



THE DEFINITIVE GUIDE TO

# **DIGITAL EMPLOYEE EXPERIENCE**

# INTRODUCTION

**You would be hard pressed to find a job today that isn't touched, in some way, by technology.**

The way that employees carry out their work, engage with customers and with each other is, more often than not, dependent on multiple digital touch points. This string of touch points makes up what is called the Digital Employee Experience (DEX).

Efficient, collaborative organisations depend on friction-free, efficient DEX workflows so their workforce can do their job easily and be as productive as possible. As recruitment competition becomes tight, and customers seek seamless engagements with brands, the digital employee experience your business delivers through the use of technology can be a key differentiator in both attracting and retaining talent, and securing market equity.

The quality of that experience comes down to the devices, applications and networks your employees use. What matters, therefore, is also your ability to service mission-critical technology, diagnose and resolve issues, and offer users responsive IT support that minimises downtime, bottlenecks, work-arounds and friction.

**Given that IT sits at the intersection of people, process and technology within a business, as an IT leader, you have the understanding needed to implement, test and advocate for the right technology for this to happen.**

Here's more on how your organisation can leverage DEX for better business performance.



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# WHAT IS DIGITAL EMPLOYEE EXPERIENCE?



Digital Employee Experience (DEX) is not the same as Employee Experience (EX). While EX focuses on the overall experience an employee has within your organisation, DEX focuses on the experiences that technology offers them.

DEX is not only about how employees interact with the technology you use in your business and the quality of those touch points, but also how your IT team can support and engage with employees, deploy and service technology and resolve issues.

What DEX does is put a more strategic lens over how every digital touchpoint interacts with another, and with the necessary parts of the business, considering all moving parts of the company, user needs and challenges as well as your future business goals.



WHERE ARE YOU ON THE DEX JOURNEY?



DEX puts particular emphasis on communication and collaboration. With remote and hybrid ways of working on the rise, DEX is an important consideration for enabling employees to do their work from wherever they are located. The right DEX framework gives an organisation the ability to monitor software and hardware remotely, and mitigate any issues (and therefore interruptions) before they arise.

The quality of an employee's experience comes down to the services they consume and the devices, applications and networks they use. DEX takes into account things like mobility, collaboration, reliability and performance.

**DEX considers technology across:**

- Productivity tools like project management, analytics, and customer relationship management (CRM)
- Communication tools like email, instant messaging, and calls (phone and video)
- Access to information through knowledge hubs, education and professional development tools
- HR systems

But DEX isn't just about automating your business. The digital experience you provide becomes a crucial part of developing company culture, enabling productivity and employee engagement.

87%

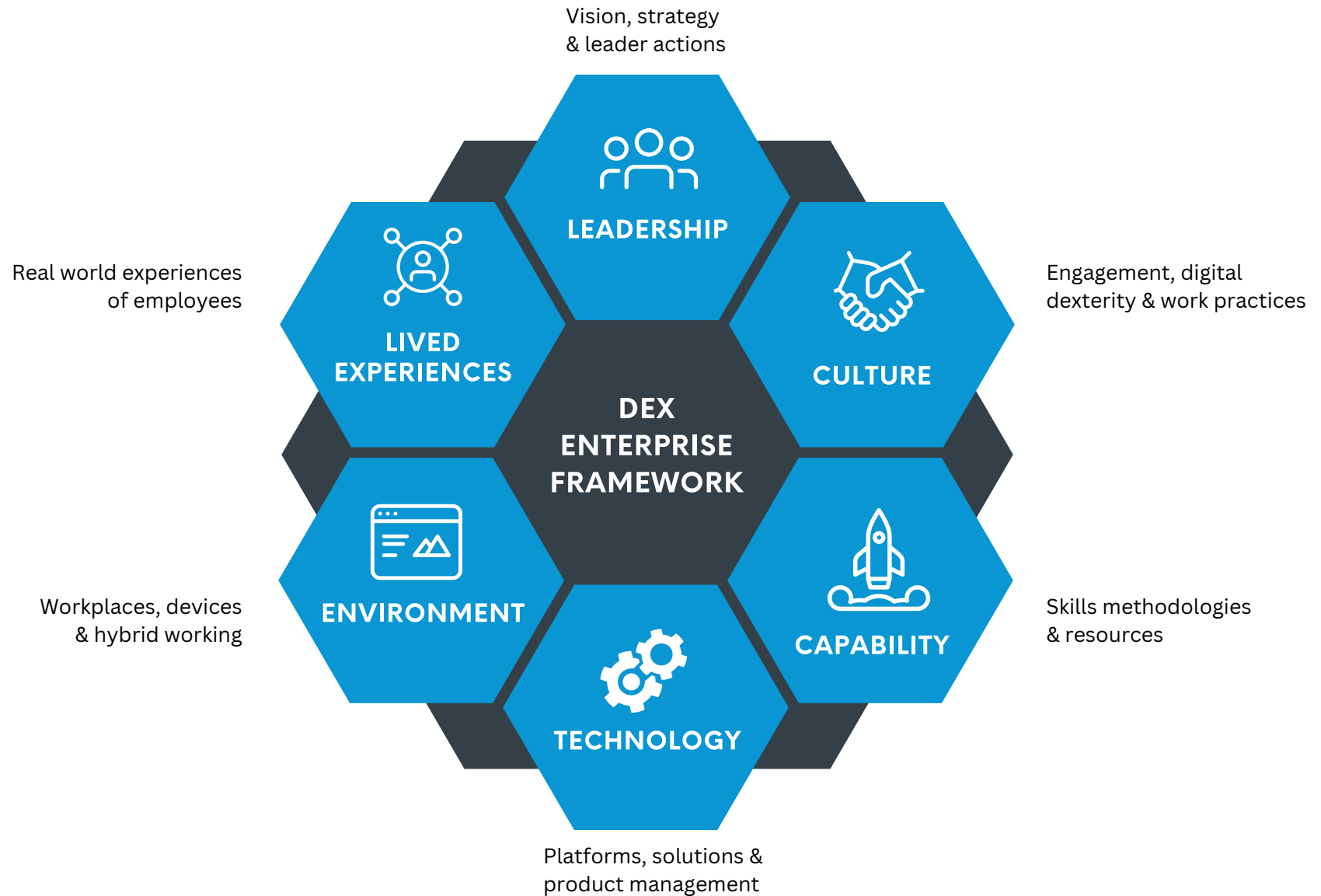
OF EMPLOYEES PREFER TO  
WORK PARTIALLY REMOTE

