

USER EXPERIENCE

A digital workplace journey can boost your business

User Experience

A good user experience is an important factor in creating value and achieving success. It enables companies to keep employees happy, accelerate digital change processes, and improve business outcomes. A digital workplace journey makes this easier to achieve than you might think.

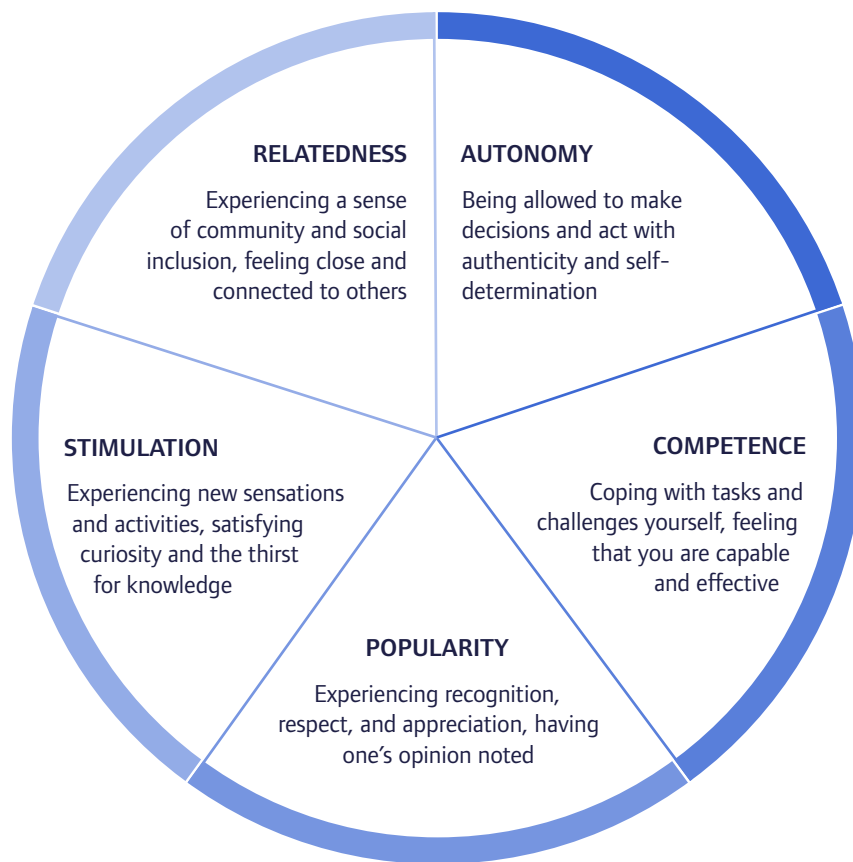
For companies, end user devices are a key factor in the employee experience. But digital assets can also be a gateway to new possibilities. For employees, these are crucial tools for achieving goals. As a result, end devices have become a strategically important area ([Forrester](#)). Not least because the employee experience has a strong influence on employee commitment, and therefore on business performance.

In this respect, many companies are losing out on invaluable potential. According to a report by [Unisys](#), one in four employees is either somewhat or very dissatisfied with the technology provided in their workplace. This leads to frustration among the workforce, and can even cause employees to leave the company. While this might not necessarily be an indicator of under-performing workplace hardware, it definitely points at a poor user experience (UX).

Workplace UX is about more than just the device

According to the international standard on ergonomics of human-system interaction, UX is defined as “a person’s perceptions and responses that result from the use or anticipated use of a product, system, or service. [...] This includes all the user’s emotions, beliefs, preferences, [...] behaviors, and accomplishments that occur before, during, and after use.”(iso.org)

Hardware UX is all about how users experience a device: as useful, user-friendly, or even beautiful. But even more important is what a user's experience is in connection with the device, according to [Marc Hassenzahl](#), psychologist and professor of Ubiquitous Design/ Experience and Interaction at the University of Siegen. He believes that universal psychological needs play an important role here. In addition to the ever-relevant need for autonomy, Hassenzahl has identified four others that can be classified as ‘sources of pleasure’, particularly in relation to technology: competence, popularity, stimulation, and relatedness.



THIS IS WHAT USERS APPRECIATE THE MOST

One way that organisations can implement the idea of an end-to-end UX is to create a chain of experiences or a journey that follows the asset lifecycle. This could include the following experiences: procurement, provision, use, support, and upgrade/update. On the following pages we provide ideas, advice, and best practice examples on how to shape these experiences.

Procurement: preferred hardware via a self-service portal

Digital workers' attitudes toward technology, and the ways in which they interact with it, are as varied as their job profiles and tasks ([Unisys](#)). Furthermore, universal psychological needs vary in intensity from person to person.

