Enhancing Employee Experience with Logitech's AI-Enabled Features

Exploring the Synergy of AI and
User Experience to Transform
the Modern Workplace

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Facilitating meaningful communication, collaboration, and connection in hybrid or remote work environments is one of the major challenges today's business leaders face. As companies compete for talent and adapt to new ways of working, business leaders, IT decision-makers, and chief experience officers (CxOs) must be able to anticipate, understand, and stay current on new technology advancements to ensure communication and collaboration technology supports and enhances the employee experience (EX), which include the interactions an employee has with people, systems, policies, and the physical and virtual workspace.

Furthermore, today's hybrid and remote work environments are introducing several new challenges and scenarios that can impact the ability of workers to communicate, collaborate, and connect with customers, partners, and other employees. These new work patterns and environments are driving the creation of new technologies that go beyond traditional video.

A technological transition of this magnitude requires a mindset shift for both IT and business leaders and will require leveraging both existing and emerging technologies

to create an efficient, cooperative culture in remote and hybrid work settings. With hybrid work becoming more prevalent, the technology experiences provided by employers will largely define the overall employee experience because technology and workplace tools have essentially become the new physical workplace. These technological experiences are central to attracting and retaining talent, cultivating workplace culture, and driving productivity.

Currently, many employees are dissatisfied with their existing technology experience. According to the Appspace 2024 Workplace Experience Trends & Insights Report, employees are growing less satisfied with their workplace tech, with just 29% saying they're completely satisfied, compared with 39% in 2021.

As such, organizations that want to retain and attract good employees need to ensure that their workers have the right tools to foster a collaborative, equitable environment where each employee feels respected and valued, regardless of the physical workplace or location.

Introduction: The Intersection of AI and Employee Experience in the Workplace

EX is a comprehensive approach that encompasses all the interactions an employee has with their organization. EX includes not only the employee's job duties but also the culture, tools, and physical and digital spaces provided to the workforce. The EX goal is to cultivate a cohesive and positive experience that motivates, engages, and retains employees. This experience is critical for employee satisfaction and productivity. According to the Harvard Business Review, companies that invest in EX have seen lower turnover rates and improved financial performance.

Today, the workplace is scattered across the home, the office, and anywhere in the world with a Wi-Fi connection. For employees, the meeting or collaborative experience might be different for the hybrid worker in the office compared with those attending remotely. Employees are interacting with technology more than ever and expect to have the same experience regardless of their working location. Thus, the role of IT has become pivotal in shaping EX. Poor technological experiences or unmet expectations can swiftly create a chilling effect on the employee-organization relationship. This effect, in turn, can have a detrimental impact on business outcomes.

AI has emerged as a transformative tool in elevating workplace technology and EX. According to a 2023 Futurum Group survey of 1,005 CX leaders, predictive analytics and generative AI were named as the top spending priority for 2024, with a combined 20.7% of responses. Benefits for businesses embracing AI include:

Greater productivity
AI can automate or augment routine tasks leading to increased productivity and improved EX leading to a more satisfied employee. According to the Nielsen Norman Group, generative AI systems improve employee productivity by 66%.

Increased efficiency
AI can carry out routine tasks faster and more efficiently than humans. And of course, AI-driven services are available 24/7 to monitor for fraud, answer customer queries, and scan job applications, saving time and resources.

Ability to solve complex problems
Advances in machine learning (ML) mean AI can now be put to work on more complex tasks freeing up resources and increasing productivity.

Although AI has become a hot topic for society, some companies, such as Logitech, have been implementing AI features for years. Logitech has leveraged software-powered features within its products and devices to help users improve the technical quality of interaction and the user experience.

Current EX Challenges in Workplace Technology

As previously mentioned, employees expect to have the same workplace technology experience regardless of the location or environment in which they are working. But according to research from Qualtrics, just 30% of employees say their experience with their company's technology exceeds their expectations.

