
THE ULTIMATE IT GUIDE TO DIGITAL EMPLOYEE EXPERIENCE

Next-Level Thinking

nexthink

A stylized illustration of a car driving on a track, set against a background of mountains. The car is depicted in a simplified, line-art style, moving from the bottom left towards the top right. The track is represented by a series of parallel lines. The mountains are shown as simple geometric shapes, with the largest one being a large triangle. The entire scene is rendered in a dark green color against a lighter green background.

THE ULTIMATE DIGITAL EMPLOYEE EXPERIENCE

In the most productive workplaces, how employees experience IT is essential to everything.

The benefits are clear:

- Happy employees make happy customers. Workplaces with higher employee satisfaction directly generate **81%** higher customer satisfaction.
- Businesses where workplace IT just works - where employees enjoy the same experience with IT as they do outside of work, enjoy a **103%** higher employee retention.

At Nexthink, we call this the Ultimate Digital Workplace.

Yet, too often workplaces are nothing like this. They are fraught with IT issues, where employees feel unproductive and held-back by IT.

So, in order to create the Ultimate Digital Workplace, businesses need to work on creating an employee experience that meets their demands and maximizes their productivity.

This guide is designed to show you the steps to take in order to deliver a workplace IT that delights, but also works harder for both the business and its employees.

How did we arrive here?

Read pages 3 - 5

Learn how to change things for the better

Read pages 7 - 11

Find out more about what the future looks like?

Read pages 5 - 14

What part does Nexthink play in this?

Read page 15

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YESTERYEAR'S WORKPLACE

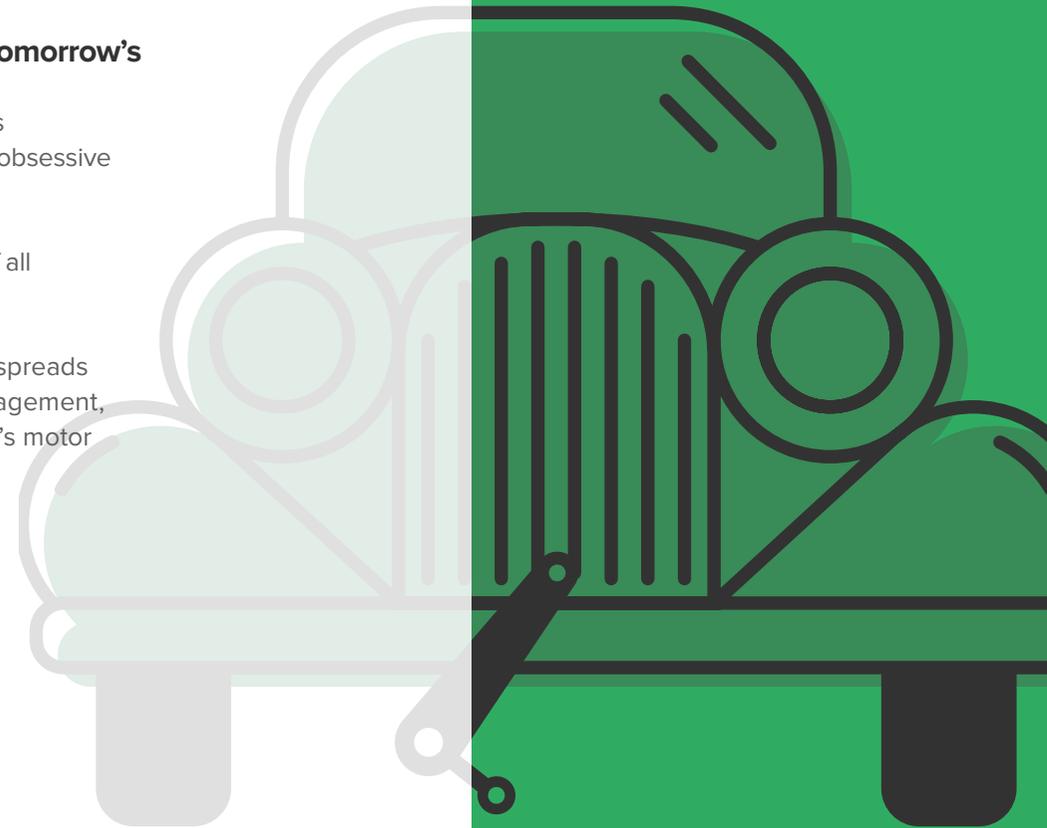
If you struggle to manage today's complexity, you stand no chance of managing tomorrow's

Your company's data and IT infrastructure complexity is growing at exponential rates. Combine this with the specialist tribes needed to deliver these new advancements. Is their tendency to have an obsessive and myopic view creating silos and deep inefficiencies in IT?