To create a solid foundation for the UX, companies could allow employees to choose their equipment from a pre-defined shopping cart, rather than assigning hardware to them. After all, employees know best which devices are the most useful for their tasks, whether it is a workstation with two monitors, a laptop, a tablet or smartphone, or multiple devices in parallel. And quite often the assigned hardware proves to be less than optimal, according to an international, cross-sectoral [employee survey](#). The survey found that one in five employees could be working more effectively if he or she had access to mobile technologies. And around a third of respondents who use personal hardware for work do so because they prefer to work on a device that they are familiar with.

That is why it is worth getting employees involved in technology and workplace planning, and to offer them a defined pool of equipment from which to choose. The easiest and most cost-effective way to do this is via a self-service portal with individual employee accounts and a shopping cart function. It allows users to configure their workplace and order their equipment themselves, increasing user satisfaction, reducing the burden on procurement and IT, and making procurement processes easier, faster, and more efficient.

Provisioning: turning it into an experience

The provisioning of end user devices can also be made into an experience, for example by issuing laptops with personalised start screens or supplying smartphones in a deluxe branded box. Equipment rollouts can be accompanied by events to turn them into more of an occasion. Job-specific group events are the perfect opportunity to roll out mobile end devices such as smartphones and tablets. They allow co-workers to share the experience of new devices, to show each other how to use them, and to inspire one another.

After the satisfaction of receiving the desired device, the big question is how to get started with it as soon as possible. If not already pre-configured, each device should be easy and quick to set up. Options for achieving this range from how-to videos and set-up assistants to automated configuration via managed desktop or enterprise mobility solutions. Such solutions are recommended where business data needs to be reliably protected at all times.

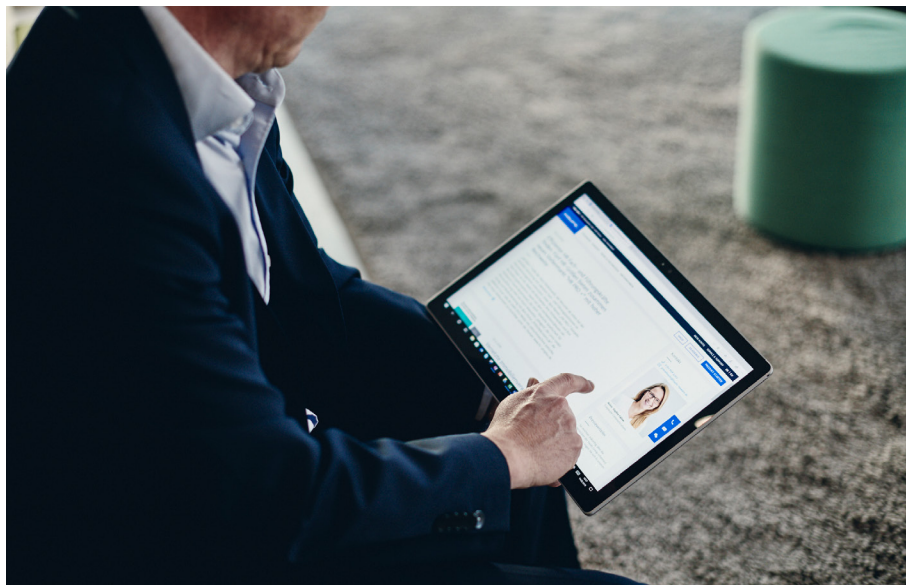
A provisioning concept known as COPE (Corporate Owned, Personally Enabled) is equally attractive for employees and employer. Employees are allowed to use their top-end corporate devices outside of work and therefore do not need to get used to new equipment. Employers are able to provide a cost-neutral incentive that brings benefits in the war for talent and increases staff loyalty.

Usage: making day-to-day business a pleasure

While working with their hardware of choice is a pleasure for employees, it does not guarantee that they will be familiar with all of the device's functions or able to use them correctly. This is one of the reasons why many users teach themselves, for example by trying things out, searching the internet, or asking a co-worker. ([D21 Index](#)). This can waste time unnecessarily, and the results are often questionable.

It is more efficient to proactively teach users the knowledge they need, for example by offering tips on functions they might not be familiar with or providing answers to typical user questions. How do I switch between monitors? How do I enter presentation mode? How can I transfer conference calls from my smartphone to my desktop PC, or vice versa, without losing the connection?

There are many ways to share such information, including knowledge portals, newsletters, podcasts, hosted themed events, or even a workplace café where users can meet and talk to experts. This type of employee enabling pays off on many levels, for example by making it easier for departments and the IT team to establish preferred functions or procedures within the workforce. And according to ([Deloitte](#)), learning opportunities are a top driver of employee satisfaction and ensure that new hardware adds value sooner and better, thus accelerating ROI.



