

Raising the bar for digital employee experience -

An IT service desk perspective



Agenda

1

Introduction

2

Why employee experience matters

3

Technology powering this wave

4

Understanding millennial expectations

5

IT's role in the employee experience

6

7 ways your IT service desk can
contribute to employee experience

Introduction



Airbnb's employee experience initiative

Airbnb has appointed a "chief employee experience officer" whose job is to serve employees in a number of different ways. A few include, providing employees with the latest technology, recruiting the best and brightest talent, and ensuring that their buildings are spaces for an optimal work environment. Other companies that have chief employee experience officers are Cisco and Pandora.

The nature of work is becoming increasingly digital. Employees are digitally savvy. Workplace tools are digital. Business processes are digitized. The increased penetration of technology into the workspace is forcing organisations to rethink their employee experience. Employee experience is essential for businesses to compete. Organisations of all sizes are prioritizing employee initiatives and dedicating significant resources to it. Employees today demand a better experience and employers who don't deliver it lose their best people to those who do.

According to Forbes

**Building the best
employee
experience is the
next competitive
frontier for
companies.**

Why employee experience matters

The changing nature of the workforce

The rise of the multi-generational workforce with a growing representation of millennials is the biggest driving force for organisations to rethink their employee experience. Millennials enjoy and expect their everyday experiences to be driven by technology and the internet. They are technology savvy and see value in digital experiences.

The digital workplace

The increased adoption of advanced technologies at work is changing everyday interactions. The focus is on collaboration, communication and virtual connectedness. The workplace is becoming mobile and always available, forcing organisations to reimagine employee experience.

**Millenials will form
50% of the global
workforce by 2020**

– PwC report, *Millenials at work*

**Only 15% of
employees worldwide
are engaged in their
work.**

– Gallup's *State of the
Global Workplace report*

The talent war

Attracting, engaging and retaining talent is the biggest driving force for HR to invest in technology at the workplace. Today's millennial workforce is more willing to move companies to meet career goals, compared to traditional employees. Facilitating employees with the right tools and technologies to make their work life easier becomes necessary.

Consumerisation of IT

People are spoilt by great customer experiences outside of their work, they expect the same connected, mobile-first, and personalized experience from their workplace. Employees don't want to be stuck with email and phone calls. They expect easy, familiar communication experiences and necessary automations to do everything from submit expense reports, schedule meetings, on-board new employees, and more. Consumer-like digital services at work can go a long way in delivering a delightful employee experience.

Almost 30% of senior leaders mention finding talent as their most significant managerial challenge.

– McKinsey Global survey

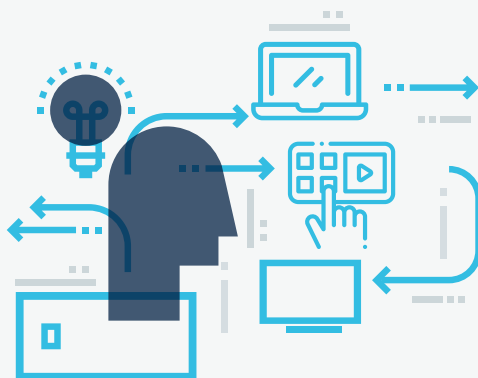
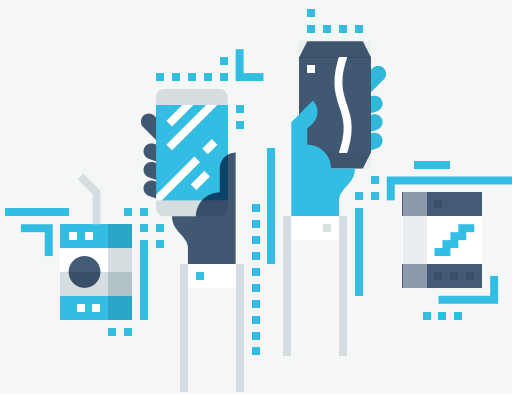
71% of employees want their employers to provide them with the same level of technology they use in their personal lives.

– Salesforce's State of the Connected Customer research

Improved bottom-line

Organisations are becoming increasingly lean and agile to compete in today's volatile, complex and uncertain environments. Businesses automate routine tasks to reduce costs and improve productivity. Data is changing the nature of work and the way we work. Business are forced to innovate with the way we interact with and leverage this data. Employee experience that makes work engaging and easy is a competitive edge for digital businesses. Business worldwide are undertaking digital transformation (DX) initiatives. A well-designed and carefully executed digital employee experience forms the cornerstone of successful digital transformation.

Technology powering this wave



Collaboration tools

Collaboration is the new way of work. Collaboration and communication tools like slack, Microsoft teams and intranet portals like workplace facilitate this new way of working. With virtual workspaces and globalisation on the rise, these technologies have become a norm in most organisations.

