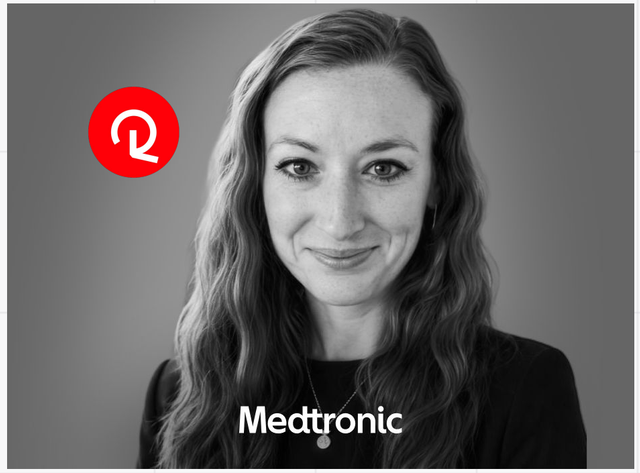










CUSTOMER LOOKBOOK

AI Work Design Stories











Meet the pioneers of AI Work Design.

At Reejig, we help the world's most complex organizations understand how work gets done, identify where AI can create value, and redesign work for a future where people and AI agents work together.

We believe the future of work isn't about replacing people with AI. It's about fundamentally rethinking how work gets done so organizations can unlock greater productivity, create new opportunities for their people, and realize the full value of AI.



Our customers are the true pioneers. These are their stories.

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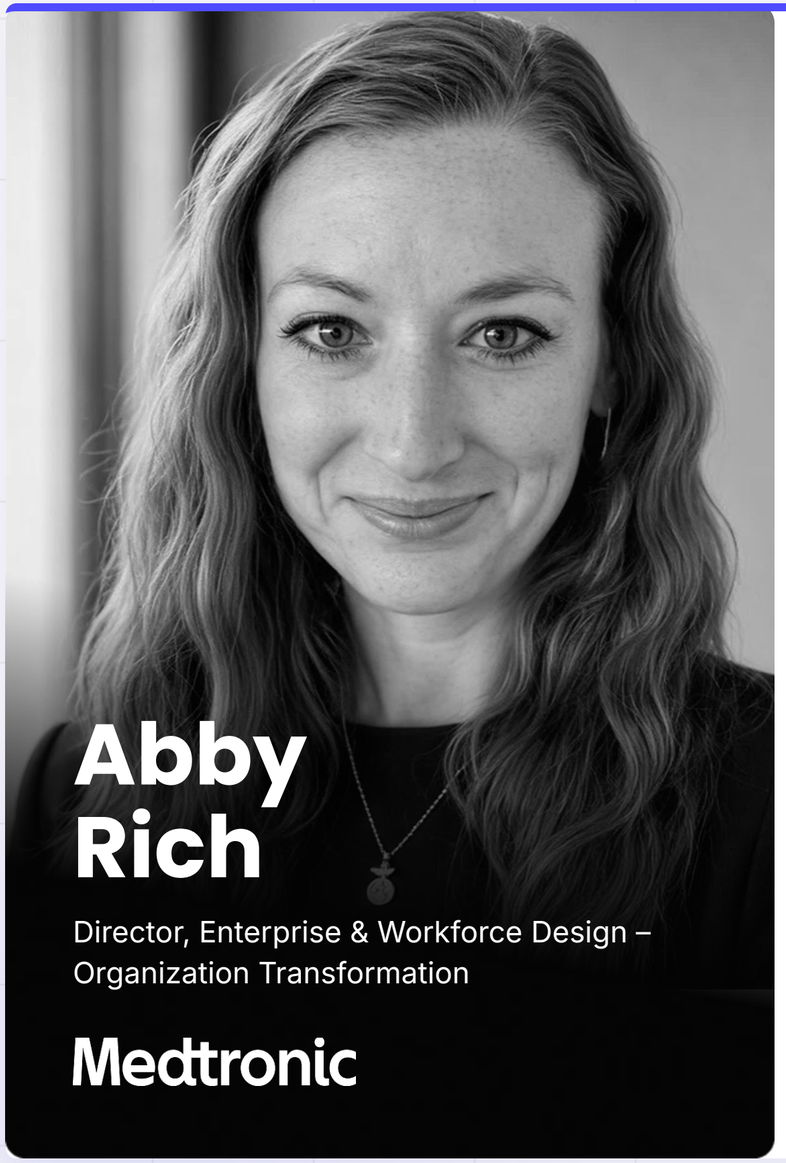
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Work keeps changing. Build the team that can keep redesigning it.

How Medtronic's Abby Rich is building internal expertise to redesign work and help people succeed alongside AI.