Those in the trenches day-to-day can easily lose sight of the bigger picture. What is the purpose of all this technology?

Nothing advances without change. But change in IT, whether large-scale or minor, done badly, spreads and perpetuates productivity draining situations for employees. Current IT monitoring and management, whether of infrastructure or applications, is necessary, but like the starting cranks of yesteryear's motor cars, particularly unsuited for modern needs.

Today's and tomorrow's needs are different. One size does not fit all.



Imagine a world where IT doesn't have the usual roadblocks that slow down throughputs, or leave its users frustrated. Imagine if advanced Machine Learning could help guide decisions, which took into account employee's actual experiences, ahead of every IT decision your organization made. You don't have to imagine it, we've created it.



Source: Pew Research Center, TECHNOLOGY'S IMPACT ON WORKERS

Your well-rewarded and highly-regarded talent deserves next-level thinking from IT teams. Now is the time to **Listen, Engage** and **Act**.

TODAY'S EMPLOYEES

For decades, IT experts fought to refine business processes, and struggled with the complexity of enterprise technology, and employee experience wasn't really a consideration. In the past, knowing how many applications were installed and how many users were using in-date software felt like the future. But this only benefited IT itself. Not the hard working employees actually using this technology.

More recently, permanently connected, Application Performance Management (APM) and User Experience Management (UEM) tools have helped IT teams see all the data generated by an application and can help address many issues. But, these are costly to maintain and are just the the early stages of creating an IT experience that employees love. Using APM and UEM tools falls short of providing the holistic end-to-end visibility needed to facilitate change, and move from Service Level Agreements (SLAs) to Experience Level Agreements (XLAs).

ENGAGE EMPLOYEES FOR PROFIT

There are clear benefits to the ultimate digital employee IT experience. An IBM and Globoforce study linked positive employee experiences to higher work performance, higher discretionary effort and lower staff turnover:

80%

of executives rated employee experience as 'important' or 'very important'.

59%

of executives are either not ready or only somewhat ready to address this challenge.

78%

increase in employee retention when employee engagement increases.

“IT is simply too strategic to remain only a cost-center. Employees demand experiences that inspire them. Getting this right leads directly to productivity gains.”

Digital workplaces now need to meet employee aspirations for IT performance. Shared office providers, like WeWork and others, use slick IT to delight employees with lightning-fast connectivity and 'ready-to-go' collaboration apps to create full-service digital workspaces. In contrast, many workplaces have slow connectivity, ancient internal systems and unnecessarily complex custom apps. This kind of approach hurts employee productivity, and stops businesses realizing their true potential.

DIGITAL WORKPLACES – UNDER THE HOOD

Workplaces are no longer just physical spaces where workers simply turn up, ‘do their time’ and leave at 5:30pm. Today’s workers are digitally connected, always-on, and their workplaces have instant access environments. For many, workplaces are home offices, airports and satellite offices, located across the world. Each should nurture creativity, allow employees to collaborate with ease and develop business relationships fast. Why do so many not do so?

FIVE SIGNS YOUR DIGITAL WORKPLACE ISN'T WORKING FOR EMPLOYEES

- 1 Seamless access to business applications from end-user devices is rare
- 2 Critical apps are regularly impacted by performance issues
- 3 Employees are held back and frustrated by IT
- 4 Security is too restrictive and not part of a seamless digital experience
- 5 IT is one-size-fits-all, with zero personalization



LISTEN - TO WHAT YOUR EMPLOYEES CRAVE

As employee expectation to always be online increases, their patience with tech issues decreases. Outside of work, your employees don't wait to hail cabs on freezing street corners, or spend hours food shopping. Employees expect workplace tech to mirror their experiences in their private lives.

While it may be unrealistic to expect an in-house IT team to resolve issues at the same pace, employees certainly do expect rapid resolution of their issues. In fact, employees feel valued in part, by the speed at which IT issues at work are resolved. If a growing number of call center tickets are your issue - take a look at our on-demand webinar '[Three Tricks for Taming Call Centre Tickets](#)'.