Multi-device experiences

Mobile devices are an integral part of customer experiences. People expect the same consumer-like approach from their experiences at work. There is a growing need for mobility and usability from workplace technologies.

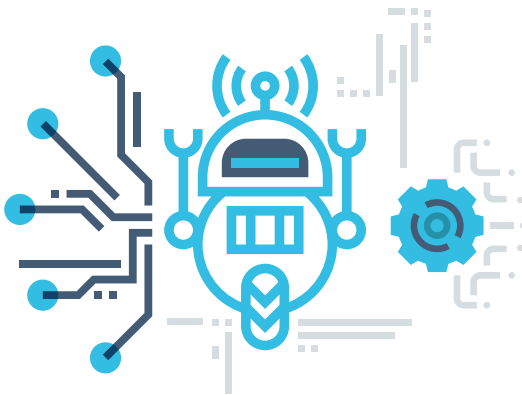
Data analytics and visualisation

Data analytics and Business intelligence tools facilitate data-driven decision making. Businesses are investing heavily in tools and skills that can generate, analyse and visualise data to make informed, data-driven decisions.



Automation

Businesses are seeing value in automation of repetitive and mundane tasks across functions. While it improves bottom-line for companies, it also increases employee productivity and frees up employee time to focus on high-impact initiatives.



AI, ML & Bot

Artificial intelligence and Machine learning technologies are now a mainstream in customer experience strategies. The use of chatbots and other intelligent automations will slowly find its way into internal workplace processes and services.



Cloud computing

The barriers to setting up new systems and experiment with technology is very low with the rise of the cloud. The quick time-to-market and minimal investment in capital is allowing businesses to innovate with new ways of working and different technologies in the market.

Understanding millennial expectations

Mobile-first



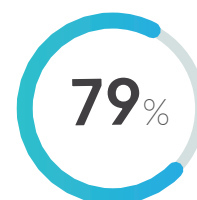
86% of millennials use their smart devices as the primary means for connecting to the internet.

Unified experiences



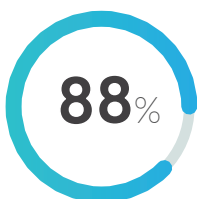
A mckinsey study suggests that 50% of all customer interactions happen during a multi-event, multi-channel journey.

Need for speed



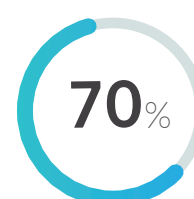
79% of customers say they prefer live chat purely because of the immediacy it offers compared to other channels.

Collaboration & communication



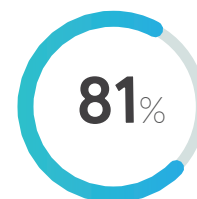
88% prefer a collaborative work culture than one driven by competition

The D-I-Y generation



70% of people expect a company's website to include a self-service application.

Personalisation



81% of consumers want brands to understand them better and know when and when not to approach them.



IT's role in the employee experience

The IT team plays a pivotal role in unifying all the business teams and ensuring a hassle-free employee experience. IT has to adopt a problem-solving approach while helping employees get maximum value out of their technology. This requires IT to take a proactive and forward-thinking stance. The IT team is expected to streamline the disparate teams and processes to deliver unified experiences.

Data suggests that the current state of IT service management is far from this. In reality, the IT team is considered to be the most problematic department in most organisations. Getting the basics right is first and foremost. IT service delivery must create user-friendly access points for employees to receive the help they're looking for. A great employee experience starts with IT teams working on fixing broken processes, solving bottlenecks and improving service times.

