HITACHI
Inspire the Next

Using AI to increase workers' happiness

For decades, assessing the satisfaction of employees or analyzing the use of office space relied heavily on manual collection and input of data, with research staff being sent to company offices or employees being asked to participate in surveys.

Big data and AI are revolutionizing how data is collected and analyzed, offering people and organizations completely new ways of solving problems.

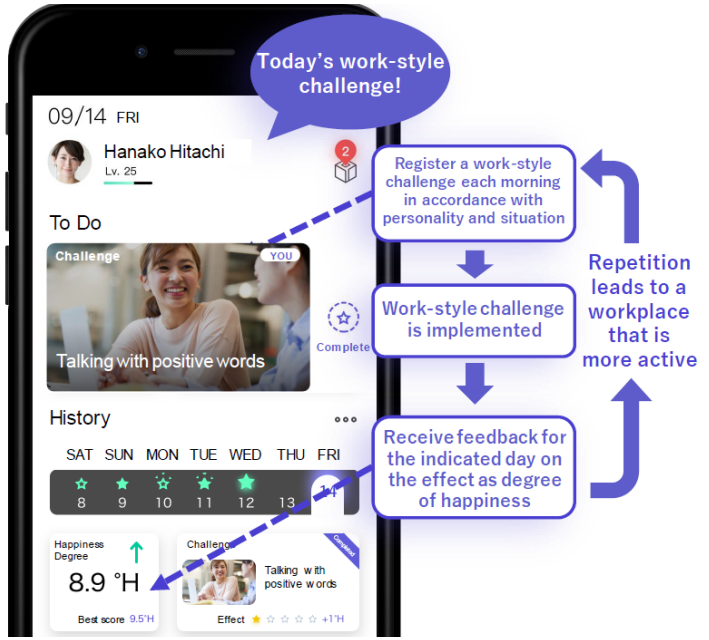
Hitachi for example is using wristbands and nametags to collect information on workers' movements and interactions with one another. The gathered data results in AI-based analysis and individual advice to workers on what workplace habits have an impact on their happiness. Managers can use the data to adapt their management style and communication based on the needs of individual team members.

In 2015 Hitachi experimented this newly developed application, showing that departments making greater use of this application exhibited higher happiness levels, and that this translated directly in significantly improved productivity and business performance.
In parallel, Hitachi also began installing sensors in office spaces, to collect data on the use of desks, meeting rooms, and other spaces. The second phase of the experiment combined data from wearable devices with the office area sensors, providing insights into where staff interacted and how it impacted their happiness.

In both applications, Hitachi's AI Technology automatically generates more than a million hypotheses, identifies which factors are important, and determines in a quantitative manner the conditions under which better outcomes will be achieved.

Wearable nametag for measuring the actions of people within an organization.

The results are then used to support behavior changes or design offices that are more attractive to the people who work there, ultimately improving workers' happiness and performance.



The "Happiness Planet" app