GAUGING THE PRESSURE

Organizations need to balance the desires of its workers against business needs. Some of the questions to ask include:

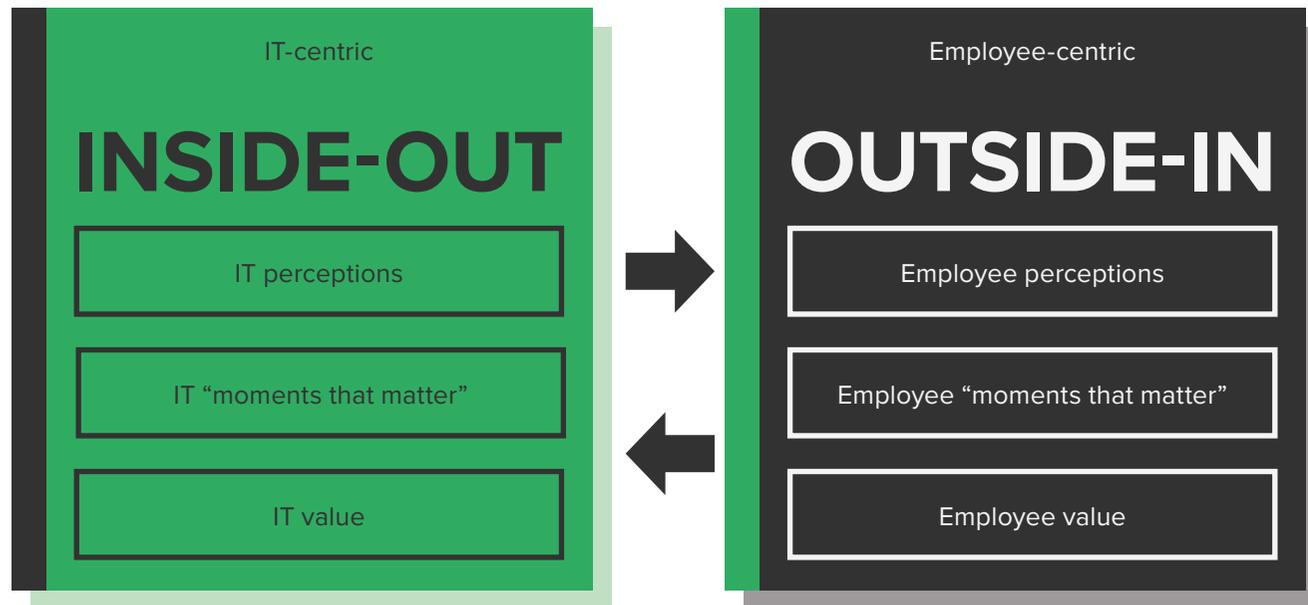
- Should Desktop as a Service (DaaS) be delivered to worker-owned devices?
- Can non-compliant applications be prevented from infiltrating enterprise infrastructure?
- Is it necessary to replicate a social media-type user experience on corporate systems?
- Can IT teams be expected to deal with the complexity of 'nice to have' requests?



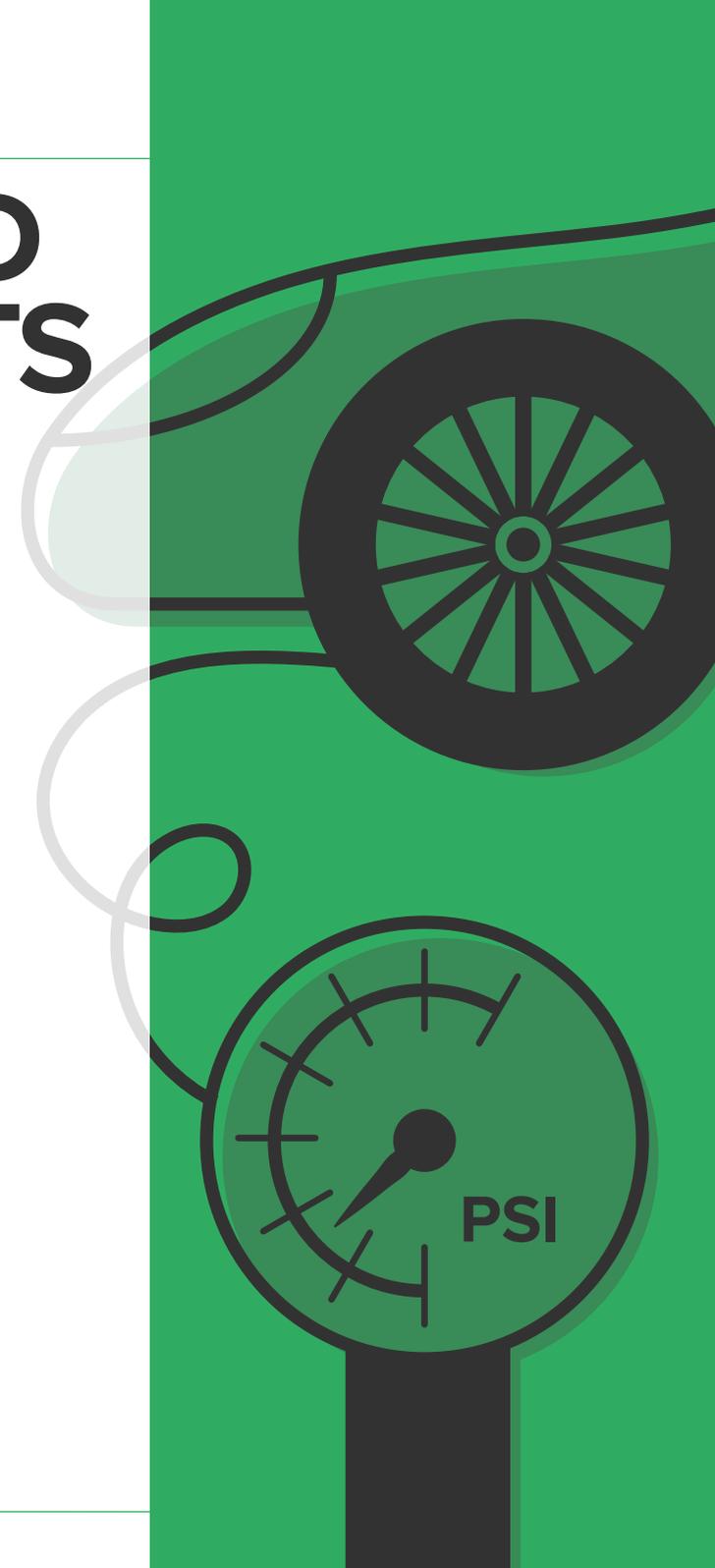
BLEND 'OUTSIDE-IN' AND 'INSIDE-OUT' VIEWPOINTS

