



Improve the IT Experience of End-Users and Staff

Better Experiences for Better User,
IT and Business Outcomes



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Introduction

If there's a key takeaway from this white paper, it's this:

The level of satisfaction employees experience with IT, whether in-office or remote, has everything to do with the appropriate solutions, services, and processes that you deliver to help them be more productive—and happier with the daily efforts of you and your IT staff. The opportunity stretches before you to make the “IT experience” more personalized and engaging, without having to compromise security, budget, governance, and more.

It's not lost on IT staff that people don't simply use technology today—they have a relationship with it.¹ The Ivanti-sponsored 2019 ITSM Tools survey found that 48% of respondents say their IT organizations have bought into the need for delivering a better customer experience for employees—the “employee experience.”¹¹

Higher Levels of Engagement, Satisfaction, Productivity, and Staff Retention

What are some actions you can take to create positive IT experiences for end-users and IT staff—and in the process—foster higher levels of engagement, satisfaction, productivity, and staff retention?

- Deliver to end-users different ways to work with IT more efficiently (self-service, calls, email, chat) so they can choose the experience they want.
- As you improve your security posture and reduce risks, make sure you don't affect the end-user experience and cause frustration.
- Improve the experience for IT staff by providing unified tools that reduce the number of consoles and manual steps.
- Use automation, coordinated workflows, processes, communication, and best practices to jettison many of the routine (and soul-crushing) tasks that hold IT back.
- Provide the apps and services end-users need and reduce the risk of shadow IT and out-of-date software and hardware.

- Obtain reporting visibility to check on user experience as a result of a patch rollout, the number of incidents, and corresponding downtime and frustration.
- Involve IT in other parts of the enterprise (such as new-hire onboarding) to implement a more automated and engaging delivery experience and eliminating the need to fill out several different forms.

About this White Paper

This white paper provides six brief, illustrative use cases and research data points to help you assess where your IT organization could improve the IT experience for end-users and staff.

User Experience: Six Use Cases

Consider the six use-case scenarios outlining common pain points and how you can address these to improve the user and IT staff experience:

1 Full Admin Rights Lead to Full Lockdown

An IT Ops team determines that many users have full administrative rights to their machines and apps. However, the team can't do anything about it for fear of creating numerous support cases. They immediately lock down everything, frustrating users attempting to do their jobs and increasing the number of support calls that IT receives.

Without question, balancing the security of IT operations with the need to accommodate users and their expectations for on-the-job productivity and effectiveness is a challenge. Untrained employees with administrative rights can make changes to devices that they shouldn't be able to, potentially introducing security risk. If a device becomes infected,

the malware can spread more rapidly. However, there are occasions when users could benefit from elevated privileges to do their job.

By removing full admin rights and providing elevated privileges for the apps and tasks users need, you can simplify your endpoint security, and at the same time reduce the number of support calls from frustrated end users. There may also be occasions—which you might face now with an increased remote workforce—where end users need emergency privilege elevation. Allowing for these requests will also improve your end-user experience with IT.

Take the healthcare industry for example. According to Forrester, 56% of cybersecurity incidents are initiated by insiders.¹¹¹ If you don't address the balance of training and tools, your organization risks ending up in that 56%.

What could help address this situation?

There is a need to improve security posture and reduce risks without affecting end-user experience and causing frustration, regardless of their workspace locale. A smarter way to manage and control workspaces is to provide employees a familiar and smoothly functioning user workspace that changes dynamically based on user context—including their location, device, time of day, and more.

2 Can't Choose When to Reboot

An online store manager is running a virtual meeting with his warehouse manager when his laptop suddenly reboots and closes the meeting unexpectedly. Turns out an IT Ops team deployed a patch that required machines and workstations to reboot, but this occurred without warning or letting users choose when to reboot. This scenario applies equally to a data center environment—and is potentially more damaging when hosted services that affect multiple users are rebooted and / or rebooted out of sequence.

This use case illustrates a lack of flexibility. End users are frustrated when laptops and workstations reboot without any heads up or warning, or they can't access services running on servers in the data center. IT staff is frustrated because the IT services they own have gone down and they must devote time getting them back up, not to mention responding to increased calls coming from frustrated users.

This scenario is particularly problematic for hospitals and other organizations operating 24 × 7 that face the challenge of applying patches without downtime. Push

notifications would allow time for staff to switch to another terminal, keeping some stations active while others are updated, staggering machine downtime to maintain the established standard of care.

How tuned-in to user needs are you and your IT staff?

According to accounting and consulting firm PwC, “workplace technology isn’t always chosen with the user in mind, leaving employees bound to tools that they feel impede their progress, or worse, waste their time.” PwC found that 90% of C-suite executives agree their company pays attention to people’s needs when introducing new technology. However, only about half (53%) of staff say the same.^{iv}

What could help address this situation?

Adding flexibility to how your IT organization implements, fixes, secures, and maintains devices can lessen end user frustrations and help them remain productive. All while keeping your environment managed and secure.

3 Selling Remotely at a Snail’s Pace

A sales manager is working from her home on a proposal response to an urgent request from her client. Suddenly her application crashes and won’t restart. The IT staff is on other calls, but she needs to get her application back up immediately so she can finish helping her client.