Abby sees work redesign as expertise an organization needs to own. As technology changes, people need a team that understands the work, can rethink it and can help them succeed in new roles and responsibilities.

Her approach starts with the outcomes a role needs to deliver. From there, she examines the tasks, where they belong and where human judgment matters, before deciding how technology should contribute.

Working with **Reejig** gives her team the work data to make those decisions. It also helps reveal where to invest in human expertise and where similar tasks could open different career pathways.

HR's own transformation helped build executive confidence in this approach. Her ambition is to turn that experience into an ongoing practice across Medtronic.

> **"We needed to partner with you all at Reejig to have the data to understand work within a family group, and then a role group, and then a specific role, to understand what is the work that's actually happening?"**

Starting with HR to build the expertise and credibility to redesign work.

Medtronic

Medtronic's HR transformation built executive interest in work redesign. Abby's team is developing the internal expertise to support that demand and prepare people for changing work.

Connect AI tools to people's work

Tools and prompt training left employees asking how AI fitted into their roles. Abby saw the need to understand the work itself before deciding where agents and technology belonged.

Use Reejig to examine the work

The team used Reejig's work data to examine tasks and outcomes within roles. That helped them consider what belonged in shared services, with business partners or with AI, before designing the technology around it.

Turn HR's experience into internal expertise

HR's broader transformation gave executive peers confidence to explore changes in their own functions.

"HR's experience gave other leaders confidence to explore redesigning their own work."

Meeting that demand meant developing an internal team that could keep redesigning work as needs and technology evolved.

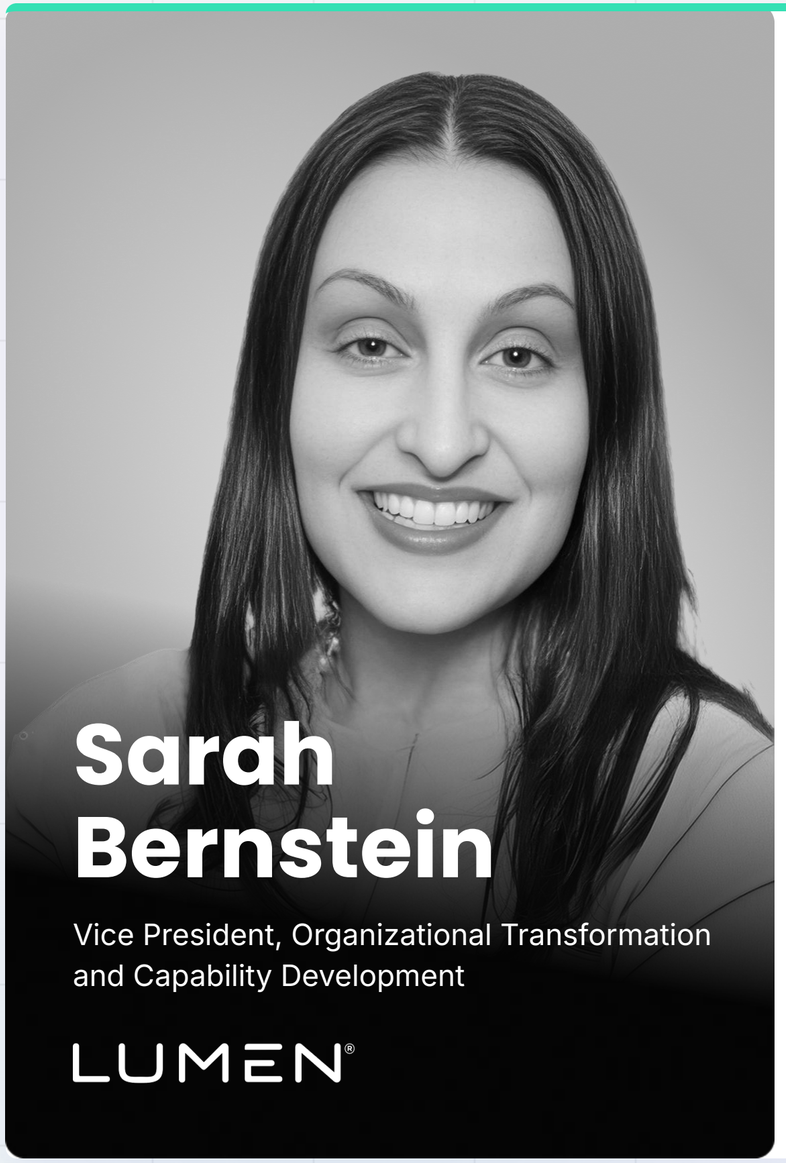
Identify where people can grow

The analysis also sharpened attention on human expertise. Seeing similar tasks across different roles opened conversations about upskilling, reskilling and less traditional career pathways.

