



Digital Transformation is Real!

How Connectus can enable increased automation to benefit your team, your business, and your customers

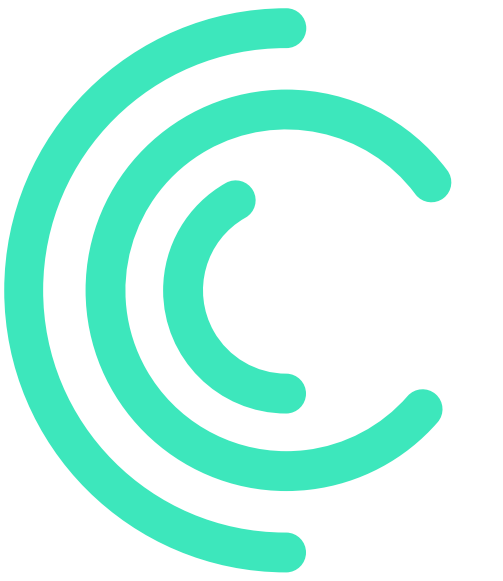


The road to better customer and **employee experiences**

No matter where you are on your journey, this guide will help you deliver ‘better’ to your team, your business, and your customers, ensuring that every process, no matter how big or small, can be improved

Connectus are a leading Connectivity and Managed Services partner, providing business critical infrastructure alongside fully managed solutions to help businesses stay connected, protected and to collaborate effectively online as they scale and grow.

This guide explains all you need to know about how to keep your people motivated and engaged by using innovations in ITSM tools to automate.



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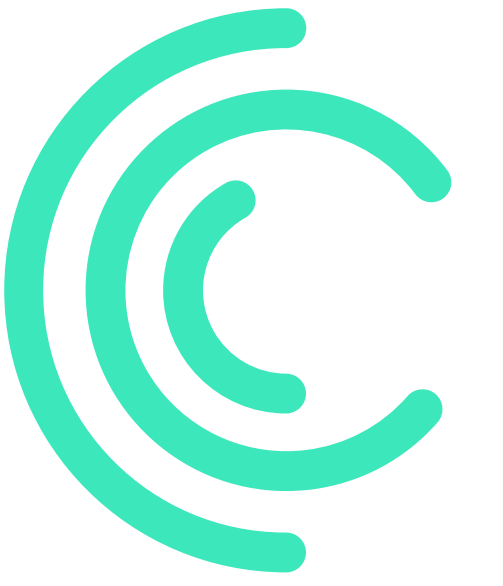
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Why is Customer and Employee Experience So Important?

We all want our work to be meaningful and employee experience is at the heart of that.

When employees are happy and engaged, it shows. Customer satisfaction and loyalty increase, as do brand awareness and company growth, writes Rachel Lane for Reworked.

Keeping staff engaged, motivated, and highly productive involves touchpoints that span all areas of the business with one area being the tools and technology that staff are provided to carry out their work.

When businesses improve their IT ecosystem, they're setting their employees up for success, allowing them to work as efficiently, and autonomously as possible which is key to staff engagement and client attraction and retention.



“When you want engagement, **self direction is better.**”

Dan Pink,
The Surprising Truth
About What Motivates Us

Employee Engagement Beyond HR

Employee experience is worth the investment because it produces engagement, driving commercial success.

Engagement is often highly dependent on how easily employees can carry out tasks, collaborate and find solutions to issues. Your ability to understand and resolve key issues in the daily life of your employees will often determine their perception of the organisation.

Even an unresolved service desk ticket can cause a reduction in keeping an individual engaged in their work, affecting their overall employee experience.

As Jim Harter points out for Gallup, "Teams with higher employee engagement and lower active disengagement perform at higher levels. For example, organisations that are the best in engaging their employees achieve earnings per share growth that is more than four times that of their competitors".



Linking Employee, to Customer, Experience

Which should you focus on first?

