

DEPLOYING THE USER EXPERIENCE

THE IMMEDIATE BENEFITS, AND THE LONG-TERM IMPACT

INTRODUCTION

In our two previous papers, we've set out the background to creating a step change in your people's IT experience. We've explored the new technology, metrics, people and thinking behind our Experience 360™ service, and how it revolutionises service delivery. We put a spotlight on what it takes to offer a support experience that truly reflects and meets the needs of today's employees and IT environments.

This third and final paper offers a glimpse into what living and working with Experience 360™ actually looks like in practice, what differences you can expect to see from day one, and where the experience journey can take you over time.

A COMPELLING VISION

Picture this. You've done research, held discussions, identified opportunities, reached agreements. It's taken time, energy, effort and due diligence, but you got there. You've signed on the line: your organisation is committed to its experience journey. Expectations, and the stakes, are sky-high.

 **This is where it all begins. Day one.**
So, what will you see first?

Almost immediately, you'll get your first digital experience (DEX) score. Thousands of data points across your IT environment generate a mass of new information and insights about your devices and applications, the like of which you've never had before. Our reports will give you both a general sense of how things are, and granular data on individual devices and the users' digital experience. Clarity out of confusion. Order out of chaos. Straightaway, your data is enabling you to make decisions that add real value.

This is the moment at which you truly embark on your experience journey, and from which everything else follows.



INSTANT WINS

This initial DEX score gives you your baseline position. But on its own, it's just a point in time, a fixed snapshot, without context, relevance or trajectory.

So, we don't look at it in isolation: we compare your DEX score with those of broadly similar organisations. You can immediately see whether it's 'good' or not, and where you are in terms of your expectations and aspirations. You're no longer standing still. You have a direction of travel, a target to aim for, and can start planning your next step. More than that, you're now part of a wider community of like-minded organisations – a growing movement united by a common goal: to challenge the status quo and put their staff and the experience they receive at the forefront of their IT strategy and provision.

And if you're operating on multiple sites, we can also break your DEX score down by office location and/or time zone. This allows you to instantly pinpoint where your immediate attention is required, which sites and groups of users are most in pain and prioritise your workload accordingly. This precise triage of your organisation ensures you direct your time, energy and resources to where they're most needed, and will have the greatest impact.

All this will usually happen within a few weeks of the DEX software being deployed into your environment. Already, your IT landscape is more brightly illuminated, more vibrant and compelling, sending you louder and clearer messages. Your IT leaders are informed by greater clarity of insight, thought and direction.



**An instant win without changing
a single thing**

NOWHERE TO HIDE

It's also not the end of this glorious initial phase of discovery, insight and revelation.

Because it's based on data from individual devices, your DEX score will also highlight which apps and iterations are creating problems for users. For example, it will shine a spotlight on old, 'rogue' versions still out there in the wild, and able to evade you because you've had no visibility of them. Users have simply got used to the endless crashes, hangs and nagging poor performance caused and stopped raising tickets, so your SLA dashboard is all green; but their day-to-day experience tells a very different story. That's the 'watermelon effect' right there.

But now, these rogue apps have nowhere to hide. Using the telemetry data, our Experience Team will proactively hunt them down and ruthlessly eliminate them. Very often, your users won't even be aware of the carnage in the background: they'll just notice that their machine crashes less often than it used to, and apps work better than they did before.

Quick wins with long-term benefits for users' productivity and wellbeing. This work also helps resolve another intractable problem for many CIOs: how to foster positive relations between users and IT Ops. All too often, the two sides regard each other with a contempt, even hostility, born of misunderstanding, mistrust and disappointment going back years. By restoring confidence and rebuilding trust, Experience 360™ starts to repair these systemic fractures, making everyone's lives easier and less stressful, and creating the conditions for users and IT to pull together as one team.



**What happens when the honeymoon's over;
when things become routine?
Amazingly, it just keeps getting better**

GIVING BACK TIME

Because what Experience 360™ is really all about is giving you back time – that rare, precious commodity we all wish we had more of but can never seem to find. When you have more time, you can make better, more informed decisions. And when you have more time, you also have more options and possibilities. You can choose to convert it into money. You can use it to explore new markets, address issues within your operation, evaluate the competition, build new offerings and services. Or you can simply give it back to your users, boosting their wellbeing and productivity – which in itself will have a positive impact on the bottom line.

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BEYOND BAU

Now you're not worrying about maintaining business as usual – and because your users are enjoying a consistently great experience, not constantly dealing with complaints – you can concentrate on projects you've never had the time or bandwidth to pursue. Digital transformation, leveraging data insights to gain real competitive advantage. Beefing up cyber security internally and elsewhere in your supply chain. Working with HR to leverage user experience in attracting and retaining talent.

