

The 5 Areas Where You Can Get Digital Experience Scoring Right.

LET'S BE REAL:

It's hard to accurately measure your employees' digital work experience—but once you master the score, you can make seismic shifts to your bottom line. These are the 5 areas where so many get the digital experience score wrong, but you can get it right. Learn from these opportunities, and turn your workplace into a sanctuary for employee productivity and happiness.



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Sometimes Doing is Harder Than Believing

Let's first clarify something that's absolutely fundamental to understand about digital employee experience:

The modern-day, digital work environment is not some esoteric business topic, impossible to holistically measure or operationalize.

The truth is it's a living, breathing thing that companies can measure and use to cut costs, boost productivity, and unlock worlds of information in enterprise technology and employee psychology.

Today's digital worker has extremely different expectations about their workplace environment than they did just twenty years ago. Technology disruptions, lengthy ticketing and service desk requests—these were all accepted without question way back in the ancient times of the early 2000s. Now, employees rely upon and expect their software and hardware to work all the time, and from any location.

Ultimately, people want devices and software applications that help make their work experience less stressful and more rewarding.

Technology leaders understand that employee experience is important, but why then do they struggle so much to properly score it?

There are 5 areas where they get it all wrong.

Learn from their mistakes and be the champion of the digital work experience in your company.

Solve Problems With All the Variables, Not Half

Any good mathematician will tell you that before you can solve a problem you first need to account for all of the relevant variables in the equation.

Unfortunately, not all IT support teams do this. Instead, they try to solve employee end-user issues by exclusively measuring what's inside the data center.

Of course, the data center is important—it serves as the engine room for any IT ecosystem, housing information on storage, web and applications servers, and network components such as firewalls and load balancers—but does it show you a complete picture about your employees' digital environment?

No way.

Industry analysts such as Gartner have highlighted how the majority of employee experience issues originate outside the data center.

Oh the Problems You'll Find Outside the Data Center:

- **80%** of all security issues
- **50%** of all performance issues
- **70%** of all support issues
- **\$500** avoidable spend per user per year

Gartner, 2017

Switching from an infrastructure-centric approach to an employee-centric approach will transform the way you deliver IT services.

But what does employee-centric mean exactly?

It means your tech support collects information on all the endpoints and end users in your digital ecosystem, and uses that data to solve problems in context, and with real human sentiment.

Start including crucial data on where security breaches appear, where helpdesk issues are raised, and where performance bottlenecks occur that most impact employees. These types of variables can help you more accurately score digital employee experience.

Don't fall into the common trap of reporting all IT lights as green, even when your employees are screaming red.



See the Big Picture and the Small Details at the Same Time

IT support teams sometimes struggle to answer very specific or general, big picture questions without first having to open 20 different browsers and applications.

Estimating how far and where to investigate an IT issue can be tricky without a single, comprehensive platform.

As an IT Manager, you want to quickly and confidently access both broad and deep digital metrics about your employees' device performance, security, application adoption, and sentiment. And for each of those areas, you need a tool with enough reach to pull in