Define what happens with time gained

Abby's next priority is setting clear expectations and workflow-level measures. When AI changes the work, leaders need to explain the new outcomes people should deliver and how time gained will be reinvested.





Redesigning work means designing how people will learn it, too.

How Lumen's Sarah Bernstein is connecting workflow redesign with the learning people need to work differently.

Sarah brings work redesign and employee learning into the same conversation. Changing a workflow also changes what people need to know, how they apply judgment and what leaders should expect of them.

Her approach brings AI and process expertise together with managers, change specialists and learning practitioners. She also values an outside perspective that can question familiar ways of working.

With Reejig, her team examines tasks and subtasks to understand where agents can contribute and where people should lead. Those decisions become the starting point for learning.

She is developing two connected paths: learning the redesigned workflow, and building the curiosity, judgment and adaptability needed to keep working through change.

> **"The partnership with Reejig has been really instrumental in thinking through … what is the true work that our employees are doing today?"**

Turning redesigned workflows into practical learning for employees.

LUMEN

Lumen is connecting its AI opportunities with detailed work redesign and learning paths that help people understand and practice new ways of working.

Connect separate opportunities to the work

Lumen's AI journey began with teams identifying opportunities across the business. Sarah saw that disconnected use cases needed a shared view of the work and a plan for how people's roles would change.

Map the detail with the business

Sarah brought functional leaders together with Reejig and Microsoft to map work and redesign workflows. Examining subtasks helped clarify where agents could contribute, what should remain human and how responsibilities would change.

That detail also informed the capabilities employees would need.

Build learning into workflow redesign

The approach brought leaders and practitioners into concrete discussions about how work would change. Learning journeys are being developed directly from the workflow design sessions.

"Learning is being designed alongside the work people will do."

Two tracks address different needs: learning the new agent-enabled workflow, and developing the judgment and adaptability to keep working through change.

Help people take ownership of change

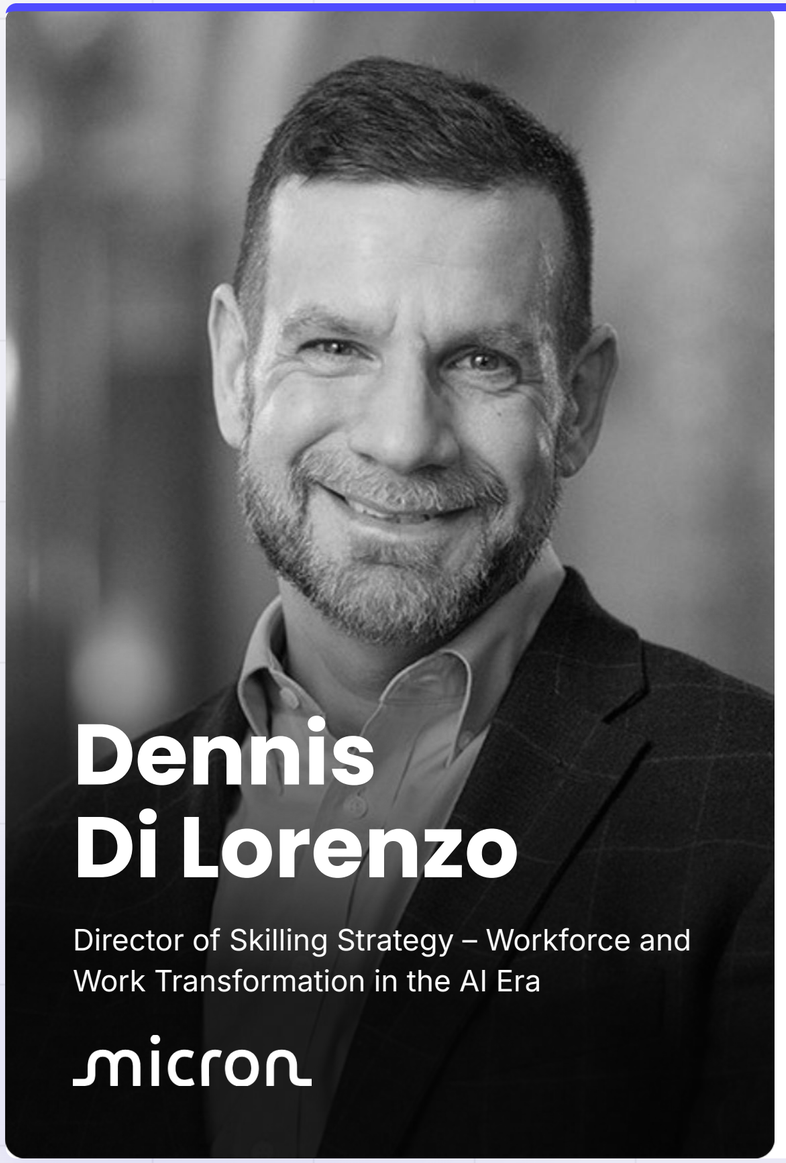
Sarah wants people to take an active role in shaping change. That requires clarity about what is changing in their function, what is staying the same and how to guide their teams.