So, as well as eliminating the watermelon effect, Experience 360™ also resolves the conflict between investing your time in innovation or BAU – the all-too-familiar 'CIO dilemma'.

And because we're always adding to it and what it can do, Experience 360™ constantly opens up new possibilities. Over time, it will produce data that's accessible and actionable at Senior Management Team and board level, informing decisions far beyond the realms of IT. Future iterations could enable you to model precisely where new investment is needed based on the impact to DEX, guiding the future direction of the entire business. With Experience 360™, you have accurate, empirical, up-to-the-minute data on every aspect of your IT and the people using it.

But data on its own is only half the story. Its true value lies in how you interpret it and act on it.

START MAKING SENSE

That's where our experience team comes in – to make sense of the data, work out what to do with it, then take the necessary action. Crucially, they'll ask those 'what if...?' questions where the data indicates an underlying but unreported issue, or they detect something that isn't a problem now, but could be in future. Predicting and projecting, anticipating and understanding: these require skills, experience, instincts and intuition that only people – our people – can bring to the table.

They'll also work alongside your own 'experience champions' on sentiment capture surveys, encouraging your users to engage with the process and ensure we get the levels and quality of responses we need to produce actionable data.

This feeds directly into the process of rebuilding the relationship between IT Operations and users. Users will be more inclined to provide feedback when they see it makes a difference and the service actually improves. As a result, both response rates and feedback quality go up, IT Operations have more actionable data, and the experience continues to improve in an atmosphere of collaboration and shared enterprise.

Over time, measuring experience becomes a virtuous circle. The more we measure users' experience, the better we understand what they want and need from their IT experience.



THE BENEFITS

Benefits of Experience 360™ extend to everyone across the organisation.

THE BENEFITS FOR END-USERS

- Fewer interruptions, making it easier to maintain 'flow state'
- Improved productivity and job satisfaction
- A deeper connection as users' views are genuinely important, and that their feedback leads to action and change

THE BENEFITS FOR HR LEADERS AND TEAMS

- Improved productivity
- Enhanced wellbeing and job satisfaction
- Reduced sickness and absenteeism
- Easier to recruit and retain talent
- Reduced staff turnover and associated recruitment costs

THE BENEFITS FOR FINANCIAL LEADERS

- Reduced costs
- Improved revenue, profitability and ROI
- Hard data to support and prioritise investment
- Understanding of where IT investments are working or require more effort and funding

THE BENEFITS FOR IT MANAGERS AND LEADERS

- A deeper understanding of users' perceptions of IT that go way beyond CSAT
- Visibility across the organisation, both individually and by department or division
- End-to-end measurement; looking beyond basic network/application uptime to individual devices and users
- Use individual events to prevent recurrence and wider issues
- Identifying and hunting down 'drags' on performance
- Measuring technology adoption, identifying gaps and prioritising further training, support and investment
- Identify underlying problems that require vendor involvement
- Proactively identify and address underlying issues affecting the user experience
- Make decisions and changes that deliver a positive impact on users' productivity and satisfaction
- Communicate effectively with users to minimise disruption
- Gain a holistic view of how users actually feel about their IT experience
- Make service delivery proactive, not just reactive, and tailored to different personas and preferences

SUMMARY

The pandemic and the shift to hybrid working have highlighted the link between end users' IT experience and their productivity and wellbeing. In our view, standard managed IT services simply don't deliver the seamless workplace experience users now need and expect. In particular, we believe the SLA is outdated, inadequate and no longer fit for purpose as the sole measure of IT success. As a company, we've decided it's time for radical change: to put the humanity back into our ever more tech-led, tech-driven world.

Experience 360™ is designed to do just that, and meet the needs of users and organisations in today's digital world.

For the first time, you have a complete 3D picture of both your whole IT landscape and how users are interacting with and responding to it. Having happy, productive users and fewer IT issues gives you time back to focus on other commitments and priorities. It helps address the age-old CIO Dilemma of how to maintain business-as-usual while also delivering transformational change, and provides a clear path to value for investment in technology, training, headcount or support.

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. And reduced downtime and greater availability means lower overall costs and enhanced customer service.

ABOUT **ACORA**

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

Our industry needs a shake-up. New thinking. Fresh focus. For too long outsourcers have been preoccupied with meaningless measures, working in siloed teams, with restrictive agreements that constrain innovation and agility. It's time to overthrow that old way.

The future belongs to partnership: real outcomes, added value and productivity gains. To caring about how people feel about the technology they're using daily.

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.



WHAT HAPPENS **NOW?**

To find out more about Experience 360™ and how it gives you back time by putting your users at the heart of everything you do, please contact our Business Development team on **0203 657 0831**, email **hello@acora.com** or visit **acora.com**.