Engaging an entire workforce that is digitally connected to multiple devices, while accessing a myriad of systems is hard.

Today, though we can monitor workflows and transactions end-to-end, coupling the 'outside-in' to the 'inside-out' views to truly understand how employee experience and IT performance affect each other.



Source: Forrester Research Inc., 'CX For Gov IT: Driving Federal IT Performance Using CX Principles'



ENGAGE - DELIVER WHAT'S NEEDED BY KNOWING YOUR WORKFORCE

Employee experience management is a must for businesses that want to differentiate but, in IT, nothing changes overnight. Quick fixes only guarantee failure. Incremental improvements are the way forward and the best way to deliver.

There is no one-size-fits-all for IT. Different departments rely on different critical apps for their day-to-day work. This is where the concept of persona-based employee experience can help. Some employees need different tools, different network speeds, specialized project management software, or different hardware to undertake business-critical work. Employees expect IT to 'just work'. When it doesn't, it needs to be fixed, easily and quickly.

Modern cars have individual service programs. The ultimate digital workplace requires persona-based IT.



SALES REP Always on the move

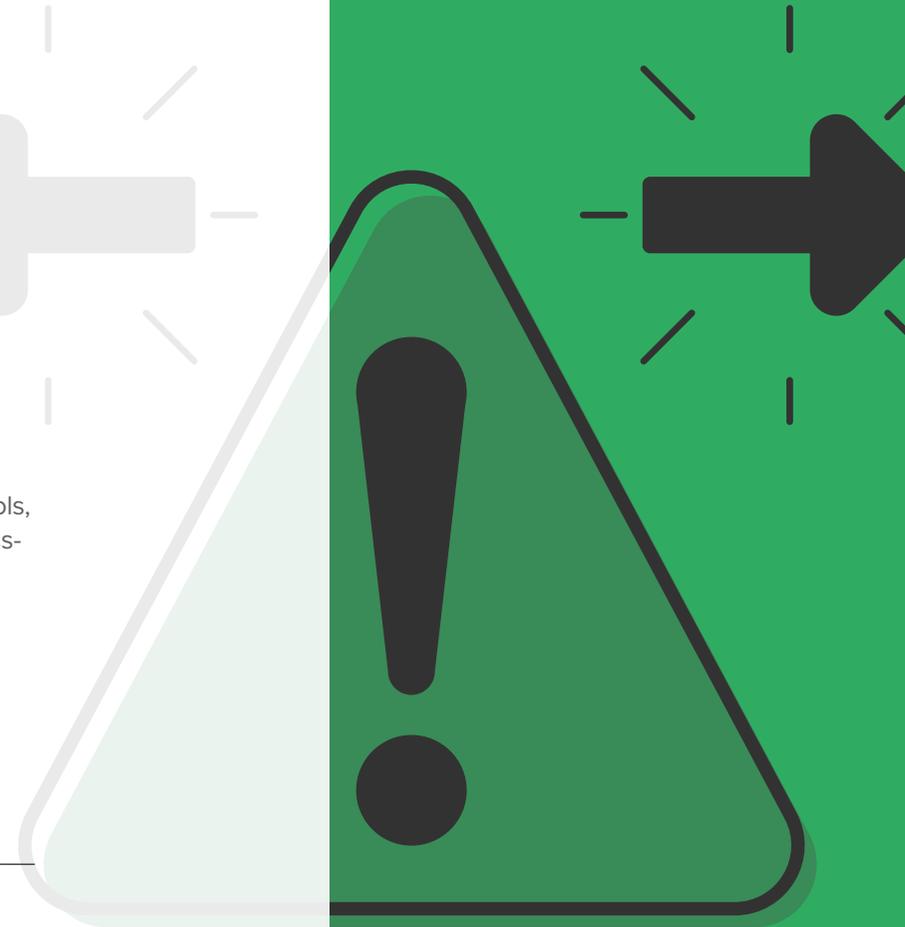
- A lightweight mobile device
- Constant access to email
- Simple and rapid access to CRM

