Data-driven Employee Experience Management for IT Infrastructure

Data-driven visibility of employee satisfaction with company-owned IT infrastructure.
The optimal experience for employees comes with a feeling of satisfaction that enables them to put their capabilities to the fullest use.
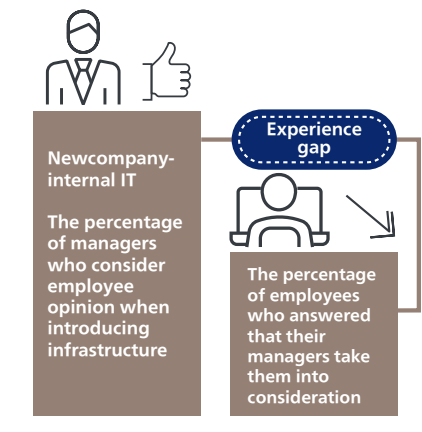
As cloud technology becomes more prevalent, companies are using a variety of SaaS applications, and company-internal IT infrastructure is becoming more sophisticated and complex. This has been accompanied by increasingly complex anxiety and dissatisfaction among employees using the IT infrastructure, so that systems departments tasked with providing solutions are confronted with difficult decisions in considering where to begin. Data-driven Employee Experience Management for IT Infrastructure uses the Qualtrics EmployeeXM™ solution to enable employers to provide employees with the technology experience they need to elevate their user satisfaction levels, while maximizing the effectiveness of corporate IT infrastructure investment. This is done by bringing visibility to the actual state of experience and supporting proposals for solutions grounded in data.

"Data-first" customer concerns

This refers to the "O" data, or operational data that the company has been able to access up to now. Another way to express this is to ask **"What has happened?"** For instance, when a failure occurs, all that can be ascertained from the tickets left behind is the event and its results—incomplete information.
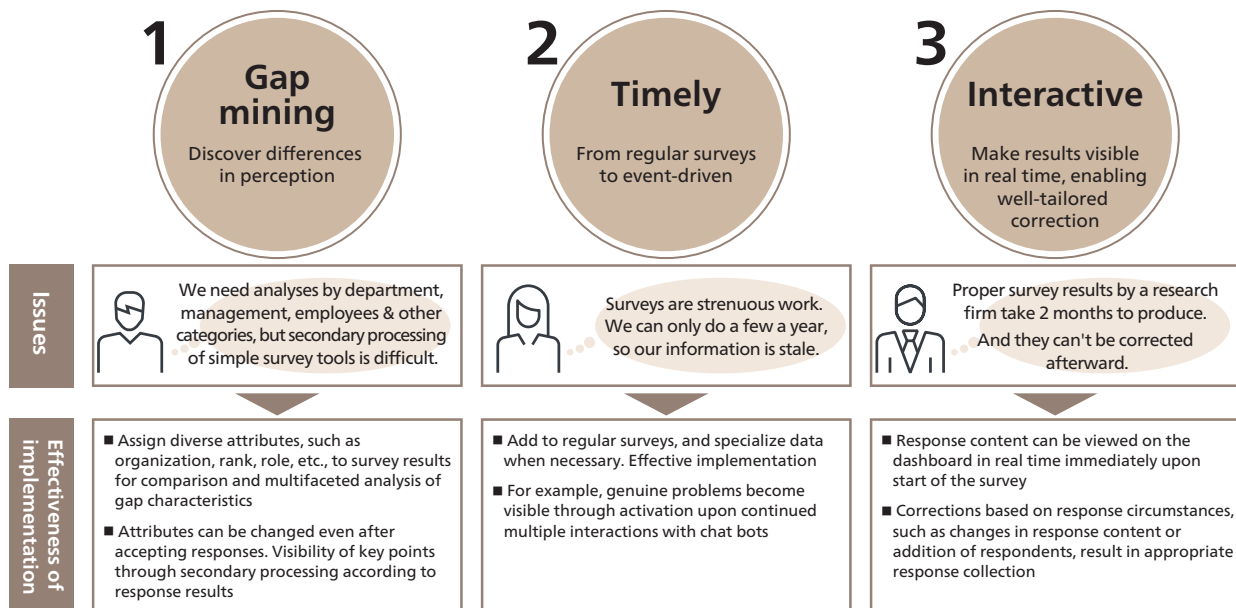
When an issue is discovered, asking **why** it occurred in order to identify causes and derive suitable solutions often involves conducting interviews with key users. But this ① **takes time,** ② **involves difficulties with appropriate timing, and** ③ **is often thrown into confusion by a vocal minority.** The effort can end in insufficient research, leading to experience gaps among employees.