Curiosity, experimentation and sharing lessons help employees build confidence and apply new skills to their work.

What's next: scale learning with the work

Sarah's next focus is scaling this approach across Lumen and keeping learning aligned with evolving workflows. She is also exploring how AI could accelerate onboarding and development for early-career employees.





To understand the skills people need, start with the work they do.

How Micron's Dennis Di Lorenzo is connecting learning and workforce decisions to the work behind each role.

Dennis is connecting skills to the work where people use them. His focus is helping leaders understand what employees need to accomplish, then building development around those needs.

That means looking beneath job titles and pay bands to examine tasks and responsibilities. It gives learning a clearer connection to the work the business needs done.

Working with Reejig, Micron mapped work in greater detail and brought leaders and experts into validating it. That shared understanding gave the skills conversation wider relevance to AI and workforce decisions.

Dennis is also exploring what changing work means for careers and performance: how people develop, how they contribute and how leaders recognize the outcomes they achieve.

> **"Reejig turned fragmented work data into actionable intelligence."**

Turning a skilling initiative into a foundation for company-wide transformation.

micron

Micron’s work mapping gave leaders a clearer basis for discussing learning, AI and the changing contribution of employees.

Skills needed a clearer connection to work

Micron had invested in skills frameworks and learning content, but productivity had not improved as expected. Job structures described titles and pay bands, leaving a gap between skills initiatives and the work people did.

Map and validate the work with Reejig

Using Reejig’s work data, Micron mapped work at the task and subtask level. Leaders and experts then checked that it reflected how jobs were actually done.

This gave the business a clearer basis for connecting learning to operational needs and identifying where AI could support or change the work.

Trusted work data gained executive support

Validation gave Micron a foundation leaders could trust when considering AI investment and workforce needs.

92%

of Micron’s work data was confirmed as accurate by the people doing the work.

A skilling summit helped executives see how that understanding could inform workforce planning, talent pathways and collaboration between people and AI. The initiative gained CEO-level support and expanded beyond its HR origins.

Rethink how contribution is measured

Dennis began questioning how AI could change the way contribution is measured. If people could deliver meaningful outcomes in less time, leadership and performance expectations would need to evolve too.

The focus shifted toward what people achieve and how work should be designed to support that contribution.

Connect development and career pathways

The next step is using the understanding of work to inform job structures, career pathways and development. Keeping that picture current will matter as tasks and business needs change.





Define the problem. Understand the work. Then decide where AI fits.

How DENSO's Santosh Singh is bringing manufacturing discipline to the redesign of work across people and AI.

Santosh brings a Six Sigma mindset to AI: define the problem, measure the work, understand its causes and test improvements. Technology is one possible intervention within that process.

He places the people doing the work at the center. Their experience helps establish whether the problem is real, whether the proposed changes make sense and what needs to remain under human judgment.

Reejig's connection between tasks and skills resonated with that approach. At DENSO, the partnership supports a detailed picture of work that leaders and practitioners can validate. His ambition reaches beyond individual tasks to the handoffs and bottlenecks across functions.

Redesign should improve the whole flow of work, with clear ownership for keeping it effective.

> **"Working with Reejig, the work output aligned 90% with what people actually did."**

Building a picture of work the business can trust and use.

DENSO

DENSO is validating tasks and subtasks with the people doing the work, creating a foundation for redesign, employee development and workforce planning.

Build the architecture of work

DENSO has created a detailed view of how work actually happens, breaking it down to tasks and subtasks using Reejig's Work Architecture - creating a common foundation for understanding work before deciding how it should change.

Build an architecture the business trusts

By validating the architecture with leaders and the people doing the work, DENSO has created a foundation the business recognizes and trusts - rather than an HR view of the work being pushed into the organization.

90%

"Working with Reejig, the work output aligned 90% with what people actually did."

Reimagine work across the value chain

Rather than simply automating individual tasks inside today's processes, DENSO is looking across functions to understand how work is orchestrated across the entire value chain - what Santosh calls:

"Value stream mapping at scale. It's not workflow by verticals... [it's] the entire value chain."

With that visibility, DENSO can understand bottlenecks and handoffs, rethink the work itself, unlock capacity - and determine where AI can improve or augment it.