DEVELOPER Tied to technology

- A desktop machine with high CPU and GPU output
- A high-performance laptop
- Constant access to Slack-style messaging

THE CMO Delivering the brand message

- A lightweight but powerful Ultrabook
- Simple and quick access to MQL and SQL database
- Mobile device with long battery life



ACT - PUSH ON

Imagine if most of the change needed for employee engagement was done by employees, immediately, at the speed they need, using advanced machine learning to help guide decisions. Research proves the benefits.

EMPLOYEES IMPROVE THEIR OWN EXPERIENCES

The concept of IT self-service is not new. However, building a best-in-class IT self-service portal does not guarantee employees will use it. The solution needs to be easier than just a list of instructions on how to fix things.



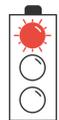
40% of all service desks calls **COULD** be solved by IT self-service

10% of all service desks calls **ARE** solved by IT self-service

Imagine if employee experiences were fully considered ahead of every IT infrastructure decision your organization makes. Sound easy? Only if you consider what is holding you back...

THE FOUR FACTORS HOLDING BACK SELF-SERVICE IT?

Industry analysts at Gartner see four 'red lights':



COST

Self-service only works well for specific record types, others still require an IT service desk or a support technician.



DELAYED PAYBACK

IT self-service is not 'set it and forget it'. IT leaders need to constantly understand whether employees are getting value.



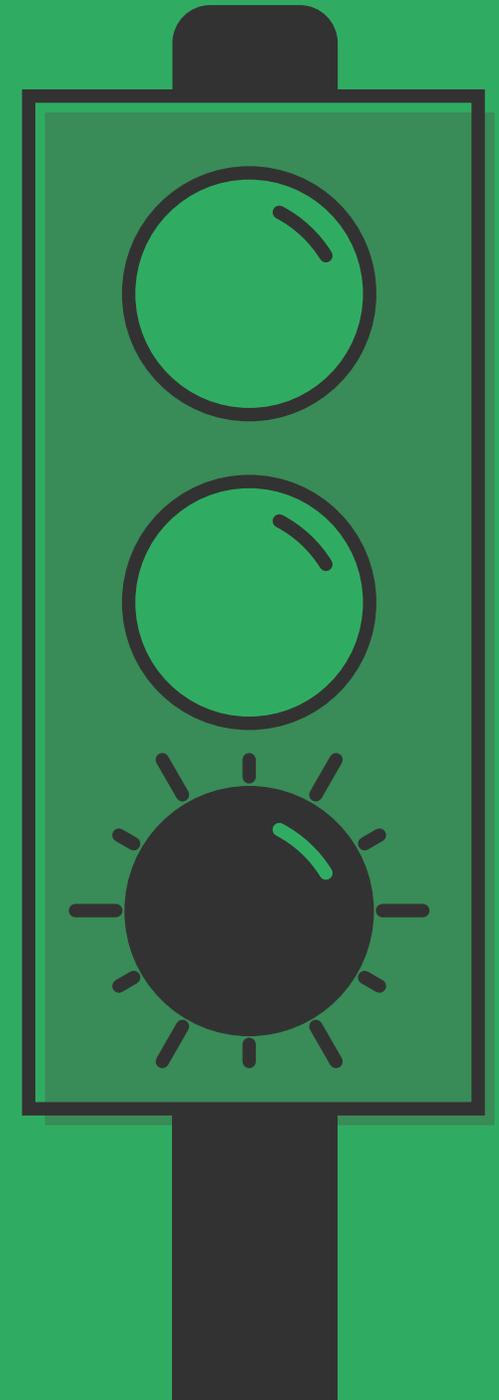
LOW USER ACCEPTANCE

Employees may not care about process roadblocks. They want up-to-date support which engages them.