Technology experience gaps **directly impact ease of work for employees,** posing obstacles to maximal application of their capabilities. The urgent task for companies is to use the facts represented in data as the basis for decisions on the extent to which they can direct **limited IT investments efficiently into measures that contribute to company business.**

Experience gap

Newcompany-internal IT

The percentage of managers who consider employee opinion when introducing infrastructure

The percentage of employees who answered that their managers take them into consideration

## What using Qualtrics EmployeeXM™ can accomplish

The experience management tools provided by Qualtrics enable companies to prepare a diverse range of survey questions on their internal IT infrastructure, then to administer and analyze their own surveys consistently. This results in efficient surveys that overcome a variety of issues with conventional employee surveys.

1 Gap mining
Discover differences in perception

2 Timely
From regular surveys to event-driven

3 Interactive
Make results visible in real time, enabling well-tailored correction

	Issues	Effectiveness of implementation
1 Gap mining	We need analyses by department, management, employees & other categories, but secondary processing of simple survey tools is difficult.	■ Assign diverse attributes, such as organization, rank, role, etc., to survey results for comparison and multifaceted analysis of gap characteristics ■ Attributes can be changed even after accepting responses. Visibility of key points through secondary processing according to response results
2 Timely	Surveys are strenuous work. We can only do a few a year, so our information is stale.	■ Add to regular surveys, and specialize data when necessary. Effective implementation ■ For example, genuine problems become visible through activation upon continued multiple interactions with chat bots
3 Interactive	Proper survey results by a research firm take 2 months to produce. And they can't be corrected afterward.	■ Response content can be viewed on the dashboard in real time immediately upon start of the survey ■ Corrections based on response circumstances, such as changes in response content or addition of respondents, result in appropriate response collection

ABeam Consulting solutions using experience management tools

At ABeam Consulting, we maintain templates that bring visibility to the actual state of corporate IT infrastructure, based on knowledge gained through many years of providing outsourcing services to companies in a wide range of industries. We can then propose ways of addressing the newly visible circumstances based on our past performance and experience with our own wide range of solutions, providing support that ranges from compiling requirements to realizing the next actions based on analysis.

Corporate internal IT infrastructure experience survey template

Survey Questionnaire

Dashboard
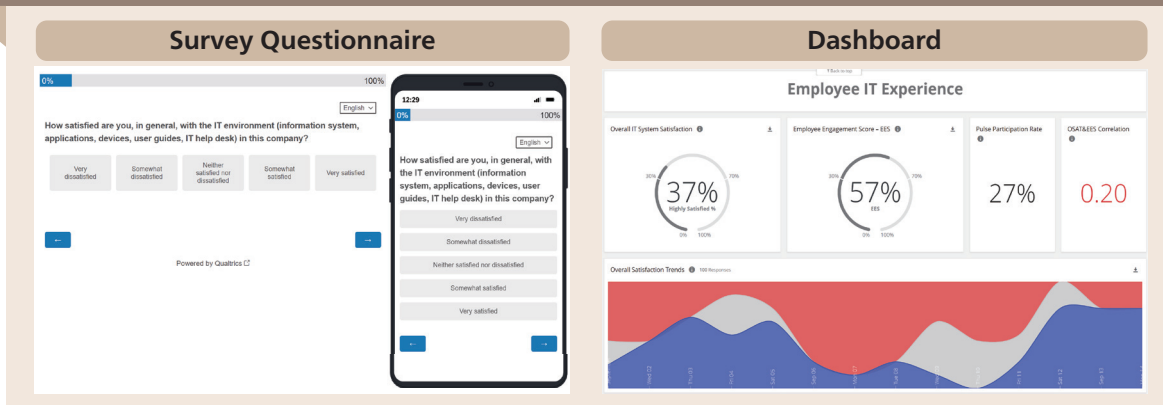
Key points：

- Questionnaires can be accessed online or through mobile devices. They can be collected through numerous methods, including e-mail, QR code, SMS, etc.
- AI-based text analysis enables a structural understanding of employee thinking, and can be used for topic and sentiment analysis.
- The system recommends crucial items for prioritization based on Key Driver analysis. This enables rapid, effective responses.
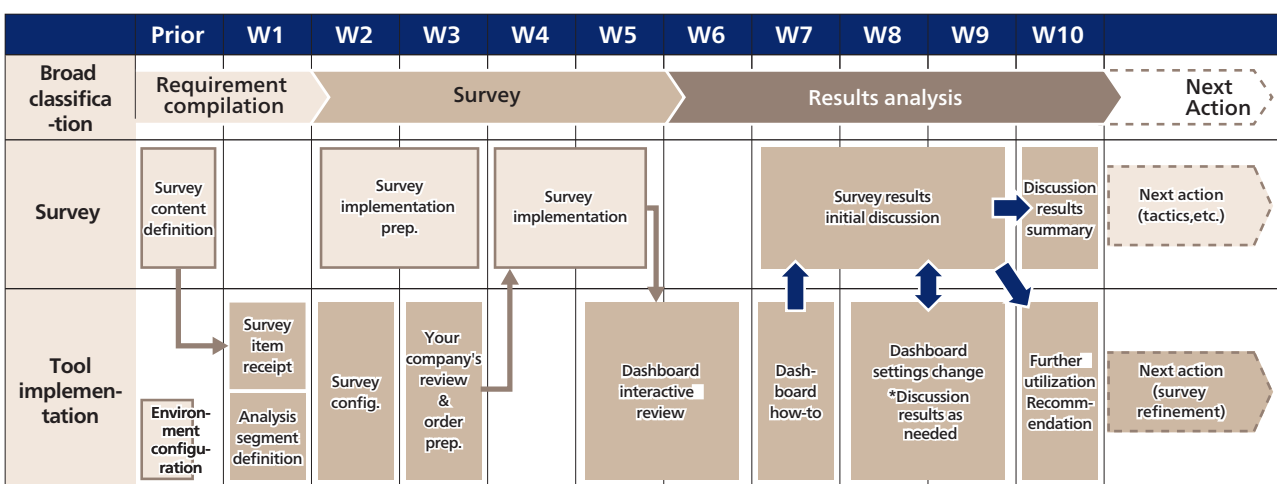
Can be utilized in diverse situations：

- Satisfaction survey for overall corporate IT used by employees in their day-to-day work
- Multifaceted visibility for bottlenecks in service desk operations
- Visibility of the degree of post-implementation pervasiveness for services newly released

Project outline

In the conventional case of outsourcing to a contractor, survey result reports are received 2 to 3 months afterward, and additional survey measures are then considered. By comparison, we begin our **first discussions of survey results as early as the sixth week** after receiving the survey items, and can **recommend next action in 10 weeks.**

Ex.: Survey of employees on corporate internal IT infrastructure satisfaction

	Prior	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	
Broad classifica-tion	Requirement compilation		Survey					Results analysis				Next Action
Survey	Survey content definition		Survey implementation prep.		Survey implementation			Survey results initial discussion			Discussion results summary	Next action (tactics,etc.)
Tool implemen-tation	Environment configuration	Survey item receipt / Analysis segment definition	Survey config.	Your company's review & order prep.		Dashboard interactive review		Dash-board how-to	Dashboard settings change *Discussion results as needed		Further utilization Recomm-endation	Next action (survey refinement)

Notes: The schedule presented above is an estimate. Actual schedules are determined in cooperation with clients, and are subject to change.
Two weeks are provisionally reserved for survey preparation, and two weeks for survey administration. Changes may be made according to client circumstances.

Standard implementation period	6-10 weeks	Standard fee range	From ¥5 million