Deliberately design humans + AI

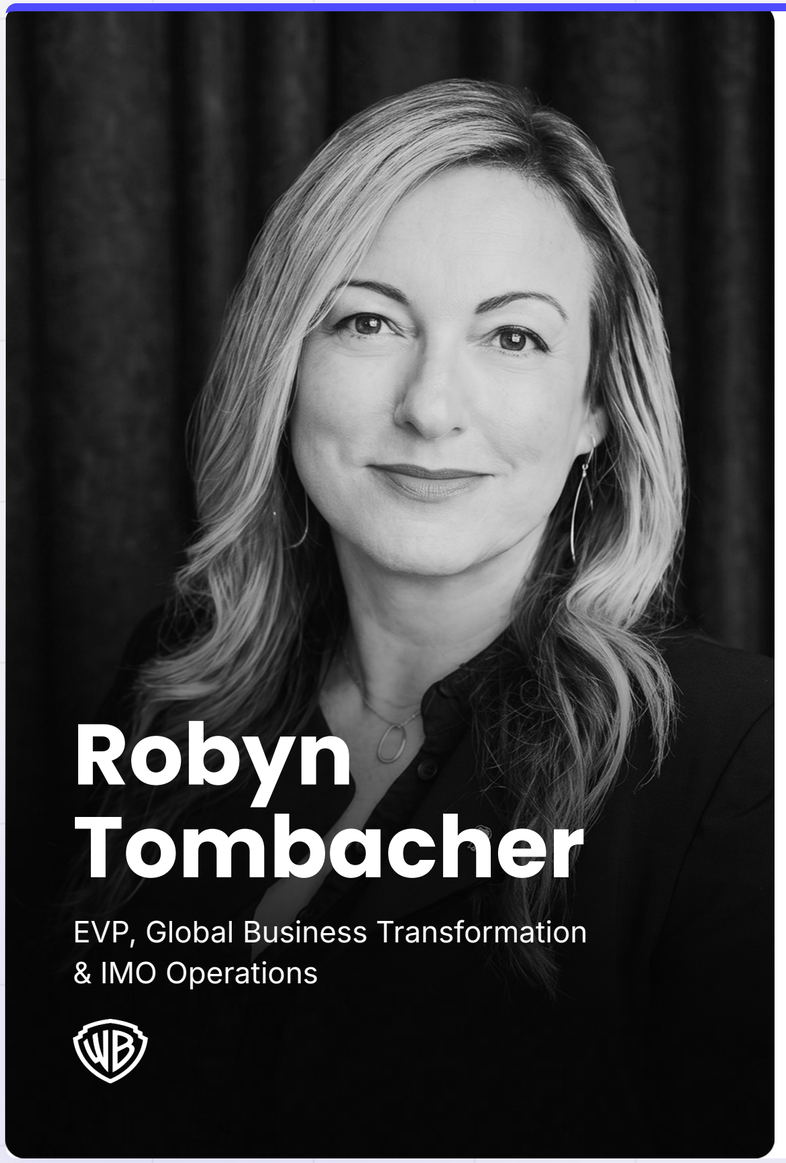
Santosh is thinking beyond a binary choice between people and automation: Where should humans lead? Where should they rely on AI? Where should AI operate under human supervision? And where should people and AI co-create?

"Human in the loop cannot be eliminated. In fact, it has to be strengthened in the age of AI."

Connect work to the future workforce

DENSO is using its Work Architecture to make skills and career development more real — connecting the work people do to the skills they need, and bringing that intelligence into its five-year workforce planning.





Design the change with the people who will make it work.

How Warner Bros. Discovery's Robyn Tombacher is connecting workflow redesign with employee participation and changing responsibilities.

Robyn sees employee participation as part of designing better work. People bring the knowledge of requirements, exceptions and everyday realities that a central transformation team can miss.

Her approach connects changes in workflows with changes in roles, skills and expectations. If AI helps produce an output, people still need the expertise and support to evaluate it and decide what happens next.

That connection drew her to **Reejig**: understanding where AI could help and what it would mean for the work and the people doing it.

She advocates building that expertise internally, bringing technology, HR and process redesign together with business teams. The ambition is to keep testing and improving how work gets done.

> **"Having a platform like Reejig to get that real-time transparency and visibility … that's the holy grail."**

Connecting AI investment to the way people actually work.

Warner Bros. Discovery's approach to transformation connects workflow changes, employee participation and clear responsibilities for delivering results.

Address the work behind the investment

Robyn identifies a familiar gap: businesses invest in AI platforms without rethinking workflows, roles or responsibilities. Her experience of moving work between locations revealed the same limitation - changing where work happens does little if the underlying process stays the same.

Find where AI can make a difference

Reejig resonated with Robyn because it connects the AI opportunity to the work itself. Her starting point is understanding where AI can materially improve performance, how that work needs to change and what people will need to do differently.

