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Computacenter

THE MANY FACES OF EMPLOYEE EXPERIENCE

LET'S GO 



TRANSFORMING EMPLOYEE EXPERIENCE

Enabling employees in the workplace has shifted from a business objective to a strategic imperative.

Employees expect their experiences of work to be fulfilling and rewarding. They want to work for employers whose values are aligned with their own. Crucially, they expect to be able to work how and when it suits them, with the tools and platforms they need to stay connected and productive from anywhere.

As all of this implies, employee experience is a combination of the interactions and touchpoints that enable the many faces of work. It's the technology we use, the devices, and the enjoyment of those devices. It's about the places and spaces where we work. Today, a workspace may be at home, but tomorrow it might be back in the office – or a hybrid of the two – and the experience will change again.

The strategic focus on employee experience rests on the realisation that a good place to work is somewhere people will keep coming back to. With a global skills shortage (and global recession approaching), a modern employee experience is essential for attracting and retaining top talent.

This is about more than bean bags, football tables and coffee machines. It's about enabling productivity and excellent customer service, as well as seamless onboarding, integrated systems with easy access to data and services.

In this Executive Briefing, we'll look at why today's employee experience needs to reflect the streamlined, convenient services people are used to in the consumer digital world. We'll describe how Computacenter helps customers get the most out of their Microsoft toolkit to deliver a user-centric approach to workplace transformation. We'll also consider the cultural changes and platforms needed to keep employees connected, motivated and productive.



WHY THE DELAY?

Providing the best experience on the most productive devices for employees should be a priority. But is it?

Some 15 to 20 years ago, the best tech was found in the workplace. However, in more recent years, consumers have enjoyed the rapid advances in mobile technologies that are often not quickly replicated in the workplace.

Consumers have choice. They enjoy access to a wide range of services and digital tools. And they are quick to adopt the latest device, app, or digital service. For the consumer, mobility is empowering.

So, why is the modern enterprise lagging behind? What's stopping employees getting the same great experience from their digital tools at work as they are at home?

Managing technical debt

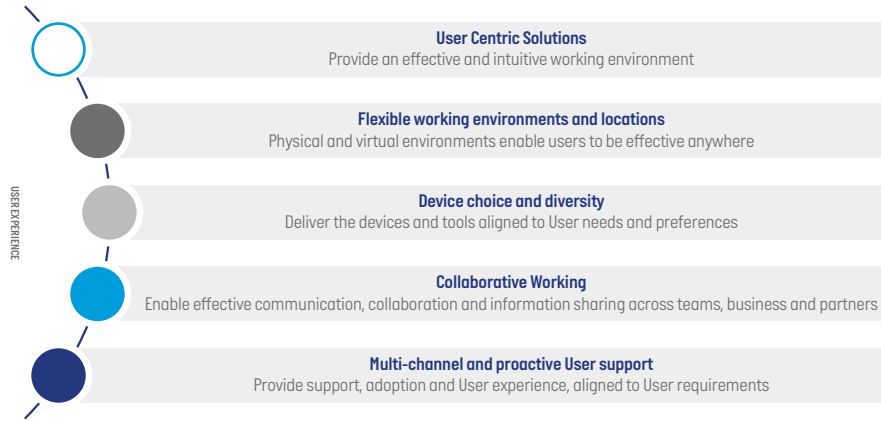
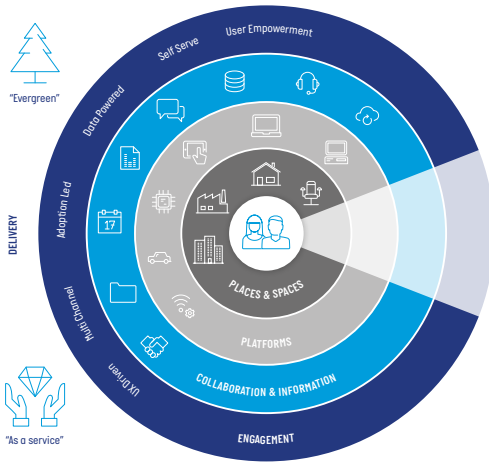
While more digitally mature organisations have adopted new mobile technologies and cloud platforms, such as Windows 10 and Microsoft 365, others are still in catch-up mode. Their employees have a limited amount of choice in how they consume and use services across multiple channels and via different devices.

This is partly the result of a need to get the most out of legacy investments – what we refer to as technical debt. Start-ups and digital natives aren't held back by such investments, but many established organisations are prevented from being as agile and consumer-like as they should be internally.

The focus in this instance tends to be on the service to customers, rather than to employees. For example, a logistics company might invest in a mobile app enabling its drivers to alert a customer about a delivery timeslot or delay. That's great for the customer, but behind the scenes, employees may still be using largely manual processes to get these customer deliveries out of the door.



Use of Microsoft Teams shot up from 32 million daily active users in March 2019 to 75 million in April 2020 with 200 million meeting participants recorded in a day.



By 2025, it is estimated that more than 70% of the workforce will be either a Millennial (born from early 1980s to mid-1990s) or Gen Z (born between 1996 to the early 2000s).



Searching for ROI

The challenge is that budget holders don't always see employee experience as a direct return on investment. When you invest in customer-facing solutions there's a more obvious ROI in terms of market growth and customer satisfaction.

But business managers have had enough. They want their teams to enjoy the consumer-like experience they're used to outside the workplace – with technologies that

are mobile, flexible, and intuitive. That's why Microsoft designed the Surface range of devices with the end user in mind. This is especially important as younger generations come into the workplace.

This frustration on the part of managers has led to some business units circumnavigating IT to find new ways of enabling their teams to work smarter. But this shadow IT model of procuring digital and cloud services threatens to undermine central IT's control of spending and security.

In response, the most successful organisations at present are delivering IT services in line with the consumer-like experience their internal customers are looking for. IT is working with business units to secure the budget needed to transform the internal organisation and drive a better experience for both employees and customers. This is in line with our vision for the digital workplace, where the user – the employee – sits at the heart of all our solutions, as per the Digital Workplace Vision diagram, above.





33 per cent of new hires look for a new job within their first six months on the job, and this could be highly influenced by negative onboarding experiences. [Harvard Business Review]



BEYOND THE GIMMICKS

Are you providing a good place to work?
Is it easy for your people to get their jobs done, to collaborate and be productive?

A great employee experience goes beyond gimmicks and nice-to-have extras. People want to be engaged, supported, and given the flexibility to work at their best, from anywhere.

How employees judge an organisation's ability to empower job satisfaction has changed significantly. In the past, the employer had the upper hand, with many people simply happy to have a job. Now, in the war for talent, the shoe is on the other foot.

New and potential recruits won't tolerate multiple logins and passwords, old IT and glitchy, unnecessarily complicated processes for getting things done. From the recruitment process, through onboarding and into everyday business operations, people want a modern and innovative workplace.

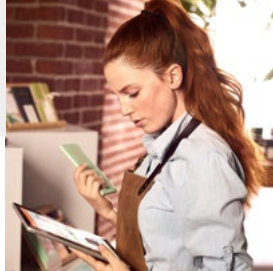
We're increasingly seeing a consumer-like peer consensus mentality whereby potential recruits check out what others are saying about a company before they even apply for a job. Is it forward thinking? Does it invest in the latest technology, like the lightweight and adaptable Microsoft Surface devices that boot in seconds and are great to use?

Adding value

From a business perspective, the ability to attract the great minds of tomorrow will drive success. According to Gallup, organisations with high employee engagement enjoy many tangible benefits, including higher earnings per share, increased profitability, and greater levels of productivity than those with low employee engagement.

This productivity is one of the core outcomes of giving employees the right tools to get their jobs done, along with the ability to collaborate and work securely. Microsoft has done a great job in improving the employee experience in this respect, with intuitive and empowering tools, including its best-in-class Office applications.





87% of workers worldwide are either not engaged or actively disengaged. (Gallup)



In today's experience economy, we know that some organisations are even considering contracting with their IT service providers by experience, rather than service level agreements. Clearly, this is harder to measure, but approaches such as green, amber, red metrics for service desk interaction can be useful here.

This is akin to the star ratings a consumer might give to an app outside the corporate world. We are seeing this type of quick feedback increasingly creeping into corporate life. For example, at the end of a Microsoft Teams meeting, participants are asked to rate their experience. Once again, we are back to the importance of experience and its underlying value to the business.

Analysing experiences

As measures like this grow in use, it will become easier to use analytics to better understand employee experience. If virtual meetings suddenly and consistently get bad ratings, the feedback can be analysed to find out why. For example, it might be poor network connectivity, or perhaps participants had too many applications open on their machines.

These insights could present an opportunity to negotiate with external vendors, such as a network provider, to improve service levels. It's a type of sentiment analysis that will grow as the technology enabling it evolves.

A better service

At Computacenter too, we're using analytics on our services because we see it as the future of service delivery. The old ways are no longer good enough. You need a lot more information about what's going on, what's working and what's not working. There are hundreds of datapoints that can be captured to feed knowledge of how your IT is performing, which has a knock-on effect on employee experience. For example, we use analytics as a tool in our Evergreen IT for Windows 10 and this has transformed operating system upgrades.

Microsoft 365 also has analytics embedded into all its components. They feed back data into Microsoft, where its Graph capability uses machine learning and artificial intelligence to inform any potential changes needed.



FEELING GOOD?

How do your employees feel? Happy and empowered? Or frustrated?

Employees feel valued when they know they're being invested in, whether that's with enabling technology, or the support they need to use it.

Devices that keep crashing because they're at the end of their life. How does that make an employee feel? Simple things like being able to resolve a problem by using a chatbot rather than having to go via a service desk can make a big difference. Training in how to get the most out of Microsoft Teams boosts confidence. Or perhaps it's getting the right combination of device and platform. Employee experience, it seems, is the sum of many parts, both good and bad.

User adoption

Of course, equipping people with the very latest technology is just the start of the employee experience journey. They then have to use the tech you've given them. The key is to first understand your employees. Who are they? How do they work?

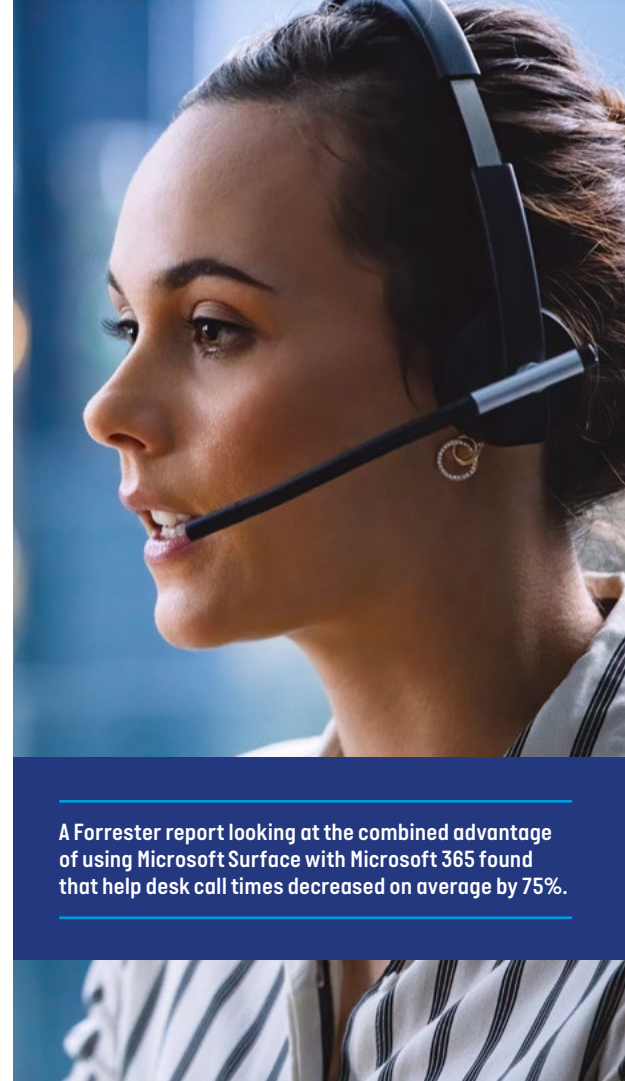
If you don't find out this as your starting point, how can you improve the experience and give people the tools

they'll want to use? How will you know what devices they need for their specific role? What is currently working or not working for them? These are among the questions that should be asked, although they're often ignored in corporate experience strategies.