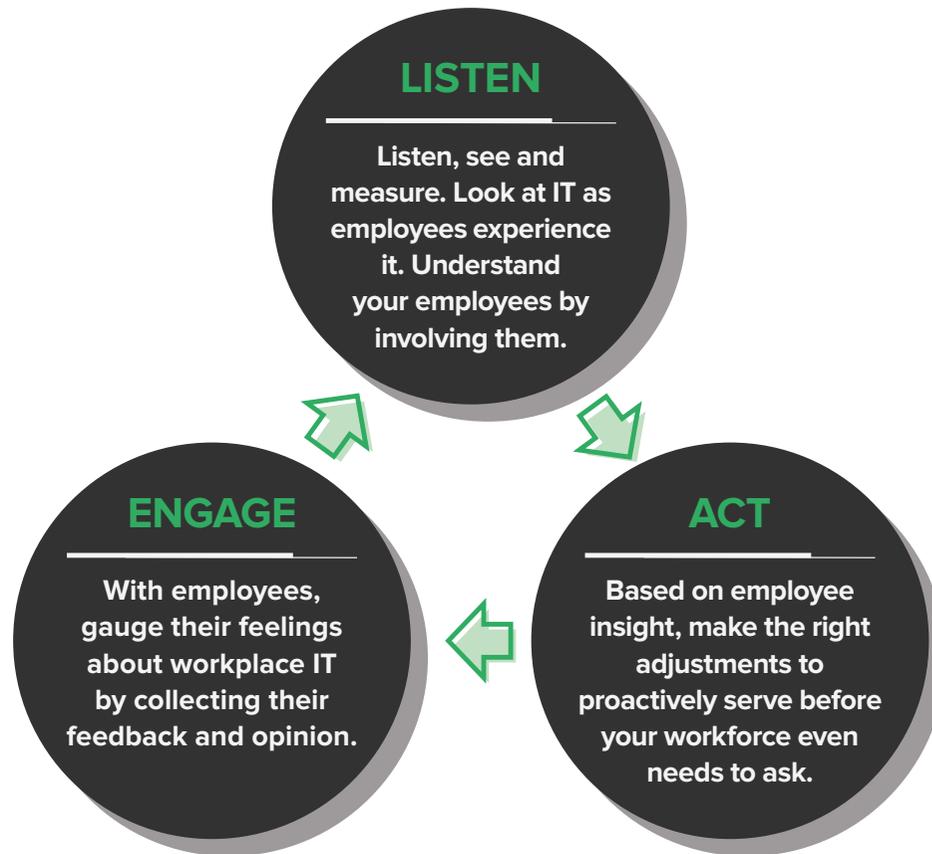
IMPLEMENTATION COMPLEXITY

Self-service sounds easy to implement. It's not. Just because employees are aware of IT self-service support, does not mean they understand its benefits. Employees want intuitive IT with 1-click-fixes.

