

# Essential Guide to Better Digital Employee Experiences



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# The New Face of the Digital Workforce

In today's economy, consumers are employees, employees are consumers, and everything is digital. Digital employees expect the same superior end-user experiences they get from their consumer products while at work, and they'll move on if they have bad experiences.

79%

of employees report greater workplace satisfaction when they have the freedom to choose how they accomplish their work.<sup>i</sup>

73%

of employees gain greater workplace satisfaction when they work as part of a team.<sup>ii</sup>

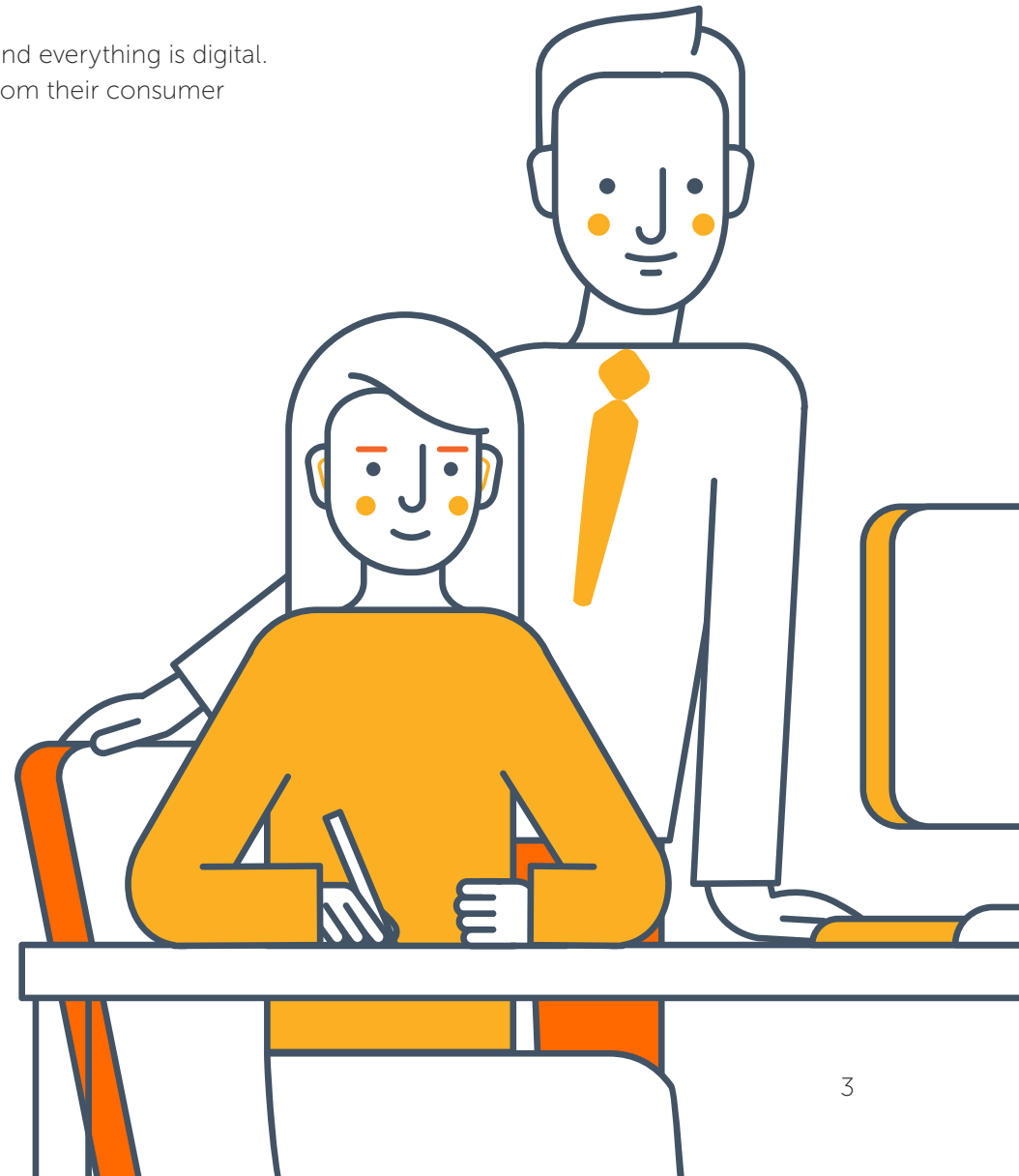
52%

less turnover intention from a positive employee experience.<sup>iii</sup>

82%

of the top-performing companies report paying close attention to the human experience around digital and tech.<sup>iv</sup>

Your tech-native workforce expects superior performance and speed, regular releases of new features, and the ability to access the systems and applications they need to do their job from anywhere and on any device. Is your IT organization keeping up?