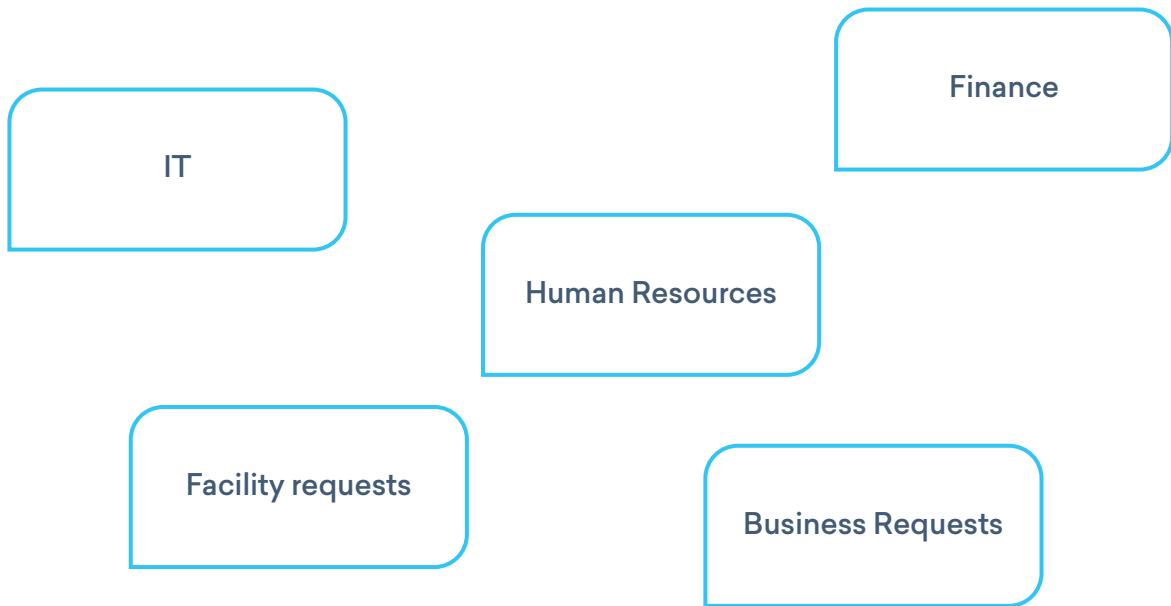
Designing and delivering a digital employee experience is a company-wide endeavour involving multiple teams. Department leaders must work together, so everyone can provide the information and resources they need to do their best work. Understanding the employee lifecycle starting with on-boarding, through all interactions between the employee and the organisation is essential.

62% of employees say they observe broken IT processes within their organization, making it the most problematic department.

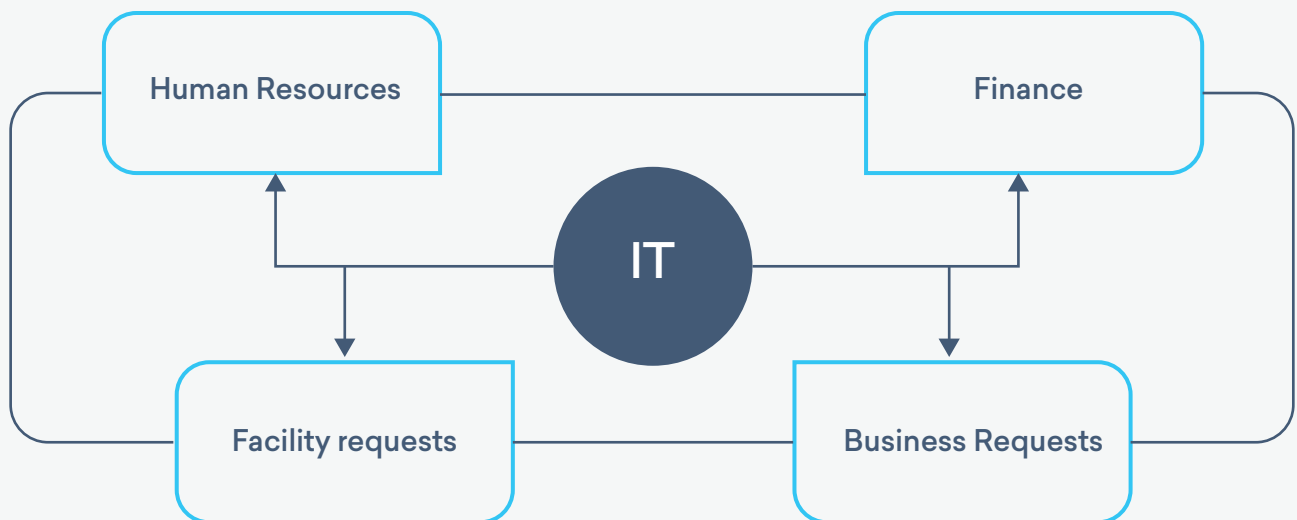
- Nintex, 2018

78% of IT leaders are making digital employee experience projects a higher priority than they were just two years ago.

- Salesforce's State of the Connected Customer research



Key stakeholders and touchpoints in employee experience design



Role of IT in employee experience design



7 ways your IT service desk can contribute to employee experience



1. Supporting multi-channel service delivery

Collaboration is the new way of work. Collaboration and communication tools like Slack, Microsoft Teams and intranet portals like workplace facilitate this new way of working. With virtual workspaces and globalisation on the rise, these technologies have become a norm in most organisations.

Supporting multi channel service delivery is about making IT more available and accessible to employees. Bring IT to where work happens. Integrating internal tools and technologies with Freshservice will help students find your IT team from their comfort zone and allow you to raise tickets, resolve issues and get alerts from within the tool.