All those go-getter sales manager-types focused on hitting their number expect instant access to software applications and speedy resolution of their issues. Self-service is the preferred option versus waiting for IT staff to return to their desk to take a call.

According to PwC:

- 73% of people surveyed say they know of systems that would help them produce higher-quality work. Ninety-two percent of C-suite executives say they’re satisfied with the technology experience their company provides for making progress on their most important work, yet only 68% of staff agree.
- When getting help with an IT issue, 43% prefer tasks that are primarily digital versus face-to-face.^v



And according to Gartner, if only 36% of formal IT spend is reported to be business-led spend, it’s likely that end-users are turning to shadow IT to get the tools they want to do their jobs.^{vi}

What could help address this situation?

It’s essential for IT to understand how end-users—working in-office and remotely—prefer to deal with IT, so IT in turn can better meet user expectations. For example, some staff prefer using a self-service portal vs calling IT. Approval workflows and license checks let the sales manager request the software through self-service, select the approved version, initiate an order, and get it installed.

4

On-Hold Service Desk Experience

A service desk analyst takes a transferred call. The caller, a senior executive, isn't happy. She's working remotely and had been on hold for over 10 minutes before the first analyst determined he wasn't the right person to help with her request for a new application so she could open an important file from a partner. Things stall when the second analyst asks her again for her employee number and other basic information.

Phone calls are still the most common way for end-users to submit incidents, at 30%. And related to this, slow service and users having to explain their case several times over are the first and third most-cited reasons for poor customer experiences with IT.^{vii}

In this use-case, the caller, a senior executive, isn't identified as an important employee and must repeat basic information after the transfer from the first service desk analyst. There's no personalized interaction, the fulfillment time for the software application request is unknown, and it isn't clear whether the important file from a partner is safe to open.

According to Enterprise Management Associates (EMA), 43% of IT executives surveyed cited improved end-user satisfaction as one of the two most valuable benefits from their automation investments and initiatives.^{viii}

What could help address this situation?

VIP identification to move to the top of the call queue, plus call routing to the best available resource, improves the IT experience by ensuring IT service desk analysts always have immediate access to all relevant caller information to best serve and remediate the caller's issue.

5

New-Hire Onboarding Requires Too Many Forms

An IT manager must complete the paperwork to onboard her first new hire in several months. She's completed the seven different forms she thinks are needed. However, she's unsure if they're the latest versions, if she's missed a step, or overlooked a department, not to mention the IT-related tasks. Her doubts prompt her to contact each department individually to make sure everything is in place for the new hire.

In this scenario, there's no one place to find needed information and forms. This means:

- Rekeying in the same information on each form
- Manual processes for each department to fulfill
- No insight on progress across the board
- Managers spending time following up
- Risks of new employees not being productive



In a survey conducted by research firm EMA, 39% of IT professionals and executives selected “Improving employee/customer satisfaction” as the top driver in supporting Enterprise Service Management initiatives.^x

What could help address this situation?

Recommendations include: 1) a single portal to find all needed information from all departments; 2) a single click to kick off the on-boarding process across multiple departments; 3) coordinated and automated workflow for intra- and inter-departmental processes; 4) visibility into status of actions and needed approvals; and 5) reporting on overall SLAs across departments. The end result? Employees are set up to be productive on Day 1 minus the hassle or anything falling through the cracks.

6

Too Many IT Tools; Too Much to Do

An IT analyst has too many tools to work with. He must jump between systems that log tickets, tools that perform remote control, tools to communicate with end-users, and reporting tools every day.

IT tools not integrated means analysts must jump from one to the next. However, each tool embodies a unique user experience that requires training. As a result, workflow is hampered, productivity stalls, and the potential for end-users venting their frustrations towards the analysts increases. What’s more, rekeying information leads to data-entry errors and subsequent lower-quality service and undesired outcomes.

What could help address this situation?

According to accounting and consulting firm Deloitte, the average number of systems workers must access as part of their day-to-day jobs has risen recently from eight to eleven, which can compound the issues of frustration and productivity loss.^x

Along this vein, Gartner adds:

I&O’s (Infrastructure and Ops) traditional approach to managing complexity via siloed tooling and expertise is insufficient for optimizing the digital experience

and the application workloads that enable that experience.^{xi}

There is a need to break down the technology silos that add friction to IT’s workload, and provide the integrated capabilities and insight needed to be efficient and keep employees productive, regardless of their working location.




Ivanti: Committed to Improving the IT Experience of End-Users and IT Staff

Ivanti Fits in All Corners of Your Enterprise IT Estate

Ivanti's approach to Unified IT brings together the capabilities of IT Service Management, IT Asset Management, Endpoint Security Management, and User and Workspace Management—organized under the pillars of Enterprise Service Management and Unified Endpoint Management. With a unified IT approach, you become more connected to the satisfaction levels of end-users and IT staff—and to managing your IT landscape, services, assets, security posture, processes, and data. You're better equipped and positioned to attain more of your strategic objectives.

The opportunity unfolding before you to make the "IT experience" more personalized, engaging, and satisfying—both in the office and remotely—doesn't mean you must tackle it alone. Ivanti stands ready to assist you with the appropriate solutions and professional services and education that help you improve operations and achieve better outcomes for end-users and staff. Please contact us to learn more.

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