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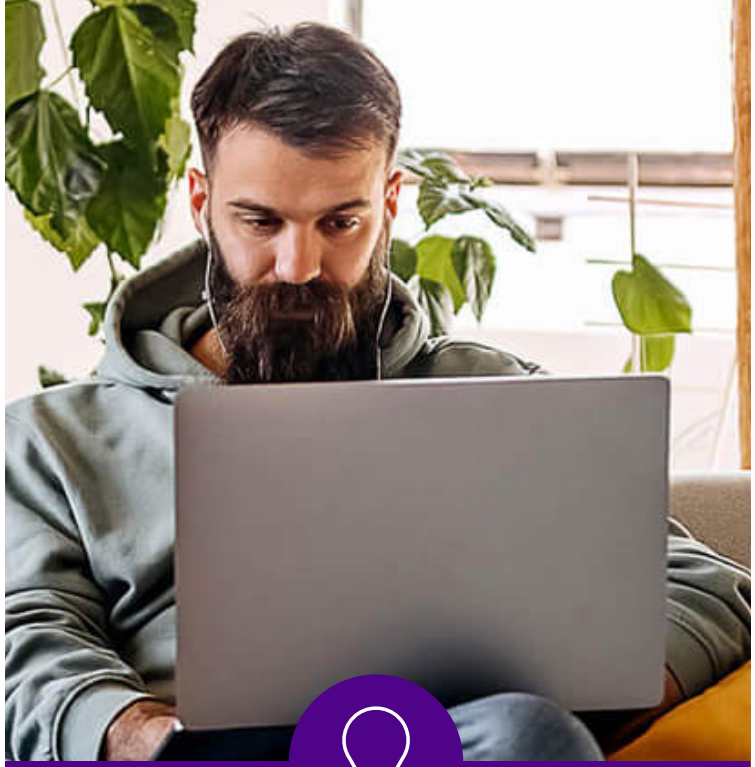
Getting Started with DEX:

Core Areas of Focus to Deliver a Great Digital Employee Experience

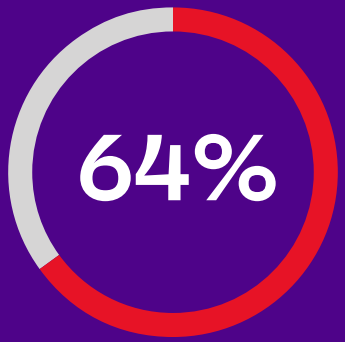
Improve productivity, security and employee retention

Introduction

The accelerated digitization over the past few years has resulted in a huge growth of IT estate complexity. The intentions were good, IT was trying to enable better support for hybrid teams, but the effect has left much space for improvement to serve employees effectively.



Did you know?



of employees say that their DEX impacts their morale.

49% of employees are frustrated with the tools they need to use at work.

26% consider leaving their current job partly due to technology.

These stats truly emphasize technology's critical role in driving productivity and talent retention across hybrid workforce, illuminating the importance of good digital employee experience (DEX). Being this central in delivering on any business agenda, IT professionals are presented with a **unique opportunity** to leave the ad-hoc firefighter perception and re-establish their **role as a strategic business partner.**

DEX isn't something you can master overnight or a switch you can flick. That said, there are plenty of capabilities you can work on developing to improve DEX in your organization and reposition IT's role as a strategic partner.

An **excellent DEX** is when all the tech talks to one another, runs smoothly and enables users the flexibility of switching between devices they work on without interruptions. It represents what anyone wants from their tech, whether personal or professional.

However, for many organizations, DEX comes down to a bunch of tools and platforms employees use to deliver their tasks, which often require an additional admin to make them do the job users need.

On the following pages you will find areas worth focusing on when setting off on your journey with DEX in your organization. Keep reading to explore how prioritizing DEX can **improve your IT and security operations, enhance productivity and support talent retention.**

01 Improve Real-time Visibility

02 Understand Employee Sentiment

03 Measure and Optimize Performance

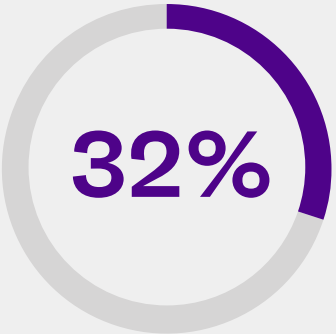
04 Provide Proactive Support

05 Secure Your Everywhere Workplace

01. Improve Real-time Visibility

Today, employees use on average **2.6 devices**[1] for work, switching from one to another while working on a task. Half of them work on personal devices more often than before the pandemic. Having full visibility of all assets on your network is always paramount in managing and securing your IT estate – especially when less than half of IT teams are confident they currently do.