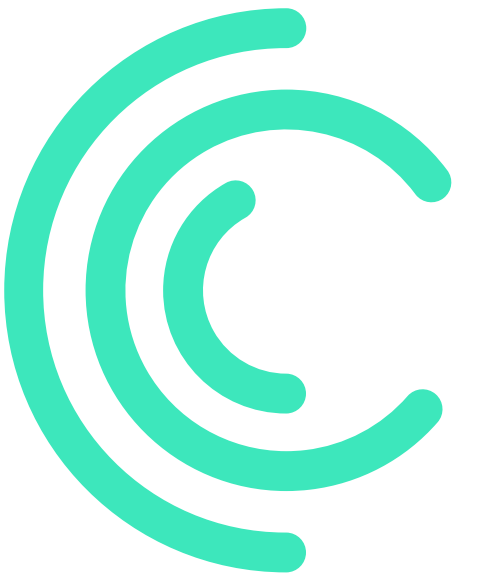
Both are crucial and mutually dependent, with each influencing the other. Why, when customer experience has traditionally been the aim, do you now need to focus on employee experience as well?

The 2020 HR Sentiment Survey by FutureWorkplace discovered that improving employee experience was the top initiative for 50% of HR and business leaders in 2020 and for good reason



“Happy employees are more likely to convey better moods and emotions while interacting with customers. They also tend to exhibit more dedication to, and understanding of, products and services, which in turn enables them to give better support to customers”.

Tech Target



Key Stats

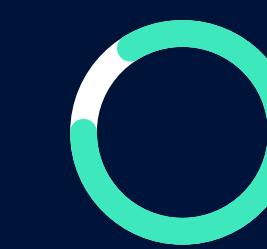
When you find out that customer experience will overtake both product and price as a key brand differentiator, it makes even more sense to improve your employee experience.

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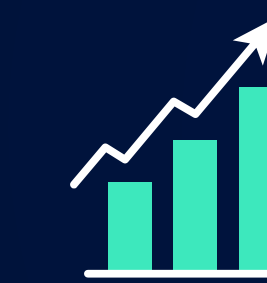
There's a huge library of data out there that suggests the link between employee experience and customer experience is more than just skin deep:



In 2022 Forbes highlighted that 84% of companies that work to improve their customer experience, reported an increase in revenue.



Forbes also found that 27% of companies gained improvements in customer experience by transforming their digital capabilities.



In a report by PTC business executives stated that improving their digital infrastructure also improved operational efficiency (40%) and customer satisfaction (35%)



The customer experience futurist, Blake Morgan, found companies with highly engaged employees outperform competitors by 147%.



In the same study Morgan also discovered that businesses with excellent customer experience have employees that are 1.5x more engaged with their work.



A survey by ITSM Tools found customer experience was a 'top five' focus for ITSM professionals (25%) alongside onboarding automation (40%) Artificial Intelligence (AI) (33%) and advanced ITSM capabilities (25%)

Creating Better Employee Experiences

Let's refer once more to Dan Pink's three conditions for motivation: autonomy, mastery and purpose.

A key area here where IT leaders can support staff motivation levels is providing staff with the right tools to carry out their jobs, and providing choice in how staff access help they need when something goes wrong.

No two people or scenarios in which a user needs help are the same
How the user wants to receive help, the urgency of their request, or the nature of the problem should all be considered

This is where self service can create an enhanced sense of autonomy for employees. When problems arise, where some may still wish to raise a ticket for help, for many, the sense of urgency that remains while they wait creates frustration.

To avoid this, allow employees who feel happy to, with the option to solve their own problems

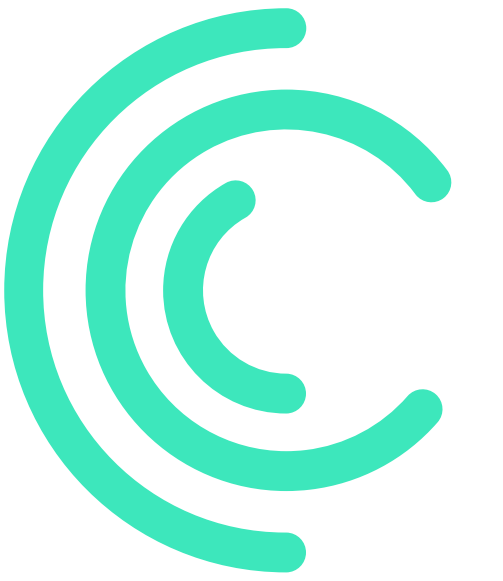


“As you think about the ‘employee experience,’ you have to think about how to stop interrupting people and think about how to make their work easier, