

CREATING A STEP CHANGE IN IT EXPERIENCE

WHAT IT MEANS, AND WHY IT MATTERS

THE HIDDEN COST OF DISTRACTION

We all understand the impact of distraction in our working lives. We work hard to keep focused on the tasks we've set out for the day and want to stay productive wherever we are. The IT service that our organisation provides must be consistently great to minimise any losses in productivity and the resulting costs.

As an industry, we've always been good at measuring how well technology is working. What we've not done so well is see how the people using it are doing and understand the financial implications of poor experience. There's an urgent need for a more holistic, people-centred approach in which your employees know their voices are heard, their contributions are recognised and that their time and experience is highly valued.

■ A study by Dr. Gloria Mark at the University of California, Irvine, shows that it takes an average of **23 minutes and 15 seconds** to return to the original task after an interruption

REDUCE DISTRACTIONS IMPROVE PRODUCTIVITY

In a business environment where the pressure is on to optimise costs, recognising the salience of the loss of productivity due to a poor IT experience and making it a board-level agenda issue, is critical.

What is required is a new approach to continually measure the IT experience of your people. A service that clearly presents the results in a board-level experience dashboard so that targeted improvement action can be taken.

This new managed service takes your usual operational measures, adds organisation-wide device and system data and brings it to life with user sentiment capture. For the first time, this would give you a complete 360 picture of your IT landscape – and, crucially, how your people are interacting with and responding to it.



Creating a Step Change in IT Experience

WE BELIEVE IT'S TIME FOR RADICAL CHANGE

**TO PUT THE HUMANITY
BACK INTO OUR EVER MORE
TECH-LED, TECH-DRIVEN
WORLD AND TRULY
UNDERSTAND THE COST
OF DISTRACTION**



**Now, we invite you to join us
on this transformational journey**

ENOUGH IS ENOUGH

Poor IT experience can have many detrimental effects on an organisation. Such as reduced productivity, higher employee turnover rates, low morale, reduced customer satisfaction, higher operational costs, security risks and reputation damage.

In our view, standard managed IT services aren't good enough any more – and in particular, the conventional way of measuring their performance: the service level agreement (SLA).

We as an industry, and you as customers, have never seriously questioned the SLA and its role. Partly because it's been around for years and we're all familiar with it; partly because there's been no viable alternative. And partly because it does serve a purpose. Mostly, though, we've stayed with it because no one's had the courage to stand up and say it's inadequate.

As a result, we've all accepted mediocrity. Got used to less-than-perfect. Compromised. Capitulated. But in what other area of life or business would we do that? It needs calling out and changing for the better.

So we're declaring that the SLA, as the sole measure of IT success, is dead. To meet your users' needs now and in the future, you need a proactive approach that makes sure everything works in the best possible way, and never gives you less than 100%. Historically, you've never had that choice.




THE SLA: A MEASURE OF FAILURE?

Consider a familiar SLA element: call abandonment. Say your SLA commits your supplier's service desk to respond to 94% of calls. Sounds reasonable – until you reverse it. What you've actually said is you're OK with 6% of users' calls going unanswered. The same goes for first-time fix. An SLA of 70% really means accepting around a third of user-reported problems will require further contact or escalation, or never get resolved at all.

As long as the supplier meets the contracted terms, there's no consequence, and therefore no incentive to improve. Mediocrity is mutually agreed and approved; a sub-optimal user experience is baked-in from day one, with all the consequences that flow from it. Seen from this angle, the SLA isn't a measure of success, but of failure.

Worse, by sticking with the SLA alone, we're effectively saying users really aren't that important. Their experience doesn't count, because the SLA is being met. Over time, users may no longer bother calling the service desk: they just 'learn to live with it'. This creates what's widely called the 'watermelon effect', which we term the Performance Paradox: all your SLAs are positive, yet people are grumbling and unhappy, productivity and wellbeing are suffering and IT's reputation is tanking.



Abandoned calls are missed opportunities to connect with a valued customer



EXPERIENCE 360™ SEEING THE WHOLE PICTURE

Introducing Experience 360™ from Acora. Experience 360™ is a game-changing new service that sits above your traditional managed IT service and conventional SLAs. It adds three important elements:

1

DIGITAL EXPERIENCE SCORE (DEX)

An overall assessment of how well your technology is working and meeting users' needs, based on data captured across the IT environment.

2

SENTIMENT CAPTURE

Real-time recording of users' feelings and emotions relating to their IT.