Our persona-based Workstyle Analysis is invaluable for this. It helps organisations choose solutions and the best tools from within the Microsoft toolkit. We know that an employee's IT experience is defined by their access to apps, connectivity and security, all of which are influenced by the device they use. Ill-equipped employees will lead to a rise in shadow IT, with unauthorised devices and platforms creating security and support issues, as previously mentioned.

Driven by business

Business objectives also shape the technology choices that make an impact on employee experience. That's why we don't start our conversations with the technology, but with what the business wants to do. An airline, for example, wants to fly people from A to B. So, our task is to understand what technology its employees need to do this, while meeting the airline's need for cost efficiency, productivity gains, etc. Thus, while the technology is not the starting point of our conversation, it is undoubtedly the enabler.



A Forrester report looking at the combined advantage of using Microsoft Surface with Microsoft 365 found that help desk call times decreased on average by 75%.

EMPOWERING EMPLOYEE EXPERIENCE

The sudden shift to remote and distributed working that we've all experienced has made many organisations sit up and reconsider how they empower their employees with technology.

It might be the Microsoft Surface device with its facial recognition, or a single password giving easy access to the applications and systems an employee needs to do their job. It could be the work that's gone on behind the scenes to identify the right device for a particular role, as well as the day-to-day tools they need to communicate and collaborate.

At its heart, employee experience depends on the people being able to achieve business outcomes faster and more efficiently than ever before. And on a frictionless IT service that's wholly aligned with the way people work today.

A great experience

Employee experience is critical to business success today. It drives productivity and ensures a healthy talent pipeline. We work with Microsoft to tailor employee-centric solutions built around the Microsoft 365 platform and Windows 10 operating system.

Whether it is correctly provisioned Microsoft Surface devices, or support for Microsoft's best-in-class applications and powerful cloud services, we help identify and implement the best engagement channels, tools and service levels for different users and workstyles. Making sure our customers have what it takes to drive a great employee experience, day in, day out.



Finding answers

We believe that IT and business leaders must work with each other to ask – and answer – a set of important questions that will guide how they give their employees the experiences they need to work collaboratively, happily and safely from anywhere:

Do you know what your employees need to get their jobs done – on a role-by-role basis?

Are you providing your workforce with training in the Microsoft tools and platforms you've invested in?

Are you able to measure user adoption, for example the uptake of Teams?

Is the employee experience of IT frictionless – and if not, what is the problem?

Can your people work from anywhere, securely and easily with intuitive, mobile tools?

Are your onboarding processes digital, seamless and in tune with a new generation of employee?



GET IN TOUCH

For more information about Computacenter's partnership with Microsoft and how it helps to accelerate business in a hybrid IT landscape, please contact your Computacenter Account Manager, call 01707 631000 or email enquiries@computacenter.com.

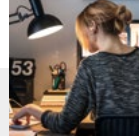
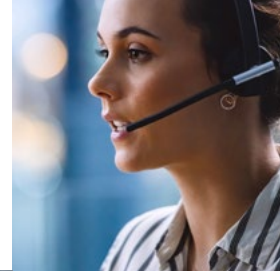
Visit our website to find out more about how Digital Me solutions from Computacenter are already helping to empower, equip and assist our customers' teams.

Learn more [here](#)

About Computacenter

Computacenter is a leading independent technology partner, trusted by large corporate and public sector organisations. We help our customers to source, transform and manage their IT infrastructure to deliver digital transformation, enabling users and their business. Computacenter is a public company quoted on the London FTSE 250 (CCC.L) and employs over 16,000 people worldwide.

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