64%

EMPLOYEES STATE THAT  
THE WAY THEY INTERACT  
WITH TECHNOLOGY  
DIRECTLY IMPACTS MORALE



# THE DEX FRAMEWORK



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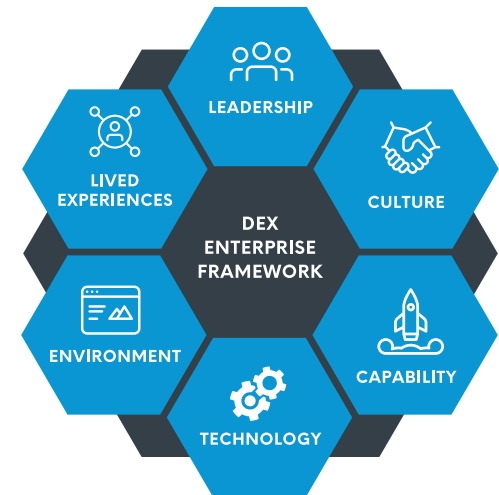
To shape and sustain ideal digital employee experiences, the DEX framework maps out the six key elements that your organisation needs to consider. It provides an at-a-glance view that can help you understand the connection between IT and business stakeholders.

## LEADERSHIP

DEX initiatives need vision, strategy and strong governance. Project success comes down to alignment on goals and stakeholder engagement, which means leaders not only need to champion change initiatives, but set precedence through modelling desired behaviours with the use of technology and workflows.

## CULTURE

Technology alone cannot create change. You may need to consider the ways of working and practices that shape how people work and engage within your organisation. After all, DEX is all about putting human experience at the centre of the decisions you make.



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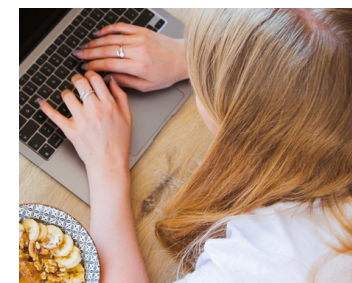
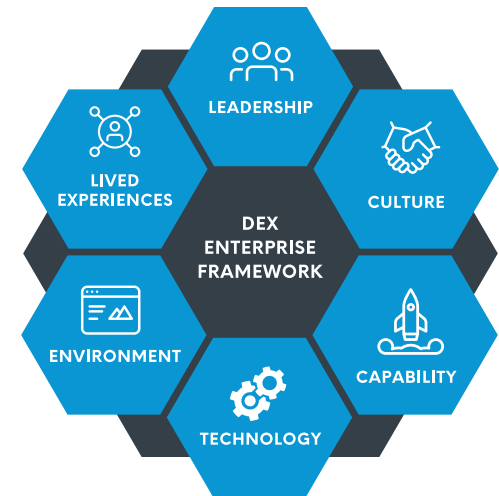
# THE DEX FRAMEWORK

## CAPABILITY

It could be that you don't currently have the resource needed to implement DEX in the most effective way. Incorporating DEX into existing processes and methodologies could mean committing additional resource, or up-skilling your existing employees.

