The Experience 2020 Report: Digital Employee Experience today

nexthink

Introduction

By Jon Cairns, VP, Global Solution Consulting at Nexthink

Modern businesses understand how quickly a tactical technology issue can become a significant strategic risk. From the data center to your endpoints, IT represents the nervous system for any enterprise, and every employee depends on it to be productive. The growth of remote working makes these facts even more significant.

Consequently, Digital Employee Experience (DEX) impacts everything from productivity, retention, and customer satisfaction, to your bottom line. Today, the most forward-thinking organizations understand what it really means to manage their DEX. They have real visibility into their employee computing problems and can resolve those issues at scale.
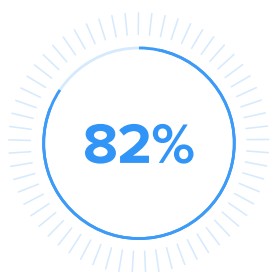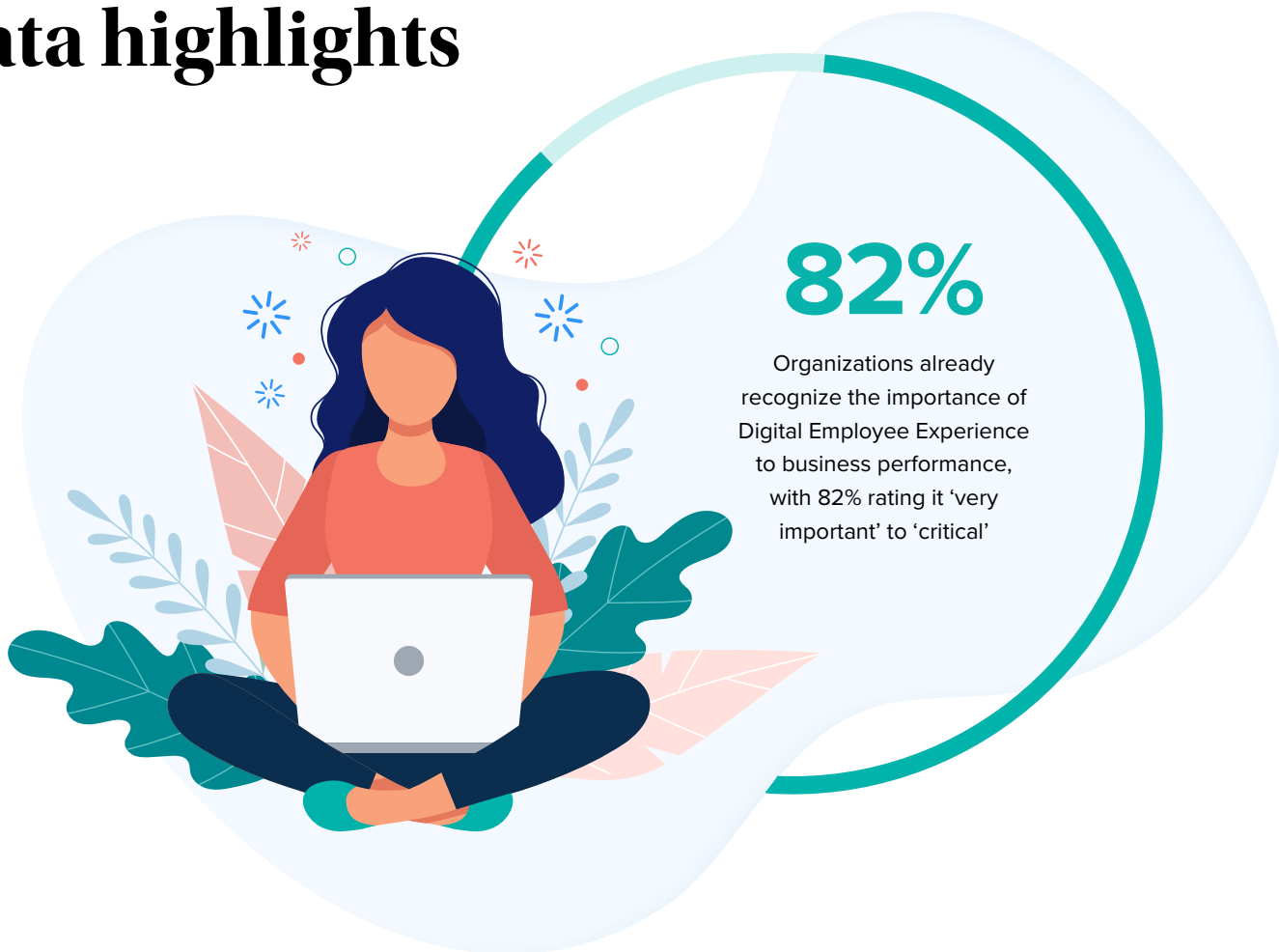
However, many organizations are just beginning their journey. That is why Nexthink commissioned this independent survey from Vanson Bourne of 1,000 senior IT leaders and 2,000 employees (non-IT), to help share insight into the issues faced by most employees today.

We hope you find this research useful, whichever stage of the DEX journey you're on.

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Data highlights

82%

Organizations already recognize the importance of Digital Employee Experience to business performance, with 82% rating it 'very important' to 'critical'
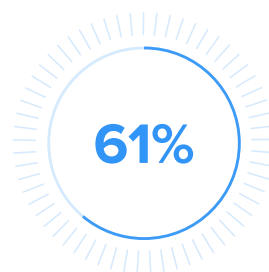
82%

Employees are expecting improvements: 82% of employees would like to see more done by their organizations to improve DEX

56%

Inability to measure new IT rollouts: On average, IT departments only have 56% visibility into the state of new technology rollouts, and only 45% visibility into the issues impacting employee experience

61%

IT issues at work are commonplace: 61% of respondents agree that IT downtime is an accepted norm in their organization

Employees, IT and productivity

Vanson Bourne surveyed significant sample sizes of both employees and senior IT leaders. By contrasting and combining their answers, you can start to piece together what the real cost of poor Digital Employee Experience is, both on individual productivity, and the wider organization's bottom line.

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Incidents reported

55%
Employee respondents admit they report only around half of their technology issues to the IT department on average
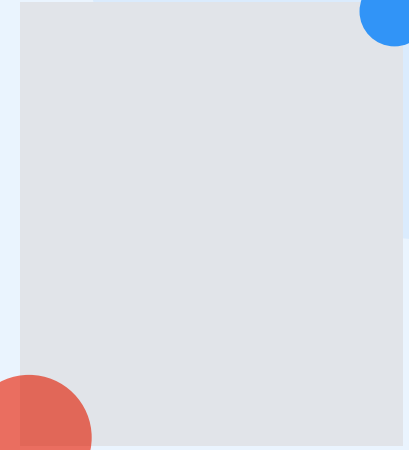
IT contacted

66%
Percentage of respondents that have ever contacted IT about any IT/technology issue

Employees impacted

79%
The majority of our respondents agreed, however, that when IT issues are not reported, it always leads to bigger problems
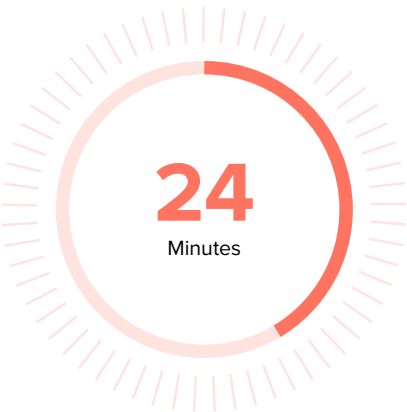
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How did you measure experience ten years ago? You could spend half an hour at the coffee machine and find someone that will explain the problem they have with their device. Today it's different.

Cedric Le Coguic
Group IT Technical Project Manager, MCI Group

Duration of technology issues

24
Minutes

The **average number of minutes** senior IT leaders report that **IT/technology issues prevent** their organization's employees from doing their job.

The **average number of minutes** employees report that their **IT/ technology issues** last.

28
Minutes

Frequency of technology issues

2x
Per week
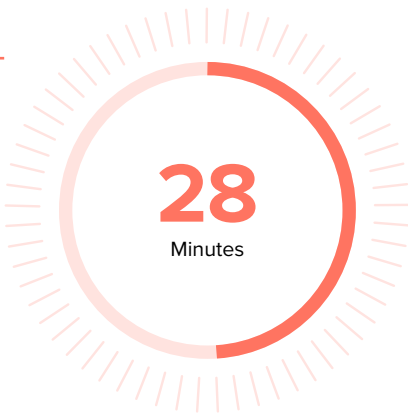
Average frequency of technology issues, per employee, according to IT respondents

x2

If only 55% of tech issues are reported to IT, however, the real frequency could be twice as bad

Barriers to productivity impact business performance:

- IT told Vanson Bourne that an employee suffers on average around 100 IT/technology interruptions a year

- If IT is correct then, with each interruption lasting 28 minutes, this adds up to almost 50 hours of lost productivity per employee per year

- With employees reporting just over half of incidents (55%), however, the real productivity drain could be almost twice as bad as IT estimates

- For a company of 10,000 employees, this equates to costs of $500,000 per week and $25 million per year

> **"**
>
> This data proves the strategic cost of poor Digital Employee Experience (DEX). When you multiply the interruptions by the number of employees you see that it's a huge productivity loss. And it's not just in terms of bottom line, it's also in terms of employee satisfaction. Many of these users will be wondering if they could have a better experience in another company.
>
> **Jon Cairns**
> VP, Global Solution Consulting at Nexthink

Innovation and visibility

Though modern enterprises focus on innovation, the reality is that they struggle to deliver smooth technology rollouts for their employees. IT departments and employees also experience these technology rollouts differently—and their contrasting perceptions reinforce the narrative that there is often a void between both camps.

Visibility of success

56%
The average level of visibility IT has into the success of new technology rollouts
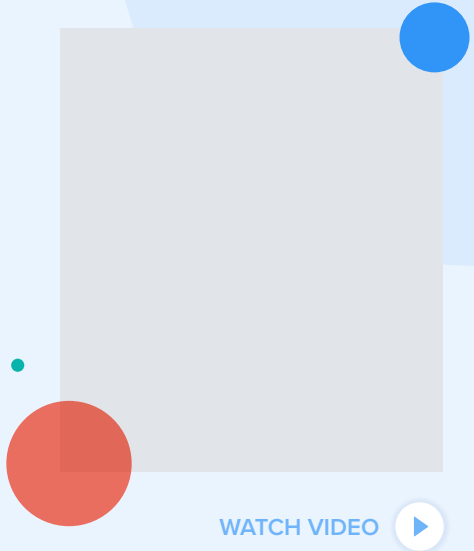
Visibility of uptake

58%
The average level of visibility IT has into the adoption of new technology

Visibility of issues

45%
The average level of visibility IT has into issues with new technology
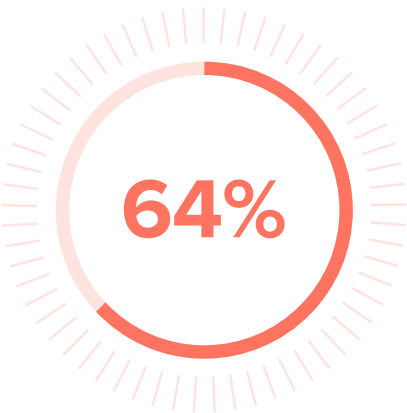
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"We know there's going to be changes in our environment. But how can we manage those changes, control those changes, and drive the right technologies to help people consume those technologies with a frictionless experience?

Bhavin Shah
Application Service Desk Manager, Johnson & Johnson

Divergent perspectives on innovation

64%

A majority of our IT respondents thought innovation activities at their organization had been mostly (60%) or totally successful (4%)
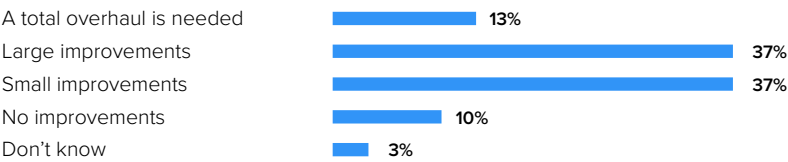
The experience of our employee respondents was different. **Totally successful innovation activities** were similarly low (2%), but mostly successful responses (39%) were **much lower.**

41%
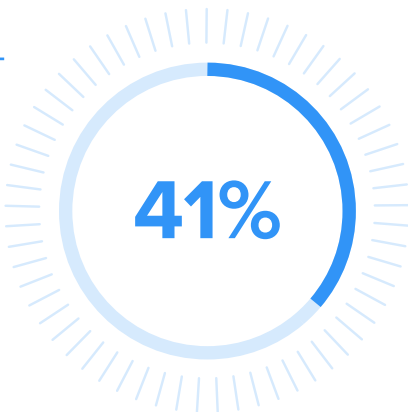
Across all of our respondents, there was agreement that improvement was required in the introduction of new technologies (88%) and innovation (85%)

Q: "How much improvement do you believe is required from your organization's IT department in the following areas?" [employees and IT]

Introducing new technologies

A total overhaul is needed	13%
Large improvements	37%
Small improvements	37%
No improvements	10%
Don't know	3%

Innovating the way we work

A total overhaul is needed	14%
Large improvements	36%
Small improvements	36%
No improvements	12%
Don't know	3%
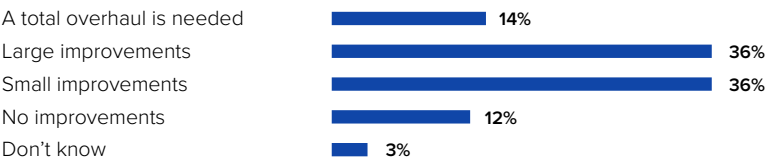
Transformation challenges for employees and IT

Five most common difficulties suffered by employees during recent technology rollout (last 12-24 months)
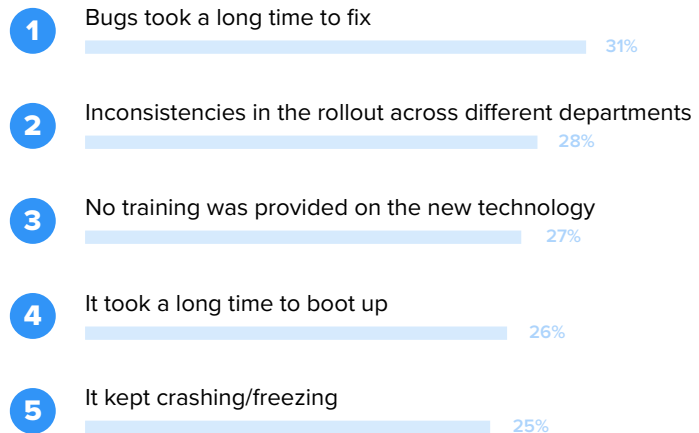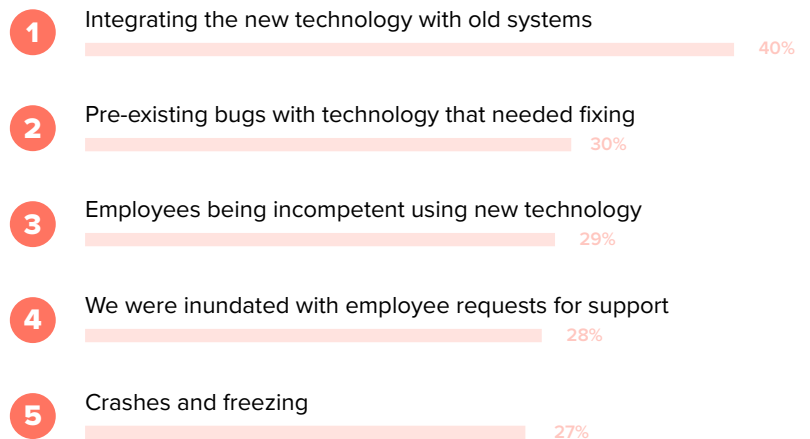
1 Bugs took a long time to fix
31%

2 Inconsistencies in the rollout across different departments
28%

3 No training was provided on the new technology
27%

4 It took a long time to boot up
26%

5 It kept crashing/freezing
25%

Five most common difficulties suffered by senior IT leaders during recent technology rollout (last 12-24 months)

1 Integrating the new technology with old systems
40%

2 Pre-existing bugs with technology that needed fixing
30%

3 Employees being incompetent using new technology
29%

4 We were inundated with employee requests for support
28%

5 Crashes and freezing
27%

> " IT tends to have great visibility into their network, the applications, the server, the data center – but when a user is calling the helpdesk to report an issue, IT doesn't have visibility into how the user is experiencing this issue. There are often other factors around the employee that can make the experience poor, and that's the visibility that many organizations are missing.
>
> **Jon Cairns**
> VP, Global Solution Consulting at Nexthink

Business benefits and costs

Vanson Bourne sought to gauge the current standing of Digital Employee Experience (DEX) within the enterprise, and its relation to employee experience more generally. How seriously is DEX being treated by employers, and what can be done to improve the overall picture? The results tell an interesting story.

Estimated satisfaction

25%

IT told us that one in four of their users were 'completely satisfied' with their Digital Employee Experience
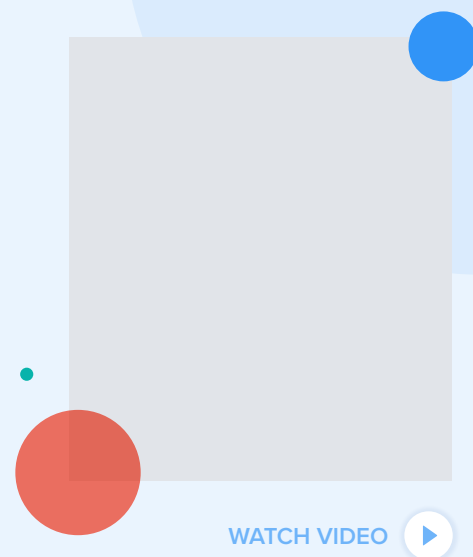
Real satisfaction

17%

However, the real DEX satisfaction rate of our employee respondents was almost 10% lower

Low expectations

32%

A higher percentage of respondents were 'completely satisfied' with their overall at-work experience (IT and employees)

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"

It's very important for us to get to the sustainable aspect. How to make sure we get to a condition, and then go on to the next improvement and then the next improvement and always improve.

Arnaud Pire
Senior Manager IT, Toyota Motor Europe

Is Digital Employee Experience the weak link in employee experience?

61%

The proportion of employees who believe that IT/technology downtime is an accepted norm in their organization.

There was a strong will to see improvements in DEX in these employee respondents, with 82% telling us their employers should do more in this area.
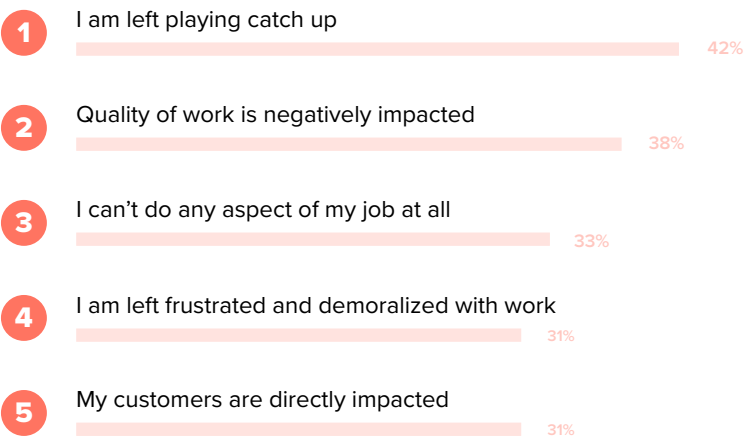
82%
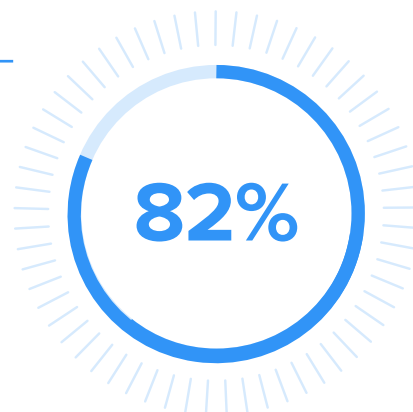
Driving employee experience with Digital Employee Experience:

- IT estimates that 25% of their users are 'completely satisfied'. The reality, however, is that employee respondents report a lower satisfaction rate that this (17%)

- For employee experience overall – the total experience received at work – the average is higher, with 32% of respondents reporting that they are 'completely satisfied'

