



USU

E-book

Digital Employee Experience DEX

Using ITSM and ESM tools for optimized digital workflows

Introduction

**Most businesses are struggling to manage their Digital Employee Experience.
And it's causing headaches for both the employees and the IT**

Employees want to make a difference for the company, but the same tedious processes, system disruption and disruptions to their productivity keep giving them a hard time.

The IT organization wants to help all employees, but is being overwhelmed with support tickets and in many non-IT areas lacks the context to resolve issues quickly. With access to a comprehensive DEX solution, IT teams can create a better digital workplace for their employees. To do this, best practices from IT service management can be transferred to other functional departments.

An Enterprise Service Management (ESM) that works smoothly brings all processes of a company together that involve service provision and gives the management a comprehensive view of the workflows that are relevant for their business.

In this paper we are taking a closer look at the results of the recent survey **“Digital Workflows 2023”**, which was conducted all over Germany and published by CIO, CSO and COMPUTERWOCHE. The survey, once again with the participation of USU as a partner, focused on how IT decision makers currently use IT service management and enterprise service management, what activities they plan and what their goals are.





What is Digital Employee Experience?



The term “Digital Employee Experience”, or DEX for short, describes the employees’ experience with the IT solutions their employers use. The digital workplace that companies provide for their employees is becoming more and more significant.

Therefore, an employer’s goal should be to create an experience that is as seamless as possible and can be used anywhere and on any device. Employees can then work together efficiently and have access to relevant content and

services at any time. The technical requirements and applications play a major role in this. Service management covers some of this, so the IT department plays an essential role in optimizing the digital experience of their employees.

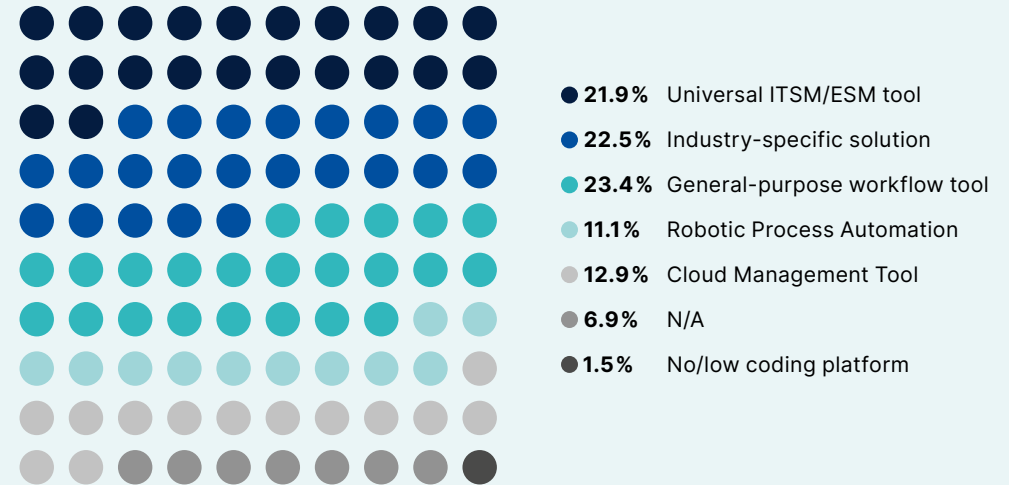
Digitizing Workflows in Non-IT Areas

The digitization of workflows is decisive – not just for IT services.

The demand for industry-specific solutions or universal ITSM/ESM solutions is increasing in non-IT areas as well. The recent study “Digital Workflows 2023” also confirms this. According to the study results, ITSM and ESM tools are seen as a basis for sufficient maturity in digital

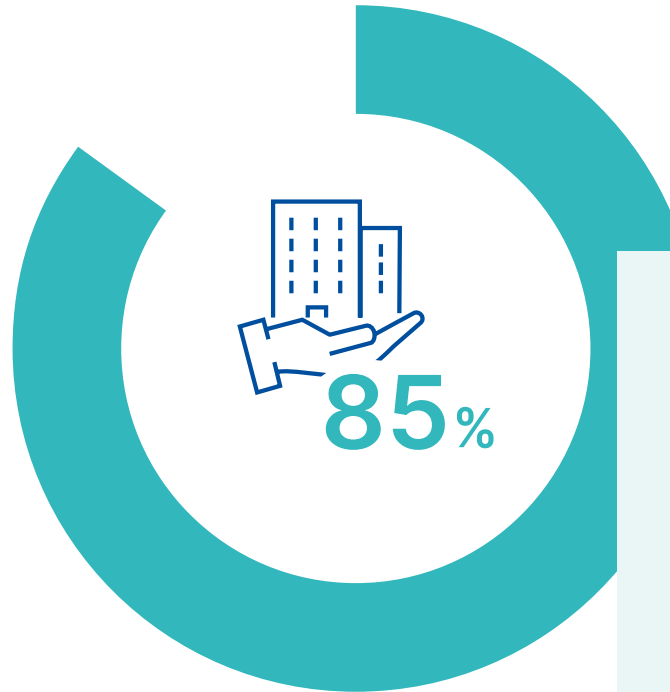
workflows. In non-IT areas there is no longer a favorite tool for the digitization of workflows in future. Twenty-three percent of companies, respectively, would use a general-purpose workflow tool or an industry-specific solution, and 22 percent would use a universal ITSM/ESM tool.