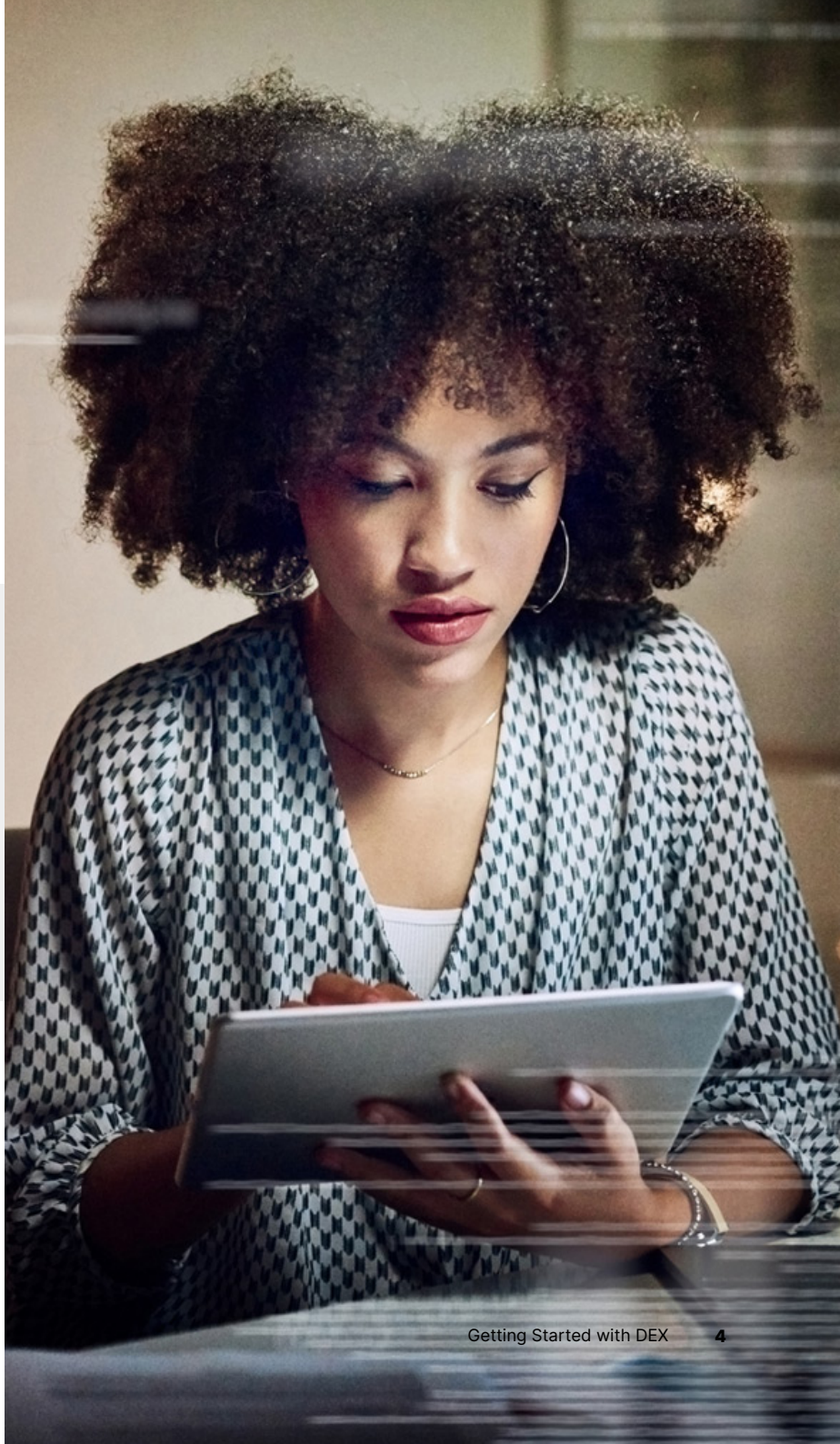
Understanding the full breadth of your IT environment means you can't rely on ad-hoc data collection anymore. It's time to move beyond excel spreadsheets for tracking IT assets. Start with monitoring all your assets in real-time. Aggregate and monitor **usage, performance and security data** from all devices and applications your employees rely on.



of IT teams still use spreadsheets for tracking their IT assets.

Being proactive about any abnormalities and fixing them before they start impacting your user's productivity, means your employee experience improves and your IT team has one less ticket to deal with. They can continue focusing on projects that add the most value to your organization.