Build a team that can deliver

Her model brings technology, HR, business and process redesign expertise together inside the organization.

A central team connects with people in business units, working alongside them in short cycles to turn strategy into practical changes and refine them as they go.

Redesign roles with your people

As AI takes on tasks, people can take greater responsibility for evaluating outputs, applying judgment and delivering outcomes.

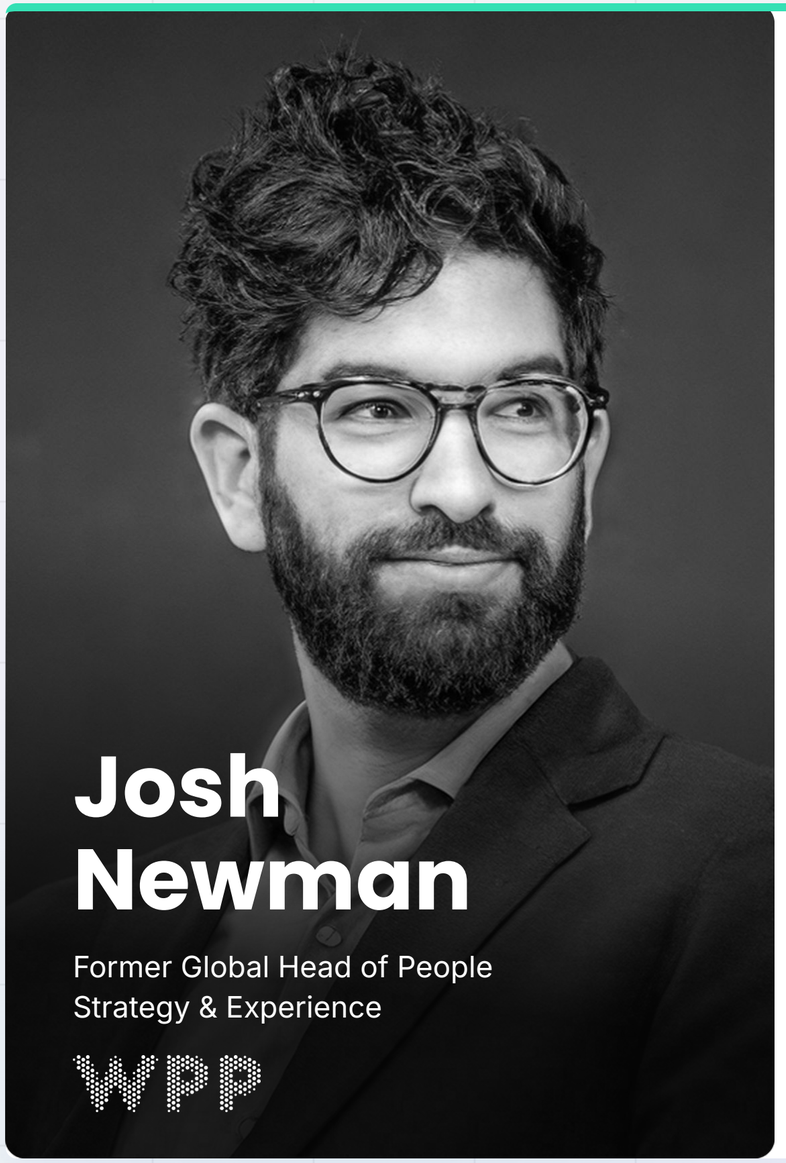
Robyn involves employees in designing that shift, with leaders and HR clarifying expectations, redefining roles and developing the skills people need.

Keep measuring and improving

The next step in Robyn's vision is making work redesign continuous. Leaders need visibility into what is changing and whether it delivers business value.

Internal capability keeps that cycle going: reviewing performance, adjusting workflows and preparing people for what comes next.





Reinventing work starts with seeing what people actually do.

How WPP's Josh Newman is turning detailed work insights into practical guidance for business and workforce redesign.

Josh believes HR needs to understand how work gets done and how the business makes money. That knowledge gives people leaders a stronger basis for shaping decisions about AI and the workforce.

When WPP's board asked about the organization's future shape, he looked beneath job titles. An internal model helped organize the data, but leaders still needed to understand the estimates and what to do next.

WPP chose Reejig to deepen validation and create role-specific playbooks linked to its own workflows and WPP Open technology.

The aim was guidance leaders could use in the context of their business.

For Josh, that work also strengthens HR's contribution to business-model conversations. Understanding tasks is the foundation for discussing how workflows, teams and people's development should change.

> **"The work that we've done together has given us the insights and credibility that we might not have had in the past to have that work architecture, business model redesign conversation."**

Using work intelligence to move from 55,000 job titles to 600, unlocking 25% capacity gains.