What type of tool will be best suited to digitizing workflows in non-IT areas of a company in future?



And most companies are actually using an ITSM tool already. But less than half of them are using an ESM tool. One reason for this is certainly that service processes are being integrated from non-IT areas, and the large number of platforms, solutions and tools on the market. So, it is not surprising that only a third of the companies surveyed already have a fully integrated ESM tool in use for all internal departments.

However, a key finding of the study is that companies want to transfer their experience from ITSM to their service management in other functional departments. However, organizational changes are also necessary for an optimized digital workflow. Corporate culture has to co-evolve to create awareness for digitized business processes across departmental and system boundaries.



85% of companies in Germany want to transfer their experience from ITSM to their service management in **other departments**. This requires changes to the organization.



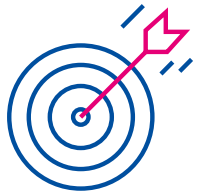


Criteria and Goals for the Introduction of DEX Tools

So why are DEX solutions so important for modern corporate IT operations? The goal should be to align workplaces more closely with the needs of the workforce.

Remote working is no longer just a benefit – it is something all companies need to embrace and deliver efficiently as part of their Digital Workspace. When implementing a Digital Employee Experience Management, employers are focusing on increasing productivity and on

supporting their hybrid workforce, among other things.



Which of the below is the primary goal when implementing a Digital Employee Experience Management (DEX)?

Figures in percent



Increasing the productivity of the workforce



Reducing security risks



Supporting a hybrid workforce



Minimizing the workload for IT administrators



Attracting and retaining talent



Satisfaction with IT equipment



No plans for implementing a DEX

Such supporting DEX solutions are designed to collect information about the performance of devices and applications. Apart from automating processes, it is also important to have users evaluate IT and business services and to intelligently identify the causes of problems or to let people make suggestions for improvement.

ITSM and ESM tools can meet many of these requirements and also enable companies to integrate processes across multiple business departments and to flexibly model their workflows.

The Importance of AI, Chatbots & Self-Services

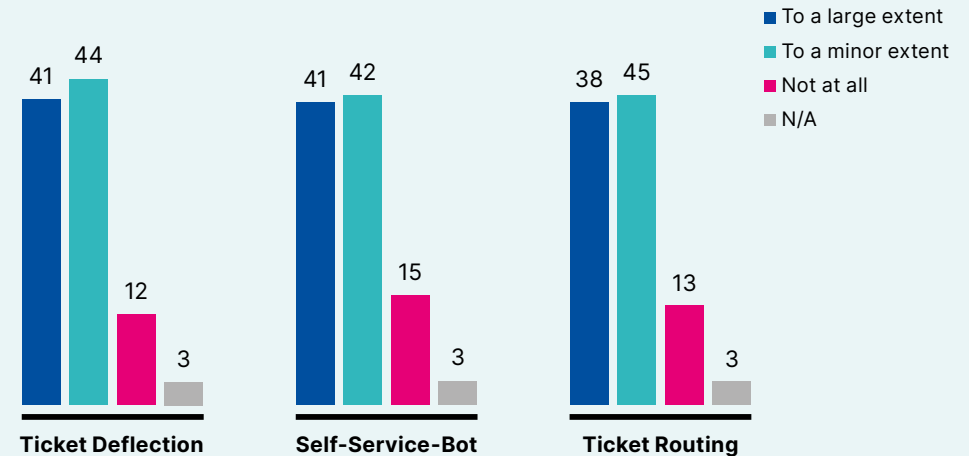
To make work processes more efficient, automating service processes is also enormously important to improve the Digital Employee Experience.

It primarily includes self-service applications that support employees in their daily work while reducing the number of tickets raised internally. It may include a wide range of processes from administration and facility management, HR and technical services. Results from recent studies

show that more and more companies also want to use AI applications to further optimize the services they offer. This includes e.g. AI-controlled ticket routing and the integration of intelligent chatbots. Respondents also prioritize interfaces to knowledge management or financial management.

In what areas is artificial intelligence (AI) being used to automate service processes?

Figures rounded in percent



Conclusion

IT organizations want to help ensure employees have the best possible experience in their workplace. But given today's rapid digital transformation and complex workplace technology, a diversity of devices and environments have to be deployed and managed.

Only a comprehensive Enterprise Service Management (ESM) system can ensure that the requirements of a modern Digital Employee Experience (DEX) are met. Therefore, companies should transfer their experience from IT service

management to their other departments. Processes must be automated intelligently and, above all, employee satisfaction has to be the primary goal. This is the only way to create a future-proof digital workplace.



“ Enterprise Service Management (ESM) is set to become significantly more professional over the coming years. Automation and artificial intelligence are going to provide more and more operational support, to ensure a user experience that improves over time.

Peter Stanjeck (Senior Vice President /
Managing Director USU GmbH)

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