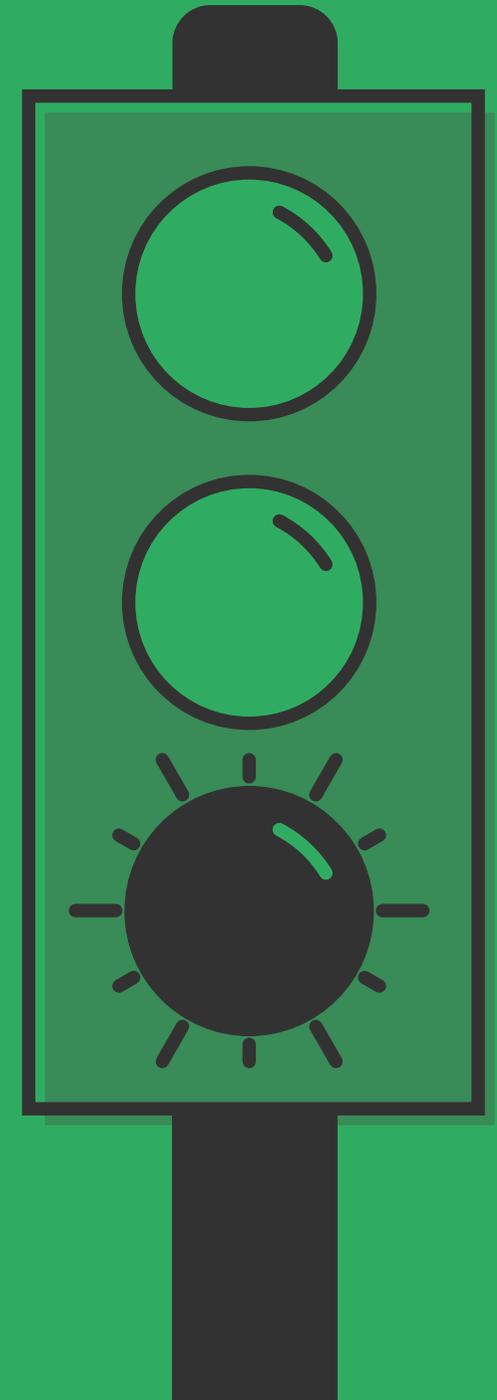


Personalized IT requires detailed metrics about digital processes and workflows. This can be either a fully automated process, or may involve human-analysis for decisions and action. Nexthink creates a virtual circle of continuous improvement which combines existing workflows.

MOVING FAST, INCREMENTALLY



Nexthink's Listen, Act, Engage model realizes the Ultimate Digital Employee Experience, learn how to drive your customer service to the next level with Nexthink Act and Engage by taking a look at this [on-demand webinar](#).



INTRODUCING TOMORROW'S EMPLOYEE EXPERIENCE

Each employee's workday is unique. Yet, IT teams deal with global infrastructures spanning perhaps thousands of users and applications. These are in many states of availability, performance and security. They may struggle to cope, especially if they are used to dealing with issues at the organizational, not the employee, level.

THE THREE PILLARS OF THE ULTIMATE DIGITAL WORKPLACE

For many in IT support, it has been easier to imagine a mythical, faceless and generic employee, rather than treating employees as individuals. This view is changing fast and forever, for three reasons.

ORGANIZATION, CULTURE AND PEOPLE

Engage your workforce by crafting the right workplace culture to underpin the digital workplace. Senior management must create a working environment that meets employee expectations.

AGILE DIGITAL TRANSFORMATION

Use technology deployments as opportunities to become more agile and adaptable. Focus on individual employee experience, and IT changes will not disrupt the organization's most critical asset, its workforce.

EMPLOYEE EXPERIENCE (EX)

Focus closely on employee needs. Consider the experience employees have. Is it a good one? Do they feel valued, or corporate wage slaves?



Artificial Intelligence (AI) is proving itself in IT operations and transformation, and is becoming critical to employee experience, too.

AI for IT Operations (AIOps) has huge potential to transform IT, helping to streamline enterprise operations and employee experience, increasing productivity by completing tasks faster, cheaper, safer and better than either human or bot alone.

THE ROLE OF AI

To be successful though, AI systems need data. The challenge is to ensure AI algorithms are fed properly. Some employee engagement questions AI can help solve, include:

What are the best inputs and outputs for more positive employee experiences?

What are the roles of sentiment, stated needs, opinion and feedback?

For how long and at what level of detail should employee engagement be monitored?

How is human data contextualized, correlated and fed back to an automation process?

Want to know more about how AIOps can crush your tickets by 35%? Check out this [on-demand webinar](#).



NEXT-LEVEL EMPLOYEE EXPERIENCE

Now that you have opened a dialogue with your workforce, it needs to be nurtured. The best digital experiences, such as cloud services, improve incrementally, imperceptibly over time. So should yours.

To ensure IT is delivering ahead of the pace of change, organizations need unrivalled end-to-end visibility of all endpoints. This way outages can be quickly flagged and resolved even before the workforce notices, and IT teams have a fast and easy way to get employee feedback. But you need to do this at pace and at scale.

Without speed, experience suffers. When driving, speed is what passengers experience first, not the quality of the engineering. Likewise, in IT, speedy delivery of tools, apps, devices, services access, is key for a positive employee experience.

A secure experience though is also vital. In today's world of increased cyber risk, businesses need to ensure endpoints are both safe and compliant. Before a driver pulls out of the driveway, a seatbelt is fastened, and mirrors are checked. Nobody knows what is around the corner.

TOMORROW'S IMPROVEMENTS ARE TODAY'S ISSUES

OBJECTIVE EMPLOYEES

Have more commonly-understood issues, such as "My apps keep crashing and I can't work" – these are hard factors and can be easily rectified.

Turning negatives into positives means we need to listen, learn and engage on three criteria: effectiveness, satisfaction and keeping employees safe from security risks.

SUBJECTIVE EMPLOYEES

Have trickier issues to solve. "This app design is unpleasant to work with and IT support cannot help me" is a soft factor requiring a personalized approach to get right.