A poor technology experience, particularly with meetings, can lead to remote attendees disengaging by multitasking, shutting off their cameras, or simply zoning out. Further, the home-based meeting experience may include distractions such as loud leaf blowers, barking dogs, or the inability to see or hear what is going on during the meeting due to bandwidth instability. In-person communications are often enhanced via non-verbal cues, which help attendees understand each other's emotions, intentions, and feedback. These cues make it easier to tell whether people are on board with what the speaker is saying or if attendees are confused or need additional clarification. For those who are attending remotely, it is harder to pick up on body language when most attendees are simply displaying their faces on the screen. These non-verbal cues often get distorted, delayed, or lost completely, leaving remote attendees feeling disconnected, frustrated, or isolated.

Organizations need to ensure that all meeting participants have equal opportunities to engage and contribute effectively. According to Microsoft's 2023 Work Trend Index, having inefficient meetings is the number-one obstacle to productivity. This challenge can be complex for businesses. Inadequate technology design leads to user frustration and meeting inefficiency. If an employee has a meeting experience that does not meet their technological expectations or prevents them from fully interacting with others, they will be less engaged and not contribute their insights to the meeting. This situation can lead to a decline in employee performance over time.

Low engagement can harm productivity, innovation, customer satisfaction, and employee retention. In addition, less engaged employees may not feel a sense of ownership or responsibility toward the organization's goals, which can result in missed opportunities for growth and improvement.

Organizations need to ensure meeting equity for participants regardless of where they are attending a virtual meeting from. One way that Logitech devices engage remote participants is through its Grid View feature. Grid View uses AI to intelligently frame in-room meeting participants, providing more equitable representation of each participant. Grid View works by detecting faces and zooming in on each person to give them their own frame, allowing each person to be seen by their remote colleagues.

Freeing Up IT Resources to Assist Workers Via Simplified Device Management

In today's work environment, employees have grown accustomed to managing many aspects of their lives through intuitive, user-friendly productivity applications. As a result, they now expect a similar level of convenience and user-friendliness when it comes to the technology they use at work. And when that technology introduces additional friction, either due to the technology being outdated, of lower quality or performance, or unreliable, employees quickly point the finger at the IT department, and expect them to quickly manage and resolve the problem. And nowhere is the pressure on IT teams greater than with virtual meetings, which require stable, reliable, and high-quality audio and video performance, regardless of the environment or user.

Together, Logitech and IT teams can help to address the human and technical challenges in virtual meetings, enabling employees to be seen and heard more clearly. IT departments will appreciate that Logitech solutions simplify the deployment, configuration, and management of devices, thereby reducing IT workload. This allows IT workers to focus on more complex helpdesk requests from users, instead of wasting time and effort on configuration or quality issues that could be addressed through the use of more advanced collaboration technologies, including the use of AI.

In recent research conducted by Logitech, IT decision-makers responsible for infrastructure, workplace transformation, and workforce experience cited Logitech's intuitive design and solutions user experience with Microsoft Teams and Zoom as one of the top considerations that led to selecting Logitech for large-scale deployments versus competitors.

Logitech's AI-Enabled Solutions: RightSight 2 and RightSound 2

To provide the best visual and audio performance with virtual meetings, Logitech has developed RightSense, which is a series of AI-enabled technologies that are designed to improve and optimize video meeting experiences by optimizing image and audio performance, with very little human intervention.

RightSense technologies are incorporated into Logitech's cameras and audio solutions and work with most common video conferencing platforms, including Google Meet, Microsoft Teams, and Zoom, and nearly any other video conferencing, streaming, or recording application that supports USB devices. To ensure maximum value, Logitech provides no-charge software updates throughout the life of the product. Two of the key RightSense technologies that are embedded into Logitech's devices are RightSight and RightSound, which address participants' visual and auditory experiences.

RightSight 2: Enhancing Visual Engagement

Attending a meeting can be challenging and frustrating for remote participants because it is difficult to see people or individually engage with people because they are all clumped together in a single small frame. Thus, the organization misses out on the valuable insights the remote attendees might offer. To address this issue, Logitech has introduced RightSight 2, the collection of algorithms in some of Logitech's conference cameras designed to improve how in-room participants are framed and represented during meetings in conference rooms. The technology is designed to ensure that in-room participants are included within the frame, and provides increased equity among participants by helping to better present individual people and enable person-to-person interactions, even when they are in the same room.