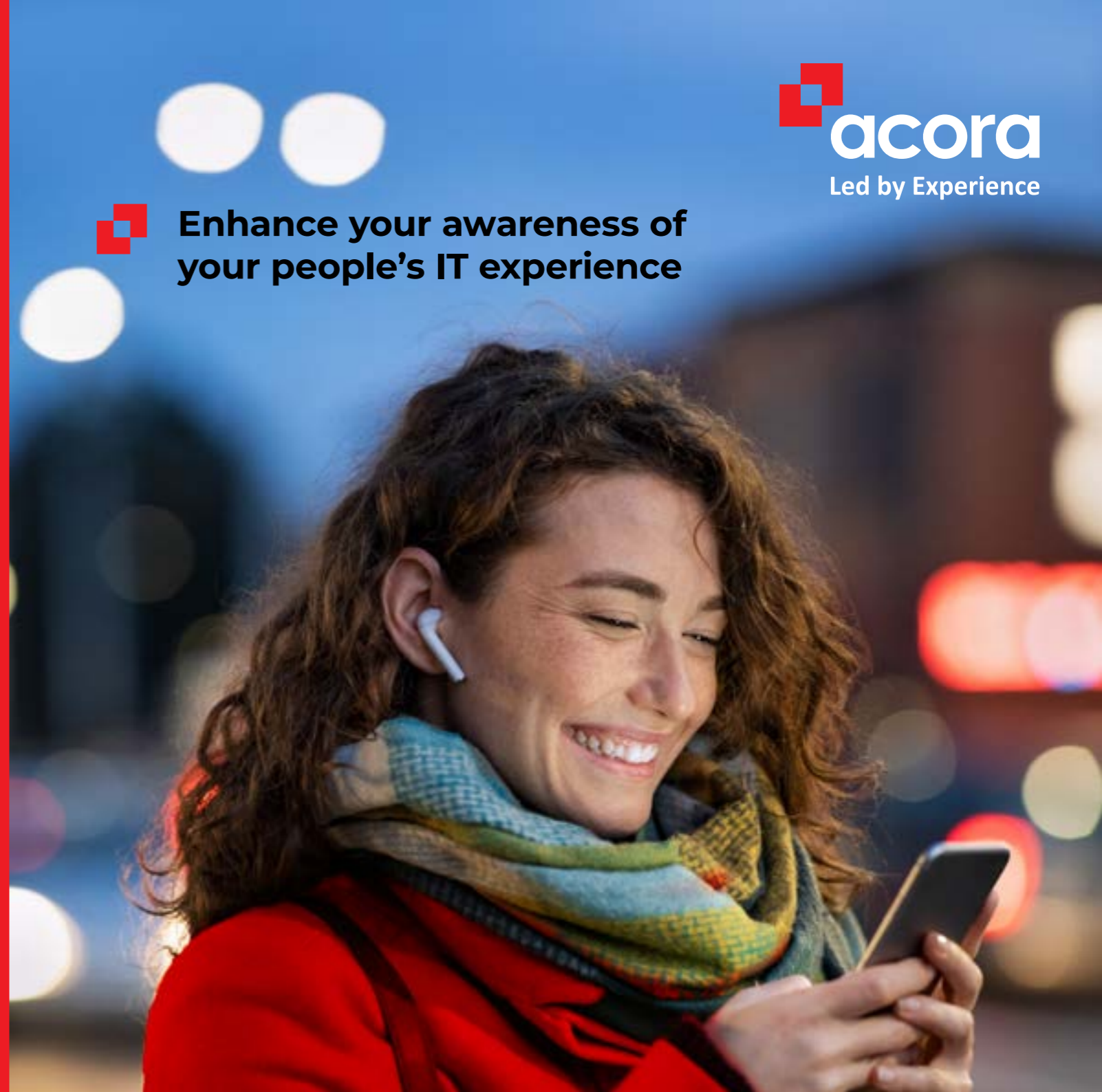
3

EXPERIENCE 360 DASHBOARD

Correlating technical and sentiment data and presenting the resulting score in a clear bespoke BI dashboard, enabling improvement of the overall experience.



Enhance your awareness of your people's IT experience



EXPERIENCE 360™ SEEING THE WHOLE PICTURE

The SLA is based on static, subjective data based on specific issues and responses. In contrast, Experience 360™ constantly tracks what the user experience (UX) looks like now and how it's changed since yesterday. Instead of waiting for users to raise tickets, we can tell them we know there's a problem, and what we're doing to resolve it – or, better still, fix it before they're even aware of it. Crucially, Experience 360™ also measures how users are feeling in real time.

By merging DEX and Sentiment Capture, Experience 360™ gives you a fully rounded picture, based on empirical data that has huge potential implications and benefits for the organisation.



WHO BENEFITS? SHORT ANSWER: EVERYONE

FOR THE CEO, user experience capture is a clear demonstration of the organisation's commitment to its greatest asset: its people. By boosting productivity, supporting talent acquisition, reducing costs and downtime, supporting and quantifying investment decisions and improving customer service through increased efficiency, it creates a range of powerful and tangible commercial advantages.

FOR THE CIO, it's a potential solution to the perennial dilemma of maintaining business-as-usual while also delivering transformational change. It also helps give IT a strong voice at the top table, by highlighting investment priorities and aligning IT more closely with HR.