Support: Quick help when it gets tough

More than half of IT users rate their support experience as partially or entirely negative, with long response times a particular issue. Just over 40 percent of users attempt to resolve problems themselves, and one in five would like access to online support information.

These findings from an [IDC study](#) are arguments in favor of a web-based, self-service help desk. This is particularly easy to implement through a workplace service provider and has proven effective in both level one and level two support.

Such a help desk can be accessed from anywhere at any time and can offer support in the form of troubleshooting FAQs and help tools, for example. It can also accept fault reports and requests for repairs or replacement devices, and kick off the necessary follow-up processes. As long as the replacements are readily available, productivity loss can be kept to a minimum. In any case, defective hardware should be replaced with the same model and at the user's preferred location (office, at home, etc.). The employee receives a familiar device wherever he or she is working and is immediately able to be productive again.

Upgrade/update: an opportunity for renewal

Users want to work with equipment that is appropriate for their tasks, and they also expect their business devices to be as technologically advanced as their personal ones ([Unisys](#)). That is why it is important that the digital workplace can be flexibly expanded, modified, and modernised. For example, a revised job profile may require a second monitor, or a tablet instead of a laptop. Or a new headset enters the market that allows users to make calls more flexibly. Or because new device generations are becoming available that make a complete workplace refresh a good idea.

As simple, unbureaucratic processes increase satisfaction ([Deloitte](#)), the best approach is to make workplace changes as easy as possible for the user through proactive, job-specific add-on and upgrade options that immediately add the hardware to the employee's shopping cart on the self-service portal. Informing users of the advantages of each hardware item further increases satisfaction levels with regards to the add-on options but to the workplace refresh as a whole. When it comes to a refresh, user requirements and wishes can be established through proactive communication. Some users may not want or require updated equipment yet, others might want it as soon as possible, and these preferences should be taken into account. Whichever is the case, a pool of freely selectable devices can enhance the UX during a workplace refresh.

Flexible financing models give companies the ability to expand, modify, or modernise digital workplaces as required. It also makes sense to incorporate management software to provide an up-to-date overview of workplace technology, budgets, and expenditure. This takes the hassle out of refresh projects and the provision of add-on and upgrade options, and ensures that budgets are protected.

A seamless experience with WaaS

WaaS (Workplace as a Service) is a model for leasing digital workplaces as required for a fixed monthly rate, including all accompanying services. Companies using WaaS not only protect their budget, benefit from fixed costs, and increase their flexibility, they can also easily create a seamless experience for their employees. But only if their WaaS vendor offers a one-stop shop for all things related to the digital workplace.

All types of hardware and office equipment.

Stationary and mobile PCs, monitors, printers, smartphones, and much more – all with needs-based lifecycles and financing and usage models. This can also be extended to include office equipment such as furniture, fixtures and fittings for an all-encompassing Workplace as a Service solution.

A self-service portal

For ordering and delivery coordination, and for accessing operating instructions, help tools, support, and replacement devices, which are ready the next working day.

End-to-end services

From advice, logistics, deployment automation, personalisation, risk protection, and project, device, and cost management – including reviews – to 24/7 support, hardware migration, and returns processing in line with legal requirements.

A full-service package like this can take the pressure off procurement, HR, and IT, and make it easier to remain within project or workplace budgets. But most of all, it allows companies to provide employees with the right device at the right time, complete with a positive UX and all the benefits this brings.



Satisfied employees benefit your business

A positive UX increases motivation, the ability to act flexibly and find solutions, and the acceptance of new technology. As a result, it can facilitate and accelerate digital change processes, improve the employee experience (EX), and increase employee commitment. Especially when the technology offered is state-of-the-art and satisfies a wide range of working styles and preferences. When users can work remotely and receive effective support, anywhere and at any time. And when employees are free to choose their equipment and are provided with technology that will support their success. These are the findings of [Jacob Morgan](#), [MIT CISR](#), [Forrester](#), and [Deloitte](#).

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The improvements achieved in terms of EX and commitment are expected to be considerable. After all, technology is one of the three most important factors for employees, according to [Jacob Morgan](#). A positive UX will therefore pay dividends when it comes to business performance. Because companies offering a positive EX are twice as strong when it comes to innovation and customer satisfaction than those with a less than positive EX ([MIT CISR](#)). And because companies with high commitment levels achieve better outcomes than those with lower levels: their productivity is 18 percent higher, their revenue growth is two and a half times bigger, and their profits are twice as high ([Korn Ferry](#)). A seamless hardware experience plays an important role in this.