Specific features of RightSight 2 for conference rooms include:

- Speaker view. Automatically focuses the camera to a single active speaker

- Group view. Provides automatic camera framing to include all participants as a group

- Grid view. Divides up to eight participants into individual frames

Speakers centered in tiles   **Groups centered in tile**
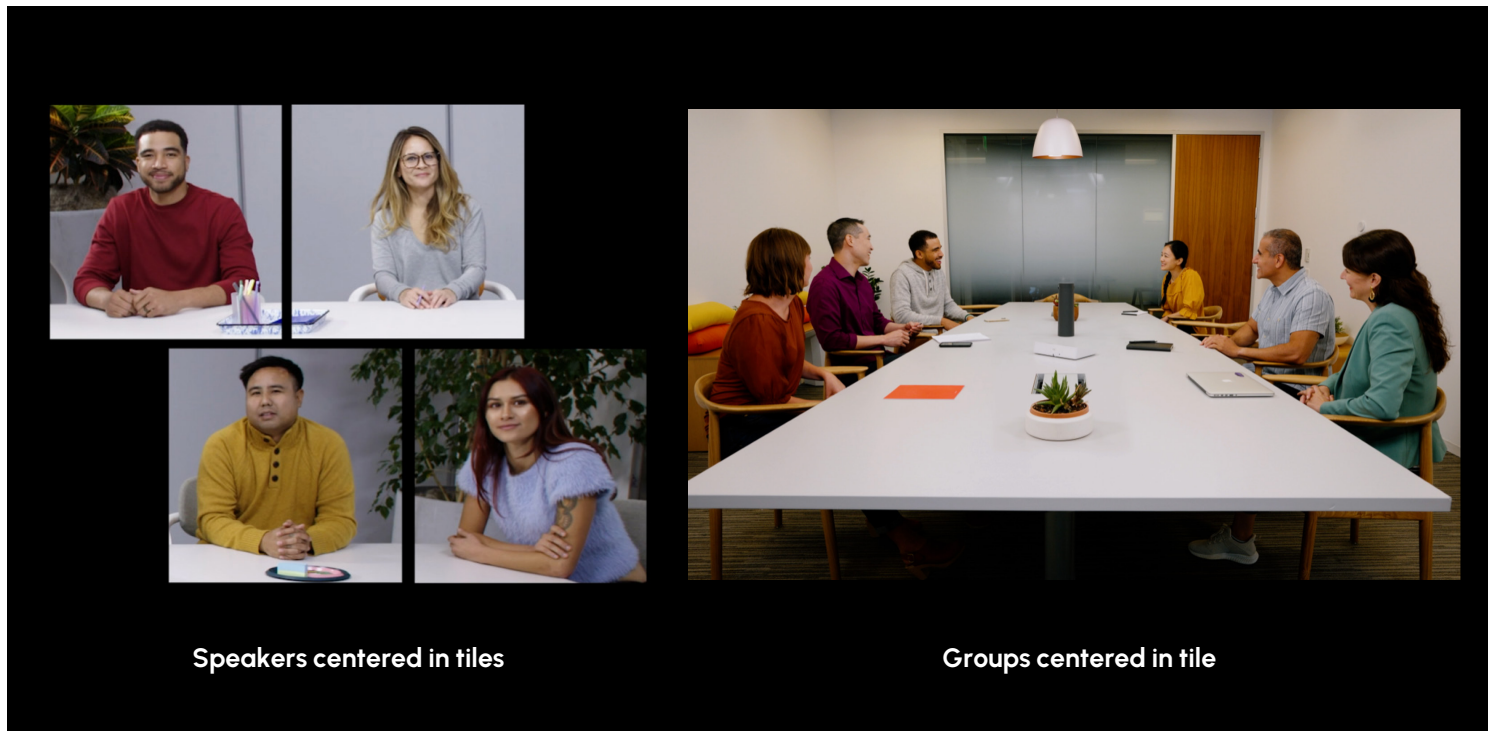
Source: Logitech

These multiple viewing modes are designed to optimize the participant experience, and ensure that meeting experiences are tailored to the type of meeting being held. For example, in a lecture, the speaker view ensures that all participants can focus on a single presenter, whereas in a discussion-based meeting, grid view ensures that all participants can see and hear each other clearly. Furthermore, Logitech's auto-framing technology is designed to frame attendees in a positive way and promote participant equity.