## TECHNOLOGY

With the workforce increasingly being dominated by 'digital natives', users expect the seamlessness of a consumer-grade experience in the workplace. They're accustomed to immediate and intuitive access to information, with similar user-experience across devices, from wherever they are connected. You may need to add new, or integrate existing, tools to create a friction-free experience for your employees.





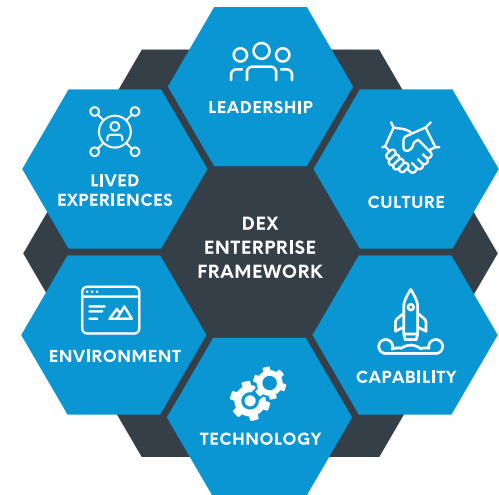
# THE DEX FRAMEWORK

## ENVIRONMENT

Recent global events have accelerated the need for organisations to support remote and hybrid work, using secure devices, cloud platforms and applications that offer exactly the same experience in performing a role (for both employees and customers), whether their employees are in the office or not.

## LIVED EXPERIENCES

Good DEX comes down to understanding the way that your people want to work and designing solutions that support them - wherever they work from. For best engagement and uptake, your solutions should flex to the ways of working that work best for your employees (not the other way around). This is where research, consultation with your workforce and continued refinement are critical.



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***“ Service Dynamics implemented Service Management for us and in a very short time. We have gained better visibility of service management volumes, enabled easy and effective customer self-help functionality and automated a raft of routine tasks and processes. ”***

Peter Cox – Service Operations Manager  
Foodstuffs North Island

**foodstuffs** NORTH ISLAND



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# **WHY YOUR BUSINESS NEEDS AN EFFECTIVE DEX STRATEGY**

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Put simply, the easier you can make it for your people to do their work, the better.

While good Digital Employee Experience may have been a priority for only some organisations prior to the pandemic, the last couple of years have amplified the need for businesses to double down on efforts to better support their employees.

With the stronger emergence of remote and hybrid ways of working, employees are continuing to seek greater flexibility around where and when they work. For businesses, that means considering secure cloud connectivity, automated workflows and processes, and collaboration tools that enable their distributed workforce to continue to engage with both colleagues and customers without friction. Digital transformation has increased the importance of technology over the years, but many businesses have innovated in isolated areas, and are missing a trick when it comes to transparency and integration across their entire organisation.





## **DEX ALLOWS YOU TO DO MORE WITH LESS**

An engaged workforce is a profitable one, through both increased productivity and lower staff turnover. It's easier to attract and retain the right people when you have systems and technology that enable them to do their best work. Without the right systems and support, administrative tasks are inefficient, knowledge is siloed or gate-kept and errors and roadblocks can occur.

DEX is also about enabling your IT teams to answer support tickets efficiently, diagnose and resolve issues quickly - even before users become aware of them. With good DEX, you can remove support ticket overwhelm, and move from reactive to proactive support within your organisation. It frees up time for your IT resources to focus on innovation and strategic delivery of transformational technology, rather than getting caught in the day-to-day demands of IT hiccups and frustrations.

## **DEX IMPROVES CUSTOMER EXPERIENCE, TOO**

The impact of a good employee experience is, of course, increased customer satisfaction. The easier you make it for your employees to do their work, the better the overall brand experience for your customers. This isn't just a nice-to-have, it becomes a critical part of actually differentiating yourself in your industry through the service experience you can deliver. Because problems are solved faster and easier, there's less overhead associated with engaging with customers, too.

## **DEX ALLOWS YOU TO FOCUS ON DELIVERING THE MORE STRATEGIC AIMS OF YOUR BUSINESS**

Because DEX puts automation in place that simplifies and streamlines the administrative tasks that your employees need to perform, it gives them back more productive time for high-value work, customer engagement and activity that actually enables innovation. DEX breaks down silos, facilitates better communication and empowers greater collaboration, making it easier for your employees to work collectively towards shared organisational goals, rather than focusing on departmental outcomes.