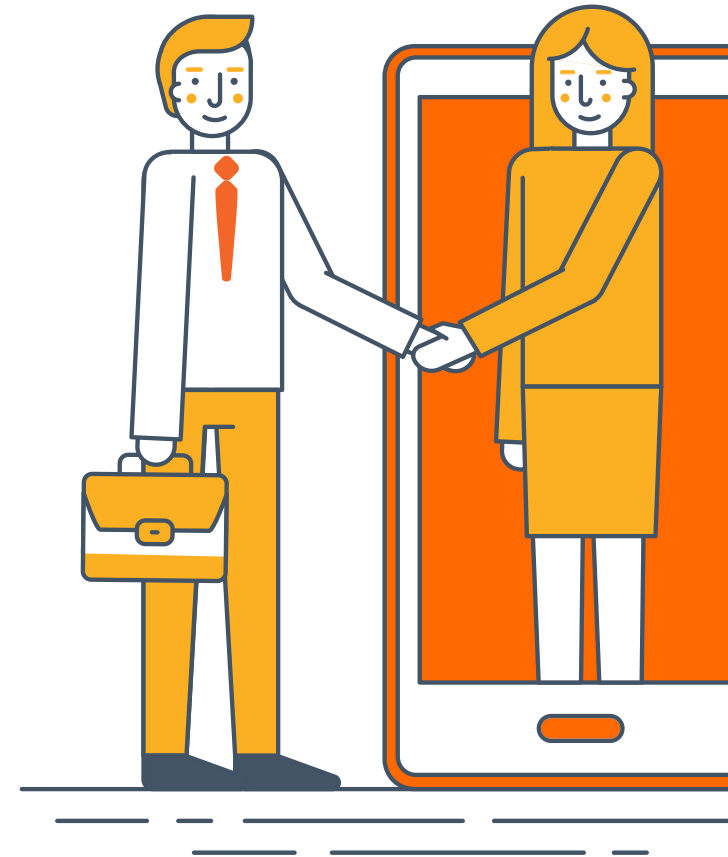


# Digital Employees Expect Peak Performance—Always

Different employees across the organization have different expectations when it comes to the digital experience. Millennials' expectations are even higher, of course. They are also more likely to switch jobs if they are not satisfied with their work environment. Today's workforce is increasingly digitally native, and as such, they depend on the technology, services and support your company provides to help them get their jobs done.

## 5 signs you have a tech-native workforce:

- 1. There's a growing number of millennials in your workplace.**  
By 2025, Millennials are expected to make up 75% of the workforce.<sup>v</sup>
- 2. Everyone has a smartphone—and they expect to be able to use it for business.**  
92% of Millennials, 85% of Gen Xers, and 67% of Baby Boomers own smartphones.<sup>vi</sup> 61% of Millennials, and 54% of Gen X say they use their smartphones frequently for work.<sup>vii</sup>
- 3. Even your non-tech employees are tech-savvy.**  
53% of Millennials not in IT departments said one of their first three ways to solve a digital technology issue would be to look for an answer on the Internet.<sup>ix</sup>
- 4. Your commitment to technology is an important factor in their decision to work with your company.**  
71% of Millennials say an organization's view of technology will influence whether they want to work there and 66% of Gen Xers and 53% of Baby Boomers feel similarly.<sup>viii</sup>
- 5. They're highly engaged across social media—and they'll talk about their work experiences.**  
Millennials who say they have a great workplace are 59 times more likely to strongly endorse their company to friends and family.<sup>x</sup>



# Keeping Track of Your Digital Workforce is a Full-Time Job

Communication, collaboration and sharing are vital to success. For digital employees, that means SaaS workforce collaboration software like Office 365, G Suite, Slack, Trello and more.

## Why is collaboration software so important?

### Remote work is on the rise

2025

When it's predicted that remote work will rival office-based jobs.<sup>xi</sup>

3.7

million US employees now work from home at least half of the time.<sup>xiii</sup>

### Working from home

50%

of the total US workforce holds a job that is compatible with at least partial remote work.<sup>xii</sup>

50-60%

The amount of time employees are not at their desk.<sup>xiv</sup>

### SaaS Applications

8

SaaS applications used by the average employee.<sup>xvi</sup>

75%

of companies will have moved 80% of their apps to SaaS delivery by 2020.<sup>xvii</sup>

Digital employees rely on a broad portfolio of thick client, web, and mobile applications running on multiple devices at home, in the office, at the local coffee shop, or wherever they happen to be. Without the right monitoring solution in place, keeping track of every digital employee—including their respective levels of engagement or satisfaction—becomes impossible.



# When Digital Performance Fails, Your Service Desk May Be the Last to Know

“Google” is a common verb that everyone knows—because that’s where everyone goes when something goes wrong. Internal support teams receive an average of 492 internal support tickets per month, and it takes an average of over 24 hours to provide first response.<sup>xviii</sup> Employees are left to their own devices while they wait on support. They end up referencing on online resources, reaching out to peers, and attempting system reboots. If problems persist, their increased frustration can lead to poor employee engagement, and they may eventually leave for a new company with a better reputation for reliable technology.