In addition, Logitech devices also incorporate light-correction and image quality enhancements that ensure that all participants look their best and can be clearly seen by all. All of these features lead to better UX across fully virtual and hybrid meetings.

Alignment of speaker height

Consistency of head size
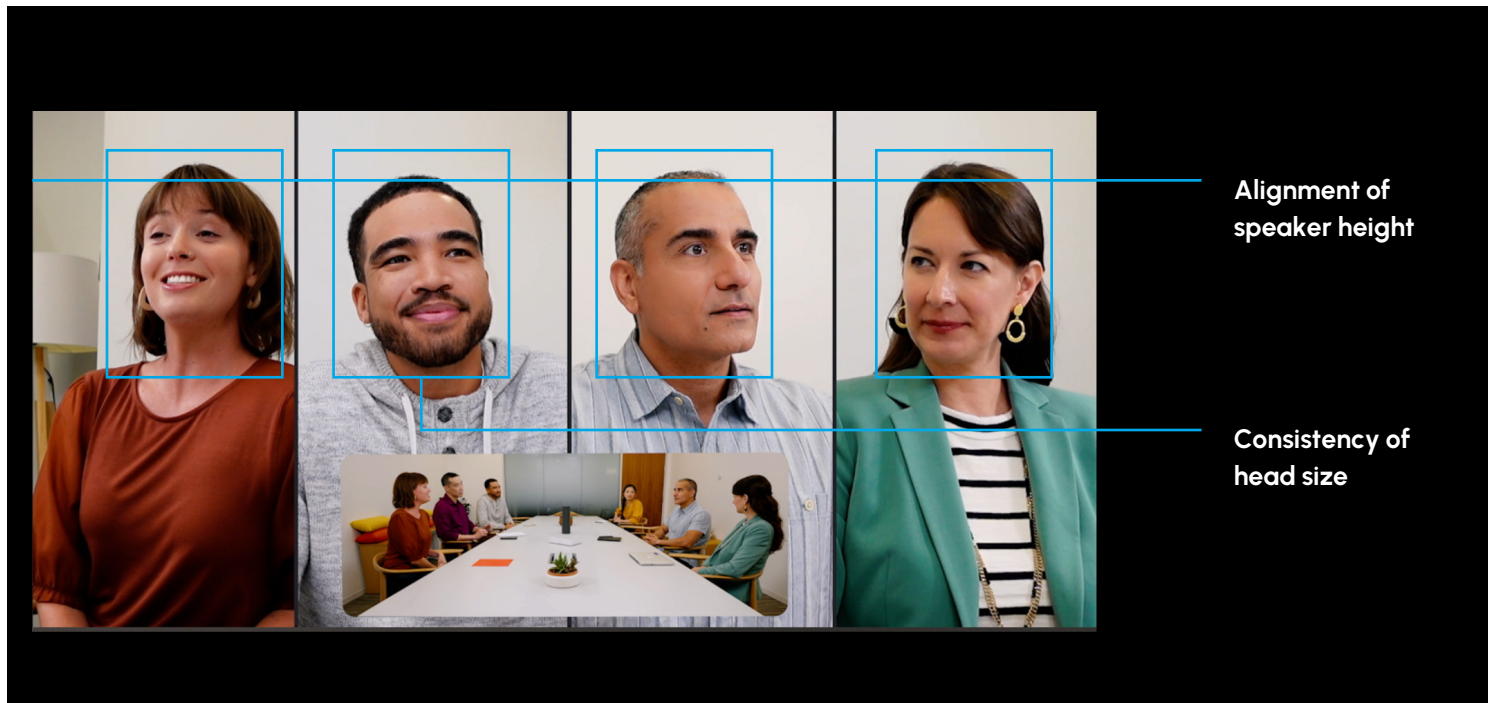
RightSound 2: Revolutionizing Audio Clarity

Similarly, the ability to clearly hear all participants within meetings is integral to a quality meeting experience, and can directly impact the level of participant engagement. Logitech's RightSound technology, which is available across a number of different devices, including conference cameras, speakers, and headsets, enhances audio quality, focusing on noise reduction, echo cancellation, and voice clarity. An advanced speech detector algorithm even auto-boosts the volume of quiet talkers so that every voice is heard.