1 Evolving Requirements for Digital Experience Management (DEX), EMA, 2022

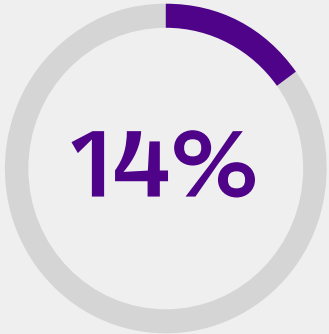


02. Understand Employee Sentiment

Despite the greatly accelerated digital transformation, IT teams either don't gather feedback from their employees (14%) or rely on HR and post-service surveys (36%). It begs the question – why? Especially as a fifth of employees would gladly provide feedback and even have the process automated through a chatbot (17%) or tech monitoring solution (21%).

The more complex your environment becomes with the hybrid teams expanding, the more critical it is that you go beyond post-ticket surveys and **start collecting sentiment via AI and ML-driven automation** that enables direct user interaction. Understanding your employees' experience with technology is your cornerstone to identifying areas for improvement and cost optimization.

Consider this, knowing upfront that users find their machines too slow or a platform they use daily too complicated tells you where and how to distribute your budget and resources. **Proactive and automated** feedback collection allows you to quickly identify areas of pain and address them easier. Not to mention, it allows you to measure your team's performance.



of IT professionals don't collect feedback on employee experience with tech.