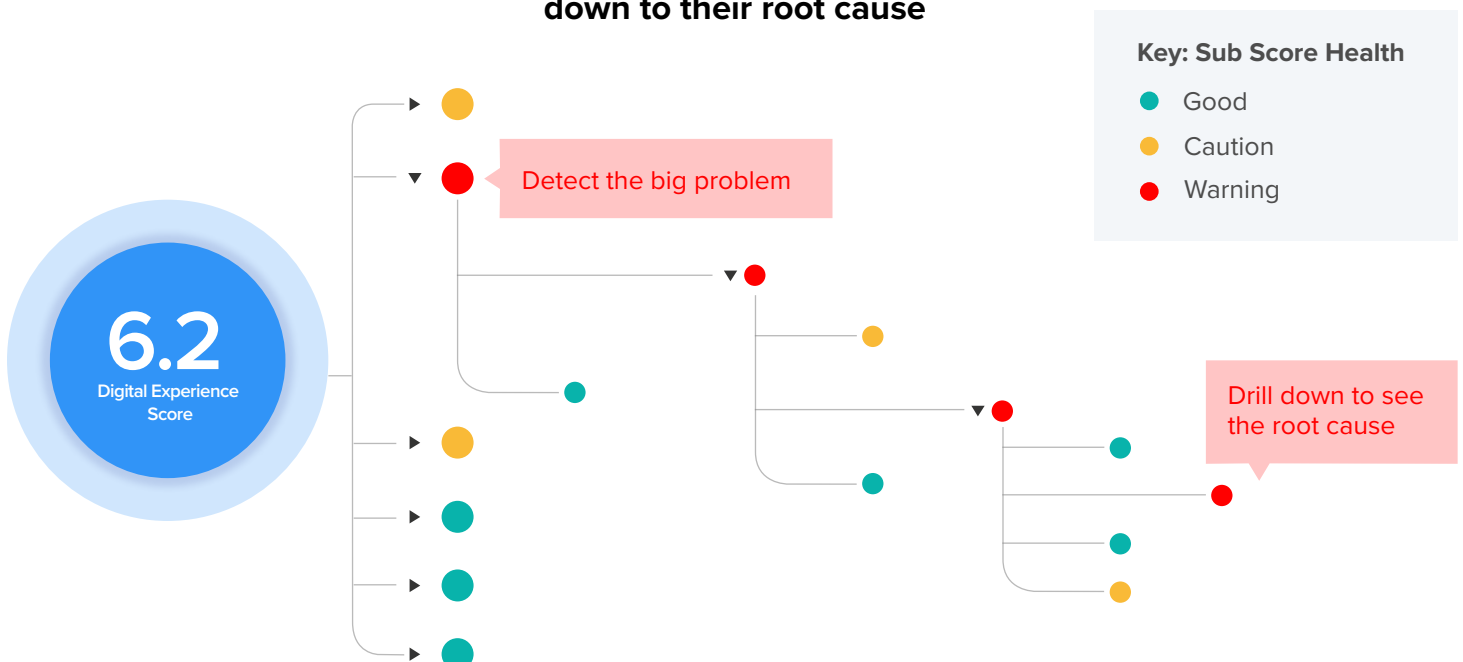
end-user information and help answer both high-level, one-off questions, as well as more detailed device problems.

You need to be able to answer questions like:

- *What application version does my end user have?*
- *How comfortable are they using it?*
- *Is this "issue" because they need training or are they a power-user?*

Stick with a tool that offers breadth and depth, and save yourself time searching for the right answers.

Identify big picture problems & drill down to their root cause



Engage and Evolve with Your Employees

IT support teams also struggle to measure the digital work experience because they don't know how to actively and appropriately engage with their employees.

IT may be able to collect pieces of the employee experience puzzle, but they often do it in a way that is annoying and disruptive. There's nothing worse than badgering your colleagues in finance with impromptu IT questions about how they're getting on with the new Windows 10 upgrade right when they're in the middle of a massive budget project!

Employees expect to work with the latest and greatest applications. If you deny them these tools, they will become frustrated, and in some instances, use other applications and devices outside your control that can put your company at risk.

The smartest approach is to collect both hard IT metrics and real-time employee sentiment data.

With both sentiment and hard data you can initiate automation and remediation techniques that will inform your support teams when to intervene with an end user, and when to leave them alone. Most end-user problems can be solved in the background with saved commands, or via one-click interventions.

What we hear from clients:

“We didn't really have insight into what was the experience for the employee unless they told us.

—Director, Endpoint Services Advocate Aurora Health”

The Typical IT-Employee Conversation:

My PC is slow

Can you tell me
which device you
have from this list?

-Lenovo 5025

-HP Pavilion Laptop 15t

-HP Pavilion Laptop 15z

I don't know

I will put you
through to support

#\$%@

Hi, what can we help you
with today?

I can't send
any emails

Do you want me to open
a help ticket?

Yes

A ticket with number
INC0045291 has
been created

Ok, but my email still
isn't working

**These are the trouble-
shooting steps I found for
Email issues:**

Check you are
connected to
the network.
In Outlook, go
to Options...

...

#\$%@\$

Collect Real-Time, Continuous, and Holistic Digital Experience Scores

Companies fail to realize that the employee experience score is only as useful as its shelf-life.