450%

increased likelihood of workers to leave a company where technology lagged industry trends.<sup>xix</sup>

58%

of business leaders said their technology offerings are a factor in candidates’ decisions to work for them.<sup>xx</sup>



# Top 5 Places Your Employees Look for Answers Before Contacting the Help Desk

- 1. An internet search engine**  
Before even asking a neighbor, your digital employee will Google for answers.
- 2. Their nearest coworker**  
If their web search comes up empty, they might be inclined to ask over the cube wall.
- 3. Social media**  
Facebook and LinkedIn are common gripe and troubleshooting platforms, which can lead to negative perceptions of your company by a wide audience.
- 4. Their own past experience**  
They'll try rebooting, turning apps on and off, running virus scanners, etc.
- 5. The manufacturer's or software publisher's website**  
If all else fails, they might see what they can find directly from the source.



# Digital Performance is Critical to Your Mission

80% of IT leaders report that important digital services and applications are failing a few times a month or more, impacting the customer experience, diminishing productivity, and causing deadlines to push. And of all respondents, 22% report that digital services and apps are failing a few times a week or more.<sup>xxi</sup>

## Picking up the pieces after an outage:



A rise in employee dissatisfaction and frustration, resulting in poor customer service and low morale



Lack of trust in the software or component that keeps failing, causing employees to seek and install their own alternatives



Poor brand perception as employees take to social media to complain about their daily frustrations

## The rest of the picture—outages result in:

**\$5600**

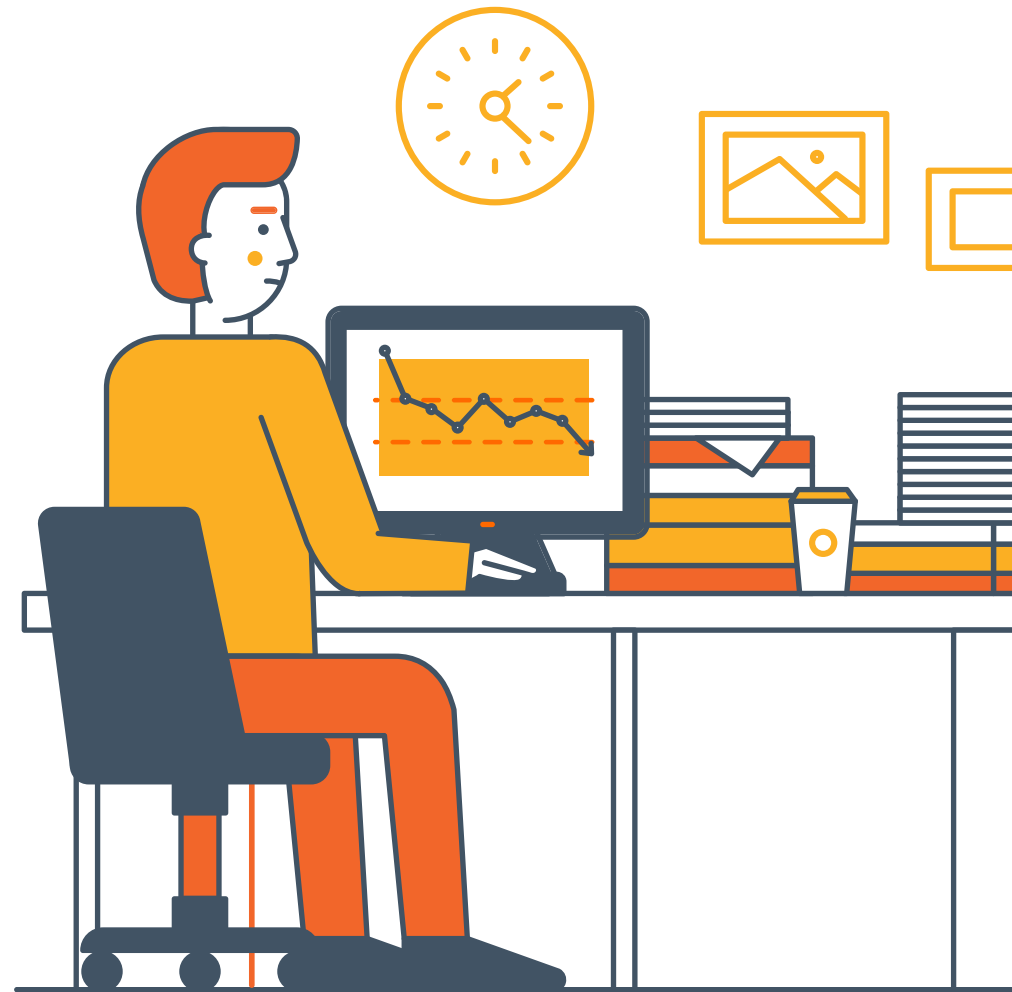
The average per-minute cost of a network outage for an enterprise.<sup>xxii</sup>