- With 61% telling us IT downtime is an accepted norm at their organization, no wonder 82% of employees would like to see more done by employers to improve Digital Employee Experience
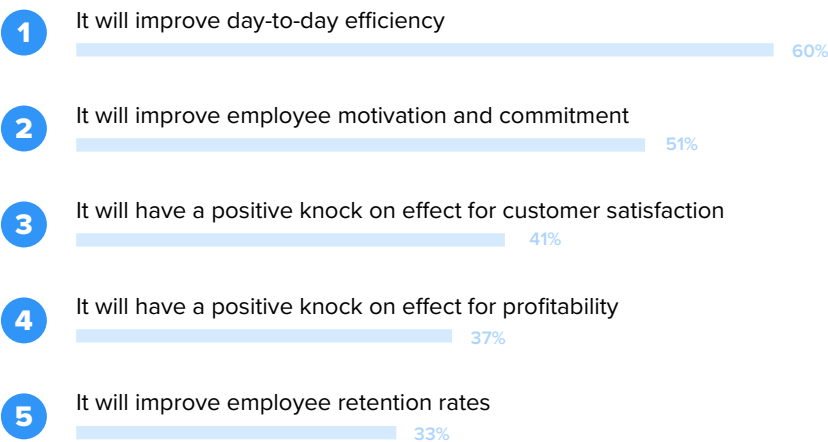
Digital Employee Experience: risks and benefits

Five biggest impacts of poor Digital Employee Experience [employees]

1 I am left playing catch up — 42%

2 Quality of work is negatively impacted — 38%

3 I can't do any aspect of my job at all — 33%

4 I am left frustrated and demoralized with work — 31%

5 My customers are directly impacted — 31%

Five biggest benefits of improved Digital Employee Experience [employees]

1 It will improve day-to-day efficiency — 60%

2 It will improve employee motivation and commitment — 51%

3 It will have a positive knock on effect for customer satisfaction — 41%

4 It will have a positive knock on effect for profitability — 37%

5 It will improve employee retention rates — 33%

> Digital Employee Experience is an enormously important part of employee experience. Many people are looking at their companies through the window of their devices, through applications. So, with the growth of the remote working, many employees will have all their interactions with their companies through digital applications.

Jon Cairns
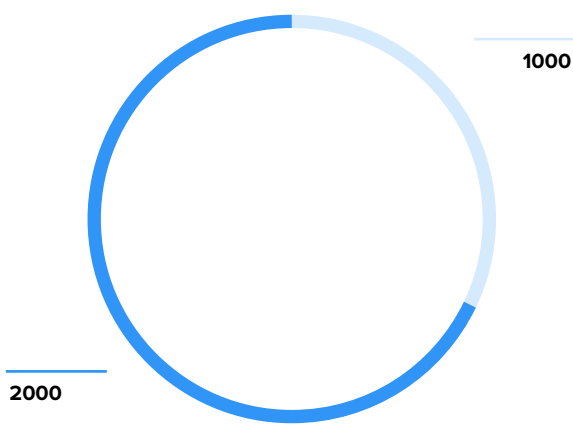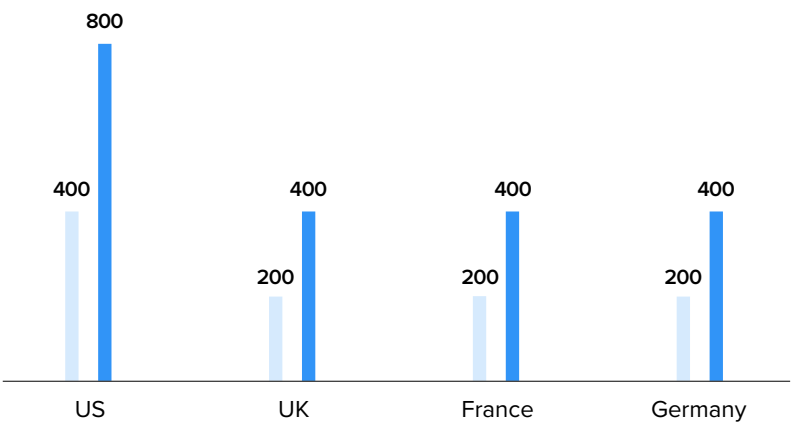VP, Global Solution Consulting at Nexthink

ABOUT THE SURVEY

3,000 senior IT leader and employee respondents were interviewed during November and December 2019, split in the following ways…

■ Employees   ▮ Senior IT leaders

Respondent type

1000

2000

Respondent country

| US | UK | France | Germany |

800
400
400 400 400
200 200 200

ABOUT NEXTHINK

Nexthink is the global leader in Digital Employee Experience management. The company's products allow enterprises to create highly productive digital workplaces for their employees by delivering optimal end-user experiences. Through a unique combination of real-time analytics, automation and employee feedback across all endpoints, Nexthink helps IT teams meet the needs of the modern digital workplace.

Have questions about the Nexthink platform?

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