FOR THE CFO, it provides a clear path to value: you can see exactly where investment in technology, training, headcount or support is needed, will land best and make the biggest difference. And if your new technology isn't being adopted as you'd hoped, user experience capture will help you find out why and develop an effective response.

FOR THE COO, having happy, productive users and fewer IT issues frees up time and lets you focus on running the business.

FOR HR, offering a positive IT environment and experience is becoming increasingly important in attracting new, young, digital-native talent – and in retaining your existing experienced people. The pandemic has also highlighted the clear and crucial role of IT in people's mental wellbeing and sense of worth and belonging.

EXPERIENCE 360™ FROM MY PERSPECTIVE

JAMES KARP DIRECTOR OF OPERATIONS, ACORA

For years, we'd been having conversations with businesses who couldn't understand why the IT scorecard was telling them everything was fine, but it just didn't feel that way: there was a real disconnect between the all-green dashboard and people's perception on the ground. We cared enough to work them through it; but it was difficult to pinpoint the issue with so many different points of view, coupled with a lack of data.

Experience 360™ bridges that gap by managing the experience end-to-end. It lets you collect data to understand the full picture, then go on and actually solve the problem. Correlating IT events and users' feelings takes you to the heart of the matter: you can fix problems proactively, see where individual issues could be affecting whole groups of users, and work more effectively with third parties.

My primary focus is on productivity: for me, IT is and should always be an enabler. Understanding and improving the experience helps prevent users being disrupted and losing that all-important 'flow state'; a loss that's usually unmeasured and largely unquantifiable, but potentially really significant, especially for your 'high-value users of time'.

And happy users means you spend less time on IT, and more on actually running the organisation!



EXPERIENCE 360™ FROM MY PERSPECTIVE

LEE GANLY CHIEF INFORMATION OFFICER, ACORA

Organisations have been very successful at streamlining and optimising their external customer journey through digital channels. Today, it's about looking inwards, and harnessing that success to make their employees' work-life equally joined-up, thoughtful and seamless. Until now, that's been difficult: IT teams have lacked the ability to profile people's experience and give it a unit of measurement. And while every IT problem produces data, it's often been left untapped, and not used to actually make people's lives better.

For CIOs, user experience capture allows you to benchmark your users' experience against the rest of the market. Looking at your tech landscape from this human perspective also helps bring your IT and HR functions together. It ensures your IT services and practices enable and address HR policies, going beyond training people and fixing problems to genuinely improving their working lives and wellbeing.

And there's a huge piece around IT investment, too. Changes in technology can have major impacts on the user experience that, up to now, have been hugely difficult and complex to measure. We always presume 'new' equals 'better', but unless you're measuring resistance and adoption rates, you can't be sure. And those impacts don't land equally: problems affecting your high-value users of time will hit revenue hardest. Experience 360™ gives you those insights, and enables you to prioritise and direct investment where it delivers the greatest return.



EXPERIENCE 360™ FROM MY PERSPECTIVE

ANDREW ROBEY CHIEF OF STAFF, ACORA

Experience 360™ is a response to the consumerisation of technology. People's expectations, particularly within Gen Z, are much higher: a term you hear these days a lot is 'invisible IT', where technology is delivered on a much more human level – the 'Hive house', where you switch the lights on as you're driving home, for example.

We felt this wasn't being addressed in our industry, which has generally been slow to adapt to this new world. Managed services still felt quite 'mechanical'; to us, it lacked the human element. At the enterprise level, providers have been measuring digital telemetry at scale for some years, but they've usually stopped there; and it's not been easy to operationalise at the mid-market level.

In adding the Sentiment Capture element, Experience 360™ goes further and deeper, and puts IT on a more human footing. In many organisations, there seems to be a reluctance to get involved in this more emotional dimension and find out how people are feeling; but you have to ask the question. Experience 360™ then pulls together all that technical and sentiment data into something greater than the sum of the parts.



ABOUT ACORA

Acora is a progressive technology services provider, leading the industry with our **Experience Led Approach™**.

Our mission is to unleash the potential of people, through outstanding IT experiences, striking the right balance between frictionless user experience and best-in-class security. Acora continually invests in the right people, processes and technology, that enable businesses to excel and reach their full potential.

FIND OUT MORE

To discuss Experience 360™ and any of its specific components further, including a full presentation and business case, please contact us.

0844 264 2222

hello@acora.com

www.acora.com

**A GREAT USER EXPERIENCE
BRINGS HUGE COMMERCIAL,
TECHNICAL, FINANCIAL AND
OCCUPATIONAL BENEFITS
TO YOUR ORGANISATION.
IN OUR NEXT PAPER, WE'LL
GET INTO THE DETAILS OF
ACTUALLY DELIVERING IT,
AND HOW WE CAN SUPPORT
YOU IN THAT PROCESS.**

