

Digital Experience Score

Measure It. Manage It.

WHAT IS POOR EXPERIENCE COSTING YOUR ORGANIZATION?

Business impacts related to poor IT experiences can cost organizations up to \$25M per year.¹ Companies are beginning to recognize how critical employees' digital experience is to their overall business success. Moreover, the ability to monitor IT efforts and receive regular employee feedback about satisfaction with those efforts results in better business performance.² However, many companies still struggle to understand how to improve when their existing SLAs focus on metrics such as service availabilities and target resolution times, which reveal little about true end-user experience. Indeed, the nature of this "experience" is elusive, and attempts to measure it can be subjective.

KEY BENEFITS

- Continuous & objective quality measurement
- Industry benchmarking
- Identification of roadmap for better Experience Level

A NEW APPROACH COMBINING TECHNICAL AND EMPLOYEE SENTIMENT ANALYSIS

Imagine having true visibility into the nature and quality of your employees' digital workplace experience through a tangible, quantified and actionable data. Improvement of digital workplace experiences would no longer be based on trial and error, but on clear evidence derived from your organizational data. An all-encompassing metric that covers both technical measures and sentiment analysis would provide a snapshot of the state of your digital workplace experience, and help you move from standard SLAs to Experience Level Agreements (XLAs).

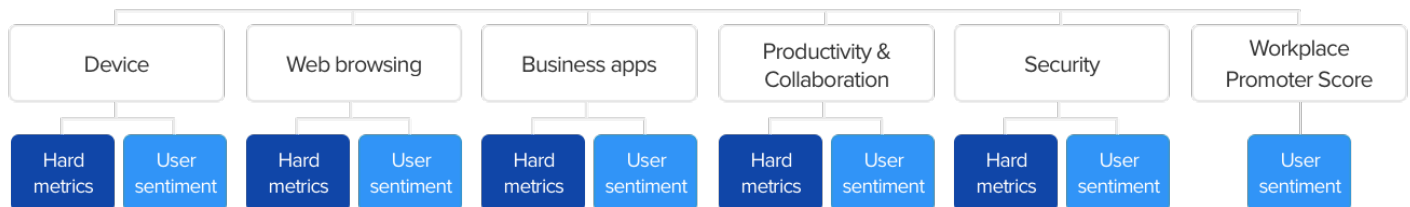
MEASURE, MANAGE AND MOVE ON

Nexthink's Digital Experience Score provides a key indicator to measure your company's digital workplace experience. The Score is based on calculations from six areas of influence that impact digital workplace interaction and employee sentiment. Rolled up into a universal metric, the Score can be segmented across your organization and audience for immediate insight into improvement opportunities. What makes the Score unique is the possibility to combine both technical metrics and user sentiment for a comprehensive view. Combined with our Nexthink solutions, you have the tools and know-how to concretely and continuously improve your workplace experience.

¹Based on 10,000 employee organization using hourly labor statistics from ILO and US Bureau of Labor

²"17 Areas Shaping the IT Operations Market in 2018" Digital Enterprise Journal 2018

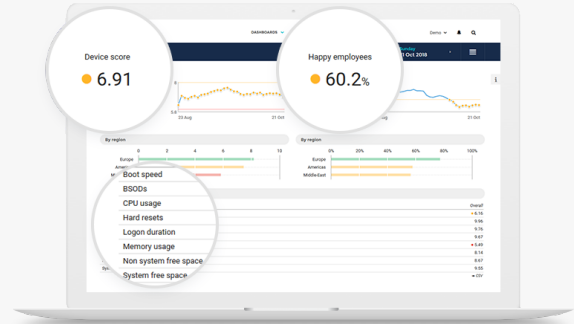
Digital Experience Score



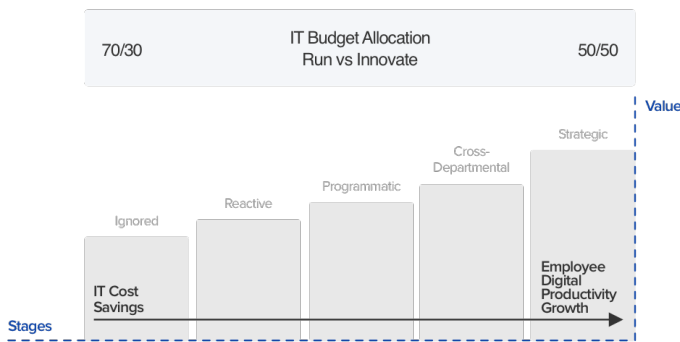
01. Measure the state of your workplace

Know the pulse, at any given time

- Understand hard metrics, such as device logon duration, web browser crashes, critical business application freezes, Microsoft OneDrive connectivity and antivirus signatures status
- Obtain user sentiment, including the Workplace Promoter Score to understand whether employees are satisfied and engaged



Digital Experience Maturity Assessment



02. Assess your Digital Experience Maturity

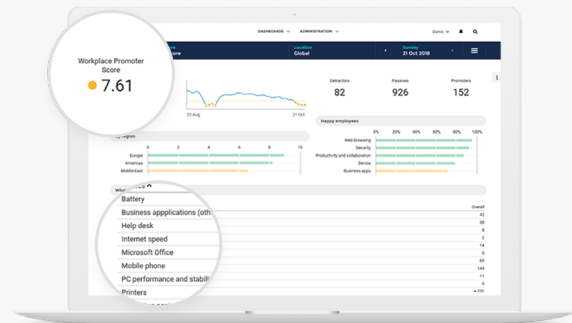
Develop a roadmap for improvement

- Gain a baseline understanding of your Digital Experience Maturity level
- Build a roadmap for improving employee productivity and financial performance

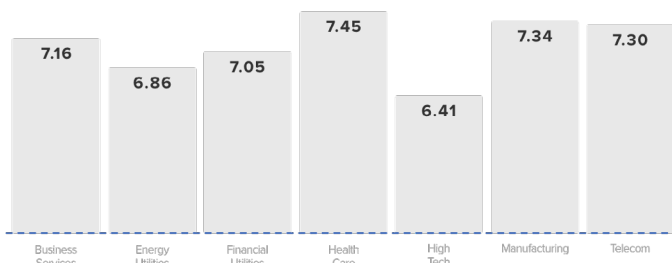
03. Set the foundation for XLAs

Focus on service with new metrics

- Complement SLAs with Experience Level Agreements (XLAs)
- Leverage scores to establish continuous service and improvement models



Digital Experience Score by Industry



04. Benchmark across industries

Understand your score with peer comparisons

- Compare data from across various industries
- Gain immediate insights into improvement opportunities

LEARN MORE

Nextthink provides digital experience management for your enterprise. We combine data collection and monitoring, analysis and intelligence, with automatic remediation and employee engagement to ensure the continuous optimization of your digital workplace. Learn more and schedule a demo at www.nextthink.com