spaces mobile app or web browser, and scan a QR code on the reserved desk to log their arrival. Currently, employees are recommended to come to the Luton campus up to three days a week based on a role-driven approach. Processes are also in place to safeguard roles that are critical to the operation on site, as well as to ensure everyone feels safe at work. The Property Team at easyJet actively uses the reporting tools within RICOH Spaces to explore current and historic workspace usage, and to assist with future changes.

Charlie Rainer comments: "Ricoh were hugely valuable during the deployment, especially their lead developers. The project had unique requirements that made the process demanding, but Ricoh were always available to offer support. They even went the extra mile to take calls whenever required, to ensure we maintained momentum."



Ricoh continues to be a great partner to easyJet. Ricoh offers truly agile service delivery, and RICOH Spaces will form a central part in our workplace model moving forward as we refine and develop even more effective and collaborative ways of working.

*Charlie Rainer, Head of Corporate Technology at easyJet*



## BENEFITS

Using RICOH Spaces, easyJet achieved a safe, secure return to work. The approach inspired confidence among employees, who recognised that robust measures were in place to minimise risk and protect their wellbeing. For example, as well as managing numbers of people on site, easyJet can use RICOH Spaces to block out desk space to maintain social distancing.

Simon Cunniffe continues: “Since introducing hybrid working with RICOH Spaces, we’ve seen significantly positive engagement with the new approach. When in the office, people especially value the greater flexibility, including the option to select desk space—suitably distanced—close to key colleagues to foster more-effective collaboration.”

Using the analytics tools embedded in RICOH Spaces, easyJet is gaining valuable data on workplace usage that will help to guide ongoing workplace requirements.

Charlie Rainer continues: “RICOH Spaces has helped us discover things we had not expected about hybrid working. For example, office-based collaboration now means much more than just work-based meetings. For employees who mainly work from home, an important part of office-based collaboration is having an informal catchup with colleagues over coffee, whether to discuss client projects or everyday life.”

Simon Cunniffe adds: “The analysis derived from RICOH Spaces has also given us a better idea of our workspace requirements. We quickly identified that hybrid working meant we no longer required such large amounts of office space, leading to much more cost-effective use of our space at our headquarters.”

easyJet now will now look to expand its deployment of RICOH Spaces to continue its workplace transformation. As well as adding meeting room booking capabilities, the airline is exploring collaboration tools to improve information sharing with employees, and tools for managing car parking spaces.

## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter.

With cultivated knowledge and organisational capabilities nurtured over its 85 years' history, Ricoh is a leading provider of document management solutions, IT services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

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 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).