**74% consumers use
at least 3 channels
when interacting
with an enterprise
about customer
service issues**

– *Ovum Research*



2. Provide IT services on mobile

Bringing ITSM on a mobile app offers convenience and mobility to employees and IT agents. Your employees are always on the go. They prefer communicating on the phone making it necessary for your IT service desk to be available on mobile. A mobile app allows users to check on incident status, submit requests or search for answers to common IT questions. Bringing IT to the palms of your users drives service desk adoption and improves the employees' interaction with the organisation. For technicians on the field, a mobile IT service desk helps manage their tasks, assignments and workloads while providing support where needed. This adds value by boosting productivity, improving response times and helps users stay informed.

**People today have 2X
more interactions
with brands on
mobile than
anywhere else—that
includes TV, in-store,
you name it
(Google, 2017)**



3. An Amazon-like service catalogue experience

Use the service catalogue to deliver a wide range of products and services through a modern and user-friendly storefront. This gives employees full visibility into the status of their requests, eliminating the need for constant back-and-forth email. This can work for IT and non-IT services like HR requests or finance requests. People expect an Amazon-like experience from their service catalogue. This includes the ability to find what they need, in the way that makes the most sense to them. Prompting employees all the information that they need to complete a service request, goes a long way in delivering a great employee experience.

Imagine you had to order food at a restaurant without a menu. You wouldn't know the variety of dishes, the restaurant doesn't showcase its full potential and your dining experience takes a hit with all the back and forth communication.



4. Automating the workplace

Automations make life simple for internal service teams and facilitate better employee experience. Automations can significantly reduce the time employees waste on manual, repetitive tasks, and free up their time for more valuable, fulfilling work. Tasks that can be automated include onboarding, facility request fulfillment and IT service desk support. Using chatbots and automating workflows can improve ROI for the business and help employees focus on what really matters.

78% employees say that automating manual, repetitive tasks would allow them to focus on the more interesting and rewarding aspects of their jobs.

- Automations in the workplace report, 2017



5. An extensive knowledge base

The knowledge base is the most direct way to connect employees to the solution. A knowledge base empowers employees with the right information at the right time. The key is to give employees easily searchable access to all of this knowledge. The knowledge base should be written in simple everyday language that employees understand. A well-maintained knowledge base help agents by deflecting tickets for standard support issues, freeing up agent time for more valuable tasks. It ensure delivery of consistent employee experience by allowing agents to attach solution articles to tickets. An ideal knowledge base serves as a database of resources based on the organization's history of internal incidents and issues that have slowed employees down in the past.

The knowledge worker spends about 2.5 hours per day, or roughly 30% of the workday, searching for information.

- IDC



6. Prioritizing Self-service

People are familiar with consumerised experiences in their personal lives that they now expect the same level of 'do-it-yourself' capability at work.

Self-service improves the employee's experience by removing all dependencies. Self-service empowers employees with information, control and convenience. Companies are realizing the benefits of self-service portals for everyday operations like IT incident requests, employee benefits administration, and access to the organization's vital resources.

Self-service portals bring business teams closer to IT and vice versa. This creates a unified, coherent employee experience.

By 2020, a customer will manage 85% of the relationship with an enterprise without interacting with a human

- Gartner



7. Unifying internal business teams

Every department is an internal service provider. If an employee needs a new laptop, the IT team is their service provider. When sales requires website updates, marketing becomes the service provider. Unifying all business teams onto a single service desk simplifies employee experience. Employees no longer have to submit requests through an HR tool for benefits, a project management tool for marketing, and a service portal for IT. They can request website upgrades, business cards, software licenses, travel allowances, all in one place. This brings clarity to the employee and makes work life easy for the employee.

**67% of IT teams say
collaboration is their
second highest
priority, after security
work.**

*- Salesforce, Second annual
state of IT*

Conclusion

2018 is considered to be the year of employee experience and powerful, user-friendly technology is an integral part of a positive employee experience. The workplace technology your business adopts must be employee-centric. It should solve the challenges of your workforce and be something your employees can't work without. As our dependence on technology has increased, so has IT's role in the organization. The IT team plays a critical role in building a powerful employee experience. IT teams should focus on understanding the needs of their organisation and employees. Leveraging a modern, agile service desk to cater to these needs is a good place to start delivering exceptional employee experience.

About Freshservice

Freshservice is a cloud-based IT service desk and that is quick to setup and easy to use and manage. Freshservice leverages ITIL best practices to enable IT organisation to focus on what's most important – exceptional service delivery and customer satisfaction. With its powerfully simple UI, Freshservice can be easily configured to support your unique business requirements and integrated with other critical business and IT systems.

Validated data protection



GDPR ready



SOC 2 compliant



ISO 27001



US-EU Privacy Shield

The highest rated service desk solution



Gartner Peer Insights
Customers' Choice for
ITSM Tools



SDI Award for Best
Implementation for 2
successive years



Capterra's Most Popular
ITSM Software



G2 Crowd Service Desk
Software Leader 2018

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