**Digital Employee Experience is not only about how employees interact with the technology you use in your business...**

**...but also how your IT team can support and engage with employees, deploy and service technology and resolve issues.**



## **DEX MAKES IT EASY TO LEVERAGE INTERNAL RESOURCE**

Access to information internally and corporate-wide service provision is an important part of your employee experience. While distributed, remote or hybrid working has amplified the need for better accessibility, even those who work in the same office benefit from digital collaboration platforms, such as intranets or digital communication tools. It breaks down departmental silos, connects employees with the internal resource they need to complete actions (for example, book travel, submit disbursements, request leave, contact payroll) and provides a central knowledge base that empowers self-enablement to complete tasks.

## **DEX ENABLES GREATER VISIBILITY**

Organisations who consider DEX can operate with greater resiliency, agility and responsiveness thanks to the visibility it enables across business performance. Underperformance, disruptions or weaknesses can be mitigated before they become more significant problems. This could include things like worker productivity and capacity, supply chain issues, security threats or IT vulnerabilities, or adoption of tools and technology. Access to real-time data and reporting also provides insight into helpful information like resource expenditure, consumption, opportunities or operational roadblocks.



## CASE STUDY

**foodstuffs** NORTH ISLAND

# No-Code IT Service Management Platform has Foodstuffs celebrating increased Flexibility and Agility

## BACKGROUND

Foodstuffs was hampered by a multi-tenanted legacy solution with no ability to leverage workflow capabilities, very limited flexibility, and restricted improvement opportunity. Requests for automation or customisation were problematic and even basic changes like adding a new laptop model and updating it on the portal required costly vendor intervention each time. They knew they needed to own the roadmap of their critical service management platform.

## RESULTS

By investing in workflow and automation capability, Foodstuffs has reduced the service request cost to serve by 25%. It recognised the power of automation early in the journey and is now benefiting from improvements in the consistency of delivery, SLA and cost.

[READ THE FULL STORY](#) →





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# HOW TO GET STARTED WITH DEX





## GETTING STARTED WITH DEX

Getting your DEX right is about more than just the technology you use. Digital tools are there to serve the employees, not the other way around. Good DEX comes down to understanding the way that your people want to work and designing solutions that support them.

### HERE'S WHAT YOU NEED TO CONSIDER:

#### UNDERSTAND WHAT YOUR EMPLOYEES WANT AND NEED

Getting DEX right starts by understanding users' current source of dissatisfaction or frustration and where opportunity exists for improvements. Without adequate consultation with end-users, you'll likely come up against resistance and continued frustration. There's no point implementing new processes if users find work-arounds to better suit their preferences (and they will!), which can open your organisation up to security issues and further silos of information.

#### DEFINE SCOPE AND OBJECTIVES

A successful digital employee experience (DEX) doesn't happen by chance. It takes a strategic plan, aligned with clear business goals and vision. With a clearer idea of what is and isn't working, you can begin to explore how technology can enable and automate the process and workflow that already exists. With those foundations, you can build out a customised roadmap based on technological maturity, business goals and budget.



### CREATE SUCCESS METRICS OR KPIS

Every business will have its own roadmap, but whatever it is, it should provide clarity of steps and metrics in alignment with your organisation's overarching end goal. A roadmap should also outline how you'll measure success - and doing so requires you to have those well-defined objectives in the first place. While upfront investment will need to be made, the productivity gains and more strategic use of scalable technology will ultimately result in long-term benefits to your bottom line.

### ALIGN KEY PROJECT TEAMS WITH EXEC BUY-IN

While DEX requires input from across the business, having a team to lead and champion change can make all the difference to how well technology is embraced and leveraged across your organisation. As the DEX framework outlined earlier, leadership through strong governance and modelled behaviours from executives is a key part of encouraging uptake of new technology or process.

### PLAN FOR CONTINUAL IMPROVEMENT OF STRATEGY

Consider your overall business ambitions and what that means for the sustainability and scalability of technology, long-term. While your DEX strategy isn't a set-and-forget solution, you also don't want to have to significantly re-invest in new technology regularly.

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”



### **DOCUMENT PROCESS AND CHANGE**

Provide an organised roll-out strategy that minimises disruption for your organisation. Create resources and documentation that supports adequate on-boarding and training to meet your employees where they're at. Good communication about the positive impacts for employees and significant stakeholders will generate consensus, and clarity about process and technology will support positive sentiment towards change. With your dedicated investment in the digital tools your business uses, IT teams are best positioned to take the lead on onboarding, on-going training and an organised roll-out plan of any new platforms.