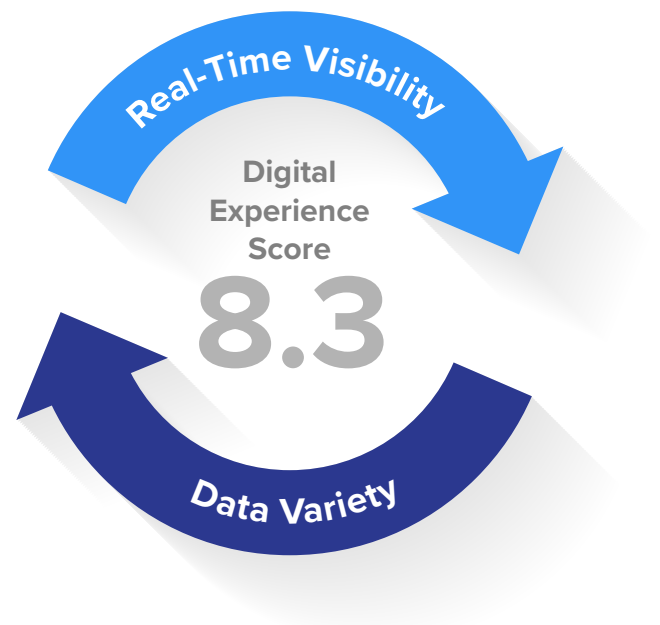
All business metrics die with time.

Think about it like this: When you visit a doctor, you receive countless statistics about your health, such as your BMI, blood pressure, heart rate, etc. What makes this information helpful is that it's given to you in real-time, you can compare it to prior scores, and use it to predict where your health is headed.

The same goes for digital employee experience—this score should always be indexed, current, and used as a benchmark for project planning in the future.

Unfortunately, most companies deliver experience scores in intervals, if they deliver them at all. This means IT support is often left trying to piece together data holes and time lapses, which makes their ability to uncover abnormal behaviors in the IT ecosystem virtually impossible.

But when you have a sound employee experience score system in place, it's like having a compass to guide your colleagues to safety.



Be Able to Provide Useful Data to Any Stakeholder

Most companies struggle to score employee experience metrics that are relevant to the typical audiences found in any modern digital company.

For example, an L1 support desk technician may find specific single device data to be useful, while the Head of End-User Computing may only need visibility into general operational-level statistics. But both of these people work at the same company, and they actively participate in the same IT ecosystem which consists of thousands of devices and end-points.

Just because information may be relevant to one employee and not the other, doesn't mean they need to search for it in separate platforms. One technology tool can and should be able to deliver value to both.

Rather than rely on wrangling data across disparate data sets, better to access a single platform and discover exactly what you need.

Only use tools that can offer you real-time visibility into the metrics that matter to all of your stakeholders, not just some of them. Doing so, will allow you to react quickly to IT issues, and to take the actions required to drive ongoing employee productivity and happiness.



You're ready to get Digital Employee Experience right

We know how difficult it is to accurately measure and operationalize your employees' digital experience. But leave here with this knowledge:

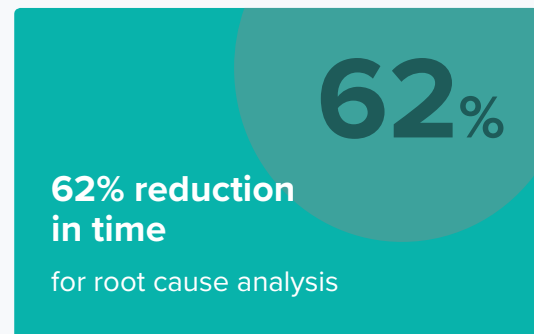
You now know the five areas where you can get it right:

1. *Solve problems with all the variables, not half*
2. *See the big picture and the small details at the same time*
3. *Engage and evolve with your employees*
4. *Collect real-time, continuous, and holistic digital experience scores*
5. *Be able to provide useful data to any stakeholder*

Here at Nexthink we know how to solve enterprise tech problems, unify departments, and ultimately empower the digital workplace. We want you to sleep well at night and we want your digital employees to feel productive, secure, and happy at work.



This is just a snapshot of what some of our customers experience after working with Nexthink:





If you're ready to take on the status quo
and transform the way your enterprise
support teams deliver service then visit us
at nextthink.com

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