**23**

The number of minutes it takes to refocus on a task after an outage.<sup>xxiii</sup>

**20**

The percentage decrease of cognitive function after an unexpected interruption.<sup>xxiv</sup>





# Empowering Your Service Desk to Fix Problems

In today's computing environment, your end-users are your most expensive monitoring tool. Poor application performance results in decreased productivity, both due to application issues and user frustration. IT not only has to keep up with a workforce that's increasingly dispersed, but they're also challenged to manage complex cloud architectures, modern Software-as-a-Service (SaaS) applications, and rapid feature release schedules. It's becoming more difficult by the day to identify, triage, and resolve problems quickly.

## What is holding businesses back?

**95%** of businesses surveyed face challenges in achieving a successful digital strategy, including budget constraints, complex and rigid legacy infrastructure and a lack of visibility into the end-user experience.<sup>xxv</sup>

## Visibility is vital to success:

**99%** believe having visibility across their customers' digital experience is critical to managing it successfully, and 54% agree strongly.<sup>xxvi</sup>



# Top 10 Benefits of End-User Experience Monitoring for Your Service Desk



1. Provide consistent end-user experiences for your digital workforce across all their devices, including mobile



5. End finger pointing between your domain specific monitoring teams



9. Validate the impact of IT changes on end user experience to ensure they result in better service



2. Measure the impact of IT performance on workforce productivity



6. Collaborate with your cloud vendors to resolve issues by isolating the source of slow response



10. Proactively identify and resolve issues that impact end-users rather than users first reporting issues



3. Augment your vendor SLAs by measuring the actual end user experience



7. Track the performance of every type of application in your portfolio



4. Empower your L1 and L2 support to work proactively instead of reactively



8. Gain insight into application usage to identify which applications are running on your network, whether or not they're provided by IT

# The Answer is End-User Experience Monitoring

With an end-user experience monitoring solution like Aternity, your service desk can gain better visibility to proactively manage the experience of your digital workforce. Unlike other end-user experience monitoring solutions, Aternity does not emulate or estimate performance. It measures what the users actually see when the application renders on their device.

By correlating device health, application performance, and usage patterns, your service desk can elevate the end-user experience across your digital workforce and remediate common issues automatically. It measures any application running on any type of device, anywhere your users are.

[Learn more about Aternity's End-User Experience Monitoring.](#)

<sup>i,ii,iii</sup> [https://www.globoforce.com/wp-content/uploads/2016/10/The\\_Employee\\_Experience\\_Index.pdf](https://www.globoforce.com/wp-content/uploads/2016/10/The_Employee_Experience_Index.pdf)

<sup>iv</sup> <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>

<sup>v</sup> <http://dmresourcecenter.com/unit-1/digital-natives/>

<sup>vi</sup> <http://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital-life/>

<sup>vii,viii</sup> <https://www.comptia.org/resources/managing-the-multigenerational-workforce-2018>

<sup>ix,x</sup> <https://dynamicsignal.com/2018/10/09/key-statistics-millennials-in-the-workplace/>

<sup>xi,xii,xiii,xiv</sup> <https://globalworkplaceanalytics.com/telecommuting-statistics>

<sup>xv</sup> [https://www2.deloitte.com/content/dam/insights/us/articles/4555\\_HC-trends\\_infographic/figures/4555\\_HC-trends-infographic.png](https://www2.deloitte.com/content/dam/insights/us/articles/4555_HC-trends_infographic/figures/4555_HC-trends-infographic.png)

<sup>xvi</sup> <https://www.blissfully.com/saas-trends/2019-annual/>

<sup>xvii</sup> <https://financesonline.com/2018-saas-industry-market-report-key-global-trends-growth-forecasts/>

<sup>xviii</sup> <https://www.askspoke.com/blog/it-it-help-desk-statistics/>

<sup>xix,xx</sup> <https://www.prnewswire.com/news-releases/the-new-digital-workplace-divide-us-workers-whose-employer-provides-outdated-technology-feel-less-productive-are-750-percent-more-likely-to-be-frustrated-and-450-percent-more-likely-to-want-to-quit-300671979.html>

<sup>xxi</sup> Riverbed Digital Performance Global Survey 2018

<sup>xxii,xxiii,xxv</sup> <https://www.zdnet.com/article/the-astonishing-hidden-and-personal-costs-of-it-downtime-and-how-predictive-analytics-might-help/>

<sup>xxv,xxvi</sup> Riverbed Digital Performance Global Survey 2018