### **ENGAGE EXTERNAL EXPERT PARTNERS TO SUPPORT EXECUTION OF YOUR DEX STRATEGY**

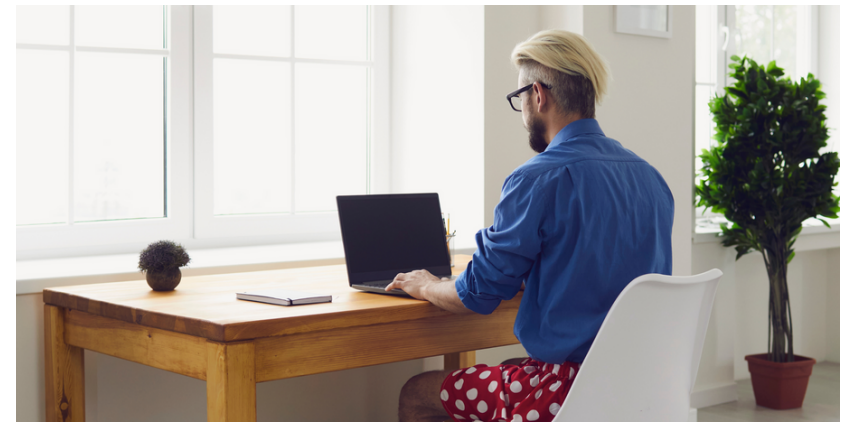
An outside perspective from experienced DEX practitioners can help you better understand where opportunity exists to leverage technology in your business. Opt for partners with knowledge across a number of platforms, so that you can trust you're getting the best recommendations for your business needs. The right partner will also stick around to offer on-going support and help you make sense of data so you can continue to measure the success of your tech stack and refine where necessary. This part is just as important as the strategy and implementation itself.



## GETTING STARTED - CHECKLIST

- Understand what your employees want and need
- Define scope and objectives of the project
- Create success metrics or KPIs
- Align key project teams with exec buy-in
- Plan for continual improvement of strategy
- Document process and change
- Engage external expert partners to support execution of your DEX strategy





## INITIATING CHANGE IN YOUR ORGANISATION

Given that the way that users interact with technology is providing the foundation for today's employee experience, it makes sense that implementing a DEX strategy in your business is driven by the people who understand it best - the IT leaders within a business.

It can be helpful to have a partner working alongside you to create the right strategy and support you in implementing the best solution for your business - that's where we come in.



*Cochlear has had a strong partnership with Service Dynamics for more than 5 years and has been critical to the success of our transition to a new Enterprise Service Management platform. The relationship has evolved from the initial “hands on build and support”, through “Strategic Guidance” and now to a “Managed Service” solution. We cannot thank the Service Dynamics team enough for their “can do” attitude, flexibility and constant guidance and support. A true partnership in every sense.*

Dave Tuckwell

Director – Service Management Office, Cochlear Limited



EXCLUSIVE OFFER

LEARN MORE ABOUT HOW DEX CAN SPECIFICALLY IMPACT YOUR ORGANISATION

# DEX ASSESSMENT WORKSHOP

SCHEDULE YOUR WORKSHOP



SCAN HERE TO SCHEDULE  
YOUR FREE ASSESSMENT  
WORKSHOP

In a two hour workshop, our industry leading experts will work with your team to identify your IT Service Management pain points and provide the insights necessary to take action. .





## DEX IS IN OUR DNA

**We're consultants and technologists who activate and enhance digital experiences for your employees.**

Because while we know technology, really we're in the business of supporting people. We understand real-world commercial challenges, and know how to translate your business goals into bespoke technology-enabled outcomes.

We start by understanding the complexities of your business, prioritise your pain points, and map out your aspirations and desired outcomes. Next comes the provision of robust design - up-front. Our expert team then implements our agreed solution, and, importantly, we stick around to provide high-touch, long-term care. While we know the best tools in the business, we're agnostic in our recommendations, only providing solutions that are going to work best for your business.



## NEXT STEPS

### LET'S FIGURE THIS OUT TOGETHER.

If you're curious about what opportunities exist for your organisation, get in touch for a no-obligation chat about your business challenges and goals.

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# ABOUT SERVICE DYNAMICS

We help your business optimise the Digital Service Experience

We help you create a digital experience for your employees that makes sense for today's ways of working.



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We help you create a digital experience for your employees  
that makes sense for today's ways of working.

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