RightSound 2 is a collection of algorithms incorporated into Logitech conference room cameras that are designed to reduce unwanted noise and improve how in-room participant voices are heard in conference rooms. Some of the specific features of RightSound 2 include:

- **Noise suppression.** Minimizes mechanical noises including mouse clicks and fans

- **AI noise suppression.** Minimizes non-human noises such as claps and landscaping sounds coming from outside

- **Voice equalization.** Equalizes voice volumes from varying distances from the camera and those with soft voices

- **Echo suppression.** Reduces reverberation from walls, ceilings, floors, and other hard surfaces

Logitech's AI-driven speech detection and advanced beamforming technologies dramatically improve the user experience in meeting spaces and individual workstations. RightSound 2 also helps to elevate meeting equity for employees, regardless of their physical working location, environment, or speaking level, by equalizing the volume of each speaker's voice and reducing or eliminating distracting background noises.

The Resolution: Transforming the Workplace with AI-Enhanced EX

Ultimately, AI has become the catalyst that is helping to improve employee user experiences, by removing the points of friction that interfere with employees' ability to focus on their jobs, whether through process improvement or technological enhancement of systems and equipment.

Creating positive EX helps improve employee retention rates and attract more quality talent to the organization. Ultimately, workers who feel valued and supported are more likely to provide better service to customers, resulting in higher customer loyalty, retention, and revenue.

Next Steps for IT and Digital Workplace Leaders

AI is a powerful and transformative technology that can positively impact EX. AI is influencing a wide range of industries from manufacturing to information technology, healthcare to academia. Organizations that fail to develop and implement an AI strategy risk missing out on the substantial benefits this technology can provide around productivity, efficiency, and experience optimization.

For IT administrators, it is important to evaluate the impact on EX of AI-enhanced solutions in their technology ecosystem. Although worker efficiency and productivity benefits tend to generate the most amount of coverage, the ability of AI to help deliver more equity across interactions—particularly in hybrid workforce environments—will be critical in helping organizations deliver excellent EX.

By 2027, global spending on AI used to enhance EX is projected to reach nearly $11 billion, according to Futurum Intelligence forecasts. Logitech's AI-embedded solutions are reflective of a strategy that focuses on using AI in novel ways. These solutions not only improve the technical aspects of a meeting but also support the larger organizational and people-centric goals of ensuring that all participants are valued, equal, and can engage without friction.

Key Elements of Delivering Better Experiences Through Technology

With today's hybrid workforces, there are a myriad of challenges to ensuring that each employee feels like they are a valued and respected member of the team. Physical distance can often create unseen barriers that inhibit collaboration, teamwork, and a cohesive corporate culture. Ultimately, while organizations need to put in the proper processes to ensure that hybrid, remote, and in-office workers are able to collaborate and feel connected, technology solutions will be the catalyst that determines how successful those processes can be carried out.

Vendors that provide these solutions will be judged based on how well their solutions perform on a technical level, but also on how easily they can be implemented and integrated into an organization's IT framework. Organizations also will select products that can run with minimal IT resources and support, which lowers cost and improves EX for all stakeholders.

Perhaps most importantly, organizations want to ensure that the solutions they choose incorporate advanced technologies of today, such as AI, to maximize performance, but are also capable of easily being updated as technology improves. This not only future-proofs the investment, but reduces or eliminates the user frustration of having to install, configure, and learn how to use a new device.

Logitech's AI-enabled solutions can serve as a key technological pillar that provides organizations with a strategic advantage of enhancing EX by optimizing meetings, a cornerstone of driving collaboration, productivity, and innovation. While IT teams will appreciate that the technology is easily deployed, managed, updated, and scaled, business leaders can rest assured that their technology investments can also support larger organizational collaboration and EX goals.

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Logitech designs software-enabled hardware solutions that help businesses thrive and bring people together when working, creating, gaming and streaming. As the point of connection between people and the digital world, our mission is to extend human potential in work and play, in a way that is good for people and the planet. Founded in 1981, Logitech International is a Swiss public company listed on the SIX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI). Find Logitech and more of its business products and enterprise solutions at www.logitech.com/business, the Logitech for Business blog, or @LogitechBiz

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