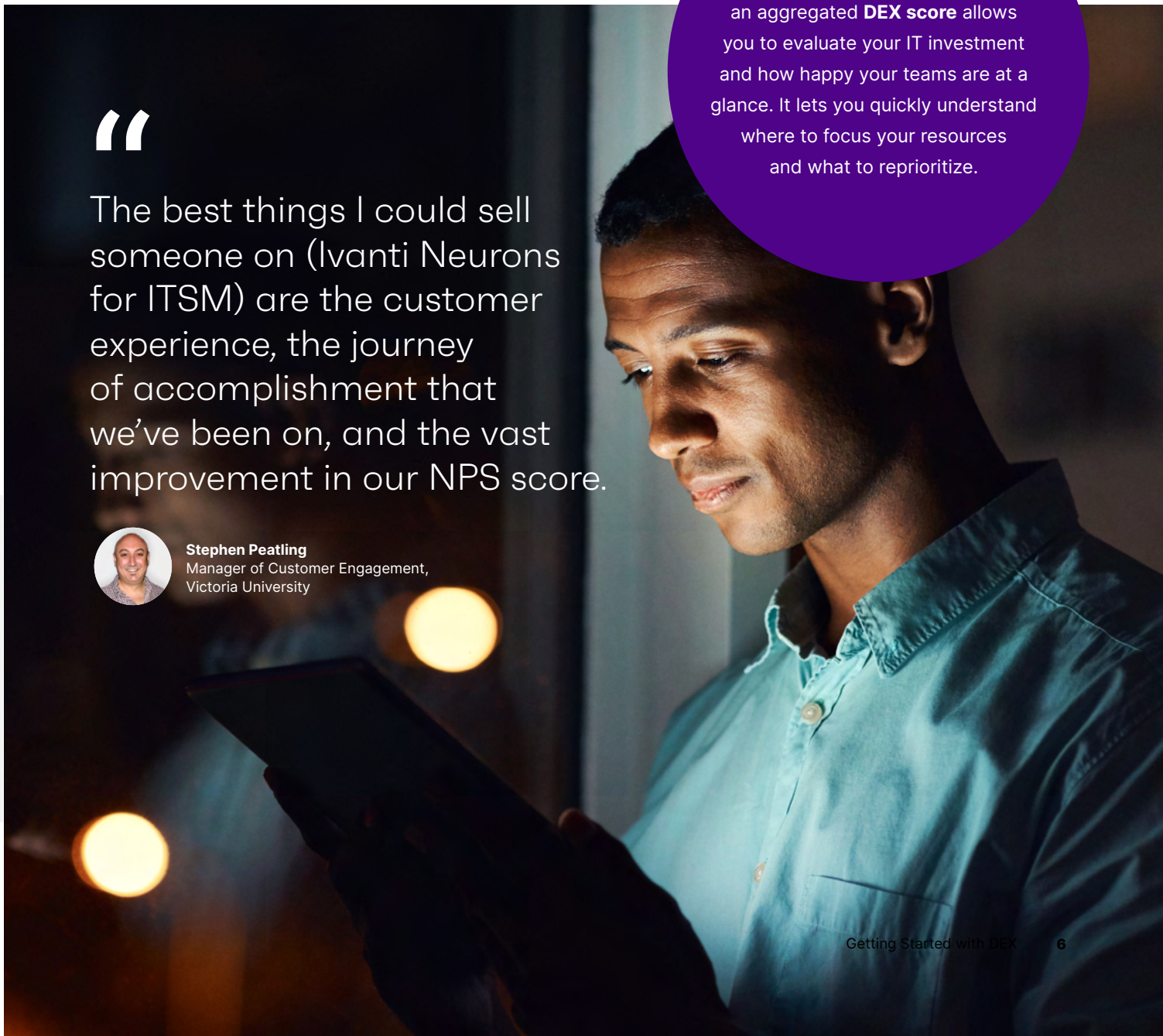
03. Measure and Optimize Performance

When 78% of employees say they rely on technology more to get their job done than before the pandemic, and 69% of them need to use multiple systems and apps daily, you need more than just time to ticket resolution to evaluate DEX and to predict productivity slumps.

Many IT teams are now being goaled with XLAs, so an easy way of measuring your team's performance is fundamental. Start by applying an aggregated score that tracks device usage, performance and security. Understanding a user's DEX score means your team can **proactively identify and remediate issues.**

Experience Level Agreement (XLA) measures the experience a user is having and their satisfaction with the technology and IT services they need to interact with at a given time, such as device performance or application usability.

Think of it this way, an aggregated **DEX score** allows you to evaluate your IT investment and how happy your teams are at a glance. It lets you quickly understand where to focus your resources and what to reprioritize.



"The best things I could sell someone on (Ivanti Neurons for ITSM) are the customer experience, the journey of accomplishment that we've been on, and the vast improvement in our NPS score.

Stephen Peatling
Manager of Customer Engagement,
Victoria University

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04. Provide Proactive Support

Along with the growth of devices used for work, it's not surprising that 45% of employees report having experienced more tech issues than before the pandemic. As a result, almost a third of them wish for better IT support (28%).

IT and security issues can never be completely eliminated but implementing AI and automation, such as self-healing, ensures your team **detects and remediates them proactively** before your users notice. Let technology help you minimize the impact on productivity and improve DEX.

The more time your team spends on resolving simple and repetitive issues, the less time they have for working on actual value-added projects. Ultimately, you don't hire skilled people to complete basic tasks. Allowing automation to resolve issues for you whenever possible means your users can continue their work undisturbed, and their experience with tech remains positive while your team focuses on strategic priorities.

1 Evolving Requirements for Digital Experience Management (DEX), EMA, 2022

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On average, workers who regularly employ digital technology to perform job tasks are affected by (...) about 3.67 issues per business day.[1]

Steve Brasen
Senior Analyst,
Enterprise Management Associates

05. Secure Your Everywhere Workplace

With growing cyberthreats, the average **cost of a data breach** has increased to **$4.35M in 2022**[1]**.** Bolstering security measures continue to be a budget priority for 52% of organizations. On the other hand, 69% of employees report having to deal with more security measures and half of C-suite admit they requested to bypass security at least once last year. Ensure that secure access and protection of your IT estate don't compromise your employees' flexibility to work from anywhere.

Security is often overlooked when it comes to DEX yet navigating security controls tends to be the most challenging for users. **Employee experience and security shouldn't be a zero-sum model.** After all, enhancing one results in improvement in the other. Apply proactive security measures that users don't see or don't mind using over complex and reactive ones that become roadblocks in completing daily tasks.

Consider taking an **"in-design" approach to your security.** Embed security into processes and tools your users work with every day in a way that keeps them protected in the background and doesn't impact their productivity. That will also allow your IT teams to have more control over your IT environment and mitigate any risks before they impact end users.

> "Security should be easy to use, it shouldn't be impactful for user experiences.[2]

Steve Brasen
Senior Analyst,
Enterprise Management Associates

1 Cost of a Data Breach 2022 Report, IBM

2 Strengthening Security with Digital Employee Experience Feat. Steve Brasen, The Everywhere Workplace Podcast, 2022

Summary

Regardless of the industry and size of your organization, technology is an integral part of your employees' daily tasks. Since productivity remains a top priority for 49% of C-suite, IT must address the digital employee experience.

IT needs to **transition from reactive troubleshooting to proactive service delivery and strategic leadership.** Assess your tech stack, augment and connect your data sources for real-time visibility and performance tracking, enable automation for feedback collection and proactive issue resolution before it affects the user, and enable a flexible and secure Everywhere Workplace.

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Improve productivity, security and employee retention

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Some of the data used in this eBook comes from the 2022 Digital Employee Experience Report, which you can access here.

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