WPP connected roles, tasks, skills and its AI tools to help leaders redesign work, plan employee development and give people more time for client work.

The board's question required a deeper view

The board wanted to understand how AI would change WPP's future shape. With 55,000 unique job titles across a decentralized business, leaders needed a clearer view of the tasks people performed to answer that question.

Connect roles to the work with Reejig

WPP simplified 55,000 job titles into 600 role archetypes. Josh's team combined an internal language model with Reejig's work intelligence to connect roles, tasks, skills and WPP's AI tools.

The aim was practical guidance leaders could use to redesign work and plan employee development.

Test the recommendations against real work

With Reejig, WPP examined 600 roles across 50 business areas, covering more than 84,000 employees. Leaders validated recommendations against actual workflows.

"Role redesign was already beginning in parts of WPP."

Josh used estimated capacity gains to build support for giving people more time for valuable work. The analysis helped leaders consider where AI could assist and how people's contribution could change.

Make more room for meaningful client work

Josh's focus is giving employees more time for meaningful work that benefits clients. That means examining which tasks AI could support and how roles should change around that support.

The opportunity is to reduce repetitive effort while helping people spend more time on the work they joined WPP to do.

What's next: rethink the employee journey

WPP is exploring how AI could change career paths, including rotational programs that expose junior employees to higher-level work. Josh also sees a need to help clients prepare for a redesigned agency workforce.





Understand the problem *before* deciding it needs an agent.

How Johnson & Johnson's Juliana Nunes is building a problem-first approach to work redesign and continuous improvement.

Juliana asks teams to explain the problem before proposing AI. Her approach starts with understanding today's work, removing unnecessary complexity and deciding what a better experience should look like.

Her partnership with Reejig supports that understanding of how work happens. Technology choices follow the diagnosis, alongside questions about data, safeguards, cost and the benefit expected.

She also makes employee experience an ongoing responsibility. She's created a new "customer success" role that looks across HR's technology, bringing employee feedback to the teams responsible for adoption and improvement.

Her wider ambition is to help more HR colleagues solve problems they understand firsthand. Bringing digital, HR, technology and business experience together helps make improvement part of everyday work.

> **"[We needed to] really understand how the work happens today… that's the partnership we have with you, Siobhan…" "Just putting AI on top of a crappy process isn't going to bring you anywhere."**

Making employee feedback part of how HR technology is designed and improved.

Johnson&Johnson

Johnson & Johnson is connecting work redesign, employee feedback and product responsibility to build HR tools around the problems people need solved.

Agent requests needed a clearer problem

Requests for AI agents were arriving before teams could clearly explain the problems behind them. Juliana saw that adding technology to a complicated process could increase its cost without making the work better.

Understand the work before choosing AI

Her team developed an AI blueprint that starts with the problem and examines the work before choosing technology. Reejig helps the team understand how work happens and where complexity can be removed.

The approach also checks data, cost, safeguards and whether the expected benefit justifies the investment.

Give employee feedback a dedicated role

Juliana created a customer success role inside HR to understand employees' experience across products and bring feedback to the teams building them. The role had just started at the interview.

"Product teams remain responsible for adoption."

Separately, conversations with business leaders revealed shared needs missing from near-term plans, giving Juliana specific priorities to bring back to the team.

Start with the needs that matter most

Juliana challenges teams to address essential needs first. A hiring solution had stalled while 84 requirements were debated. A Latin American team started with three essentials, moved faster and reported positive results.

The lesson was to solve the most important needs, then keep improving with experience.

What's next: help more people build

Juliana wants improvement built into permanent roles and more HR colleagues able to build solutions. A community of over 200 citizen developers provides a base to grow, alongside continued learning and support.





Start small. Prove what changes. Build the ability to scale.

How Boston Scientific's Jasmine Jaco is building a more credible way to assess AI opportunities and redesign work.

Jasmine challenges teams to test AI assumptions with the people doing the work. A promising estimate is only useful if it reflects the actual tasks, information and effort involved.

Her approach accounts for what AI adds as well as what it changes. Better documentation and less time spent working are different benefits, and new responsibilities need to be understood.

Reejig provides a shared view of work that helps her team assess opportunities across a complex organization. Employee knowledge brings the detail needed to test those opportunities in practice.

She is building the expertise to repeat this approach: one team connecting work design, technology and employee enablement, with methods that improve through hands-on experience.

> **"A platform like Reejig, I think that's a lot of the value that you bring because it's really challenging to be able to otherwise surface all of those insights at an enterprise level in a large, complex global organization. Otherwise you're making those decisions without data."**

Grounding AI investment in real work and building a team to act on what it reveals.

Boston Scientific

Boston Scientific is testing AI opportunities with employees and connecting work, technology and people expertise to make redesign a repeatable practice.

Test the assumptions behind AI opportunities

Early AI opportunities raised a practical question: did the proposed changes reflect how people actually worked? Jasmine's team needed to test both the workflow design and the assumptions behind projected time savings.

Build a shared view of work with Reejig

Reejig's WorkOS provides a common view of work across business units, roles and regions. Alongside employees' knowledge of tasks and subtasks, it helps the team assess opportunities.

That visibility supports decisions about where to invest in AI and helps avoid redesigning the same work across the business.

Bring the expertise together in one team

Boston Scientific designed an AI transformation pod combining work and organization design, technology, data, AI enablement, business expertise and program management.

"Work redesign and employee support are considered together from the beginning."

Jasmine weighs reach, frequency, effort, risk, employee implications and cost when prioritizing opportunities. The model brings the expertise needed to act on what teams learn.

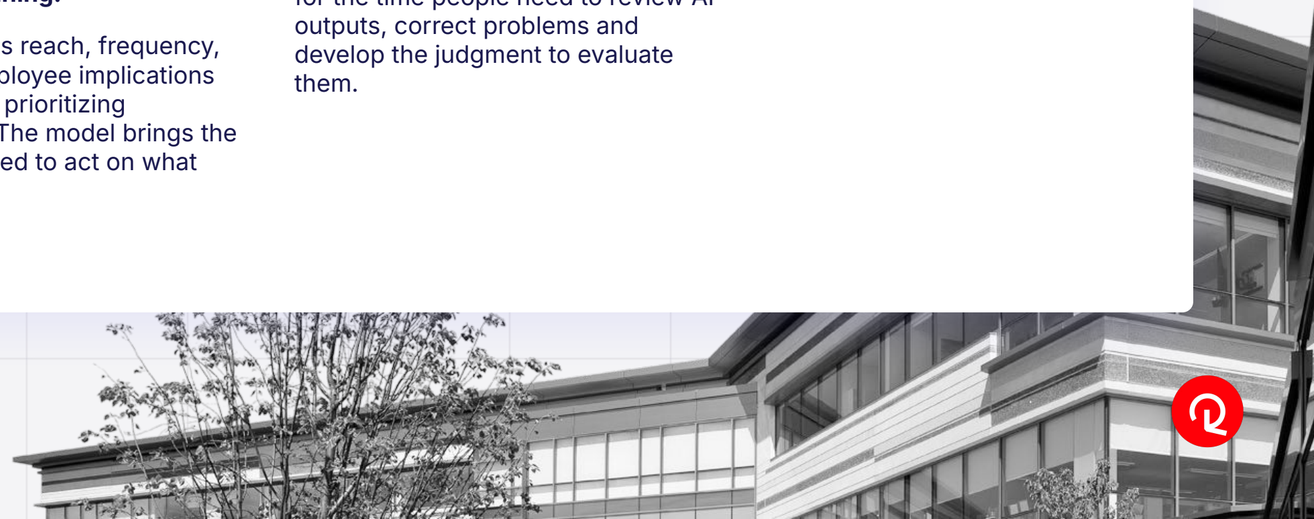
Separate real savings from new responsibilities

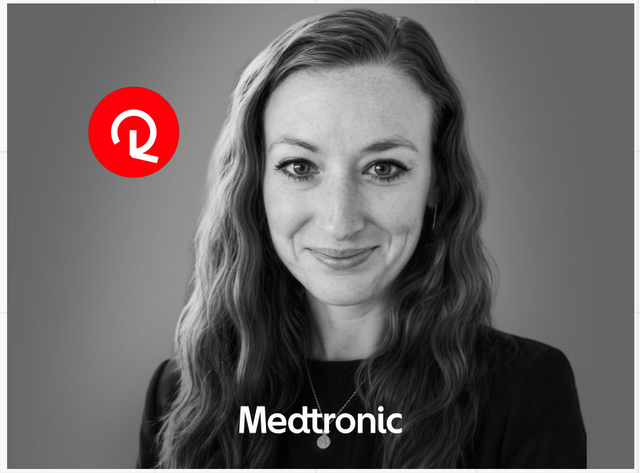
The sales review clarified what the agent needed and which savings assumptions did not hold. It showed why better documentation and time saved must be measured separately.

Jasmine also asks teams to account for the time people need to review AI outputs, correct problems and develop the judgment to evaluate them.

What's next: connect changes across the workforce

Jasmine wants Reejig's shared work architecture to connect changes across roles and regions to workforce needs over three to five years. Linking those insights to strategic workforce planning remains work in progress.













AI WORK DESIGN STORIES

We build the way the world works.