Nextthink helps IT teams stay in constant touch with their workforce, gathering unique contextual interactions and sending targeted notifications, in real-time. Nextthink closes this loop by optimizing the ultimate employee experience. Know what's happening in your enterprise from your employees' perspective, and act before it affects your business.



WHY NEXTHINK?

As economies pick up, investing in people, technology and processes to exceed your goals is vital. In growing markets, attracting, hiring, and retaining employees needs effective employee engagement and collaboration between colleagues to succeed.

THE CASE FOR EMPLOYEE EXPERIENCE

Employee Experience has become a standalone IT discipline. Many organizations already have chief experience officers or similar executive roles. Today, only 5% have implemented digital experience management technologies strategically, the expectation is over 30% will by 2020.

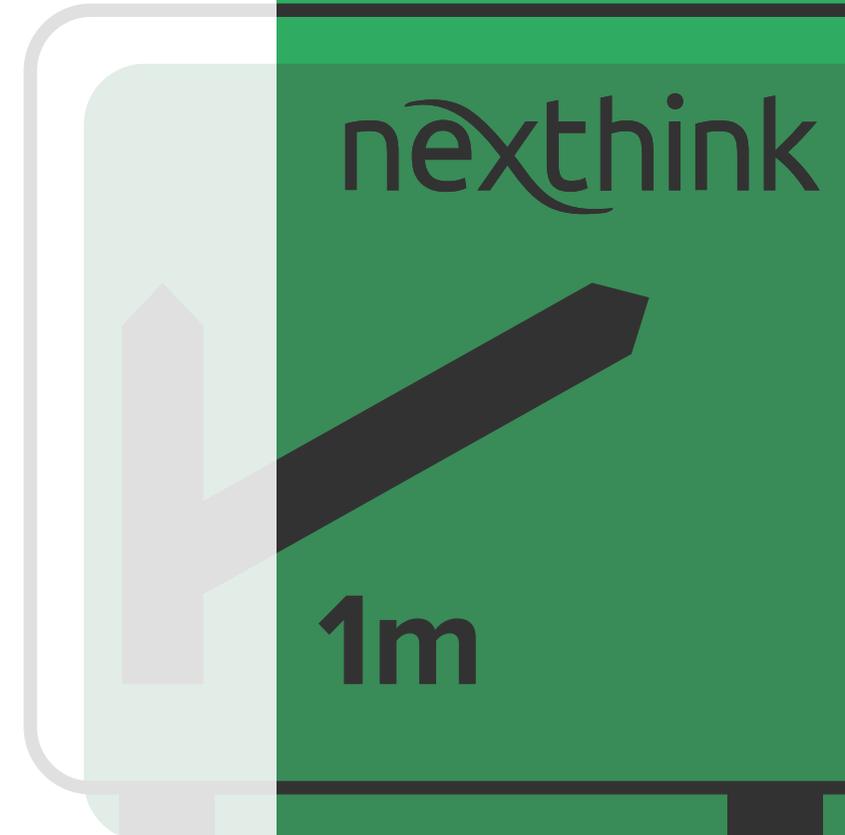
Improving employee engagement with IT is tough and it's only getting tougher. To balance operational freedom with operational control, organizations cannot ignore the fragility of enterprise architectures.

For IT-powered employees in today's digital workplaces, it is no longer enough to fix problems when they arise. Workplace IT needs to catch and fix problems before they impact employees with breakneck speed.

NEXT-LEVEL THINKING

Like you, Nexthink is on a mission to repair the relationship between IT and the business. By delivering what the business wants and ensuring employees have an IT experience that doesn't hold them back. Improving IT services today frees up budget to realize the ultimate digital employee experience and for the business to reach and exceed its goals.

Nexthink allows IT professionals to approach boards and funding committees with business cases they can relate to, because you are improving metrics they care about, particularly employee productivity. We know you face challenges around Quality, Transformation and Compliance. In order to solve them, let us help you, by **Listening, Engaging** and taking **Action**.



ABOUT NEXTHINK

Nextthink provides digital experience management for enterprises. Leading global companies know that satisfied employees generate more satisfied customers. With Nextthink, organizations can deliver consumer-grade experiences to their employees, increasing satisfaction and productivity. Nextthink combines data collection, monitoring, analysis, remediation, intelligence and communication, to engage with employees and gather the right context for continuous optimization.

WE WOULD LOVE TO HELP YOU UNDERSTAND MORE

Discover the Most Advanced End-User Management Platform on the Market.

FILL UP YOUR TANK – See more of what Nextthink has to offer

GET READY FOR THE ROAD – Take a free productivity evaluation

START YOUR ENGINE – Contact us to get started

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