

Experience Everywhere '20

Customer Brief No. 2 – January 2021

As part of Experience Everywhere '20, customers gathered in 90-minute online User Group meetings. This was an opportunity to meet and learn from peers at other companies. This Customer Brief is a summary of the key themes discussed at the User Groups held in

- English for Northern Europe (38 attendees)
- English for Americas (56 attendees)
- German for DACH region (29 attendees)
- French for France, Luxembourg and Swiss Romande (43 attendees)

IT REPUTATION SURVEY

We polled attendees at two User Groups and an overwhelming 76% felt that the reputation of IT was enhanced during the pandemic. 14% indicated that it stayed the same or worsened. Timing of major initiatives (e.g. O365, MS Teams) had both a positive and negative impact on reputation with some initiatives accelerated and others slowed.

PROACTIVE VS. REACTIVE

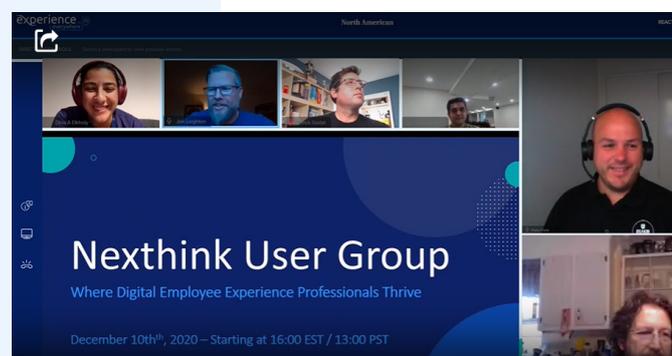
Cultural issues

Culture and mindset change were presented at the customer keynotes and the challenges were echoed in User Groups. Some IT teams resist the idea of giving up control. There's concern about automation taking L1 / L2 jobs. ITSM culture centers around the incident with familiar stories of 'Hero' incident resolvers and less recognition going to those focused on prevention. Tech support needs to be rewarded for improving productivity not just resolving issues. Support teams complain that they are too busy reacting, but are reluctant to change.

Nextthink has great features but we need to overcome resistance to 'new ways of working' to ensure maximum value. Change is to work smarter. Frame it based on what's in it for the individual, to make their work lives more productive.

Measurement

Define 'proactive'. An earlier breakout session described 'before the issue' and 'before the ticket'. A UK customer describes Proactive = fix it before user knows about it, vs Predictive = fix it before it occurs. We cannot avoid all service calls, but can we minimize them. A "Zero ticket" goal may not be everyone's focus and can carry a different weight, particularly for those with outsourced Service Desks. We historically focused on incident metrics of FCR, MTTR etc. however they only measure how many people actually report, not the scale of disruption.



Proactivity requires a new set of metrics. Enter DEX V2. For every initiative reporting is key. Each campaign has a different way to measure the IT value and impact on productivity. For example, an employee saves 15-30 minutes every time they call the service desk. It's hard to quantify the unseen, preventative or what has improved. For example, digital experience impact on employee retention. The challenge is to translate proactive tasks into value. Reducing Level 1 calls and 'shift left' savings is doable. Next step is to gauge the value of experience sentiment, tying back to employee productivity and retention factor.

Actions

Collect information, review it, and decide on an action, if any. It's easy to go down a rabbit hole that doesn't deliver value. The hard part is deciding where to invest time. Focus on low hanging fruit to prove the value and gain buy in, add more complex problem solving later. Some examples:

- A customer has three L2 agents dedicated to proactive work
- Focus on reviewing open problem records and choosing candidates for a Nextthink deep dive.
- Focus on software install failures, recognizing that this impacts new employees

There was interest in enabling users to see their own digital experience (see personalization below) with recommendations on how to improve that experience. One customer described their goal as a concierge experience for all, not just VIP's. Nextthink was a vehicle for them to be able to provide support with the same team as two years ago despite a significant increase in users. Operational activity such as weekly health checks are performed, and devices prioritized. As the positive impacts are promoted and shared (who does handle the "marketing" of IT efforts?), IT is starting to get invited to meetings such as SOC2 compliance, which would never have happened before.

PERSONALIZED DIGITAL EXPERIENCE

Many attendees cited Personas as a key takeaway (along with Application Experience). Today, people are doing tasks that nobody knows about, job descriptions are ill defined or remain the same even though people have new roles. Access and experience are based on "copy Person A" more so than a real understanding of their digital needs. IT cannot wait for HR to update their systems and Nextthink's Persona Insight is seen as an opportunity to keep track of people as their use of technology changes. In some regions, as we strive to match personas with usage, we'll run into concerns around privacy, which will lead to delays in adoption. Customization introduced with DEX V2 is a big help, as each company is different. DEX V2 described as a "game changer" in the way it can provide a meaningful baseline and drive automation. One US customer described moving from 3.4 to 7 by implementing the new score!

Persona Insight will help even more by adding another dimension to the digital experience. The example of Microsoft My Analytics was raised. It offers personalized data to the employees. Must be for their eyes only (beware Big Brother!) and it helps employees get smarter about their digital usage. Food for thought...is letting the employees see the company's DEX score positive or negative.



INTEGRATING NEXTHINK DATA

- With Nextthink APIs, remote actions can be triggered, for example, even without launching the Nextthink interface (e.g. for chatbots and self service)
- Integration with Service Management processes remains a key opportunity to 'democratize data' in support of initiatives such as shift left and insight informed experience.
- Using Nextthink data for software asset management to assess underutilization and protect against overutilization of licenses. Developing dashboards to keep track of subsidiaries and filter by region would be very helpful.

GROWING MOMENTUM OF NEXTHINK ENGAGE

Customers confirmed a growing interest in enabling context relevant communication with their employees using Engage. 2020 was a pivotal year in terms of the adoption of Engage. Through 2019, some customers talked about Engage being the "surprise value-add" to their Nextthink investment. This year, the value-add went beyond IT as User Group attendees cited multiple instances of corporate comms and HR coming to them about using Engage for both business oriented and pandemic related employee wellness use cases.

Whether it is to inform employees, measure satisfaction, solicit feedback or encourage an action, Engage initiatives flourished. Initial use cases tend to focus on outbound communication, major incident or advising of planned maintenance. The addition of Nextthink Act made it possible to effectively manage action-oriented campaigns, shifting to a true self-service experience. Many attendees are planning or are already gathering qualitative feedback via structured, regular DEX sentiment campaigns.

A French customer shared their 2020 journey with Engage. Their goal? Offer an alternative to email to interact with users in an innovative and impactful way, while meeting the need for immediacy. Aware of the novelty effect, they first secured the buy-in of the internal communications team. After Engage was introduced, Risk and Resilience were interested and use cases outside of IT flourished.

2021 IT INITIATIVES

Across the User Groups, we heard these priorities

- Implementation of the Digital Experience Score V2
- Use of Engage to bring qualitative and endpoint data to the user profile
- Integration of Nextthink data with other tools & business processes (ITSM, SIEM, BI ...)
- Implementation of proactive support processes
- Establishment of a Digital Experience Center of Excellence
- Migration to the Nextthink cloud

2021 COMMUNITY USER GROUPS

We welcome you to attend a virtual User Group in 2021. These will typically take place quarterly, oriented around regions and time zones. Login to Nextthink Community to join a User Group and bring your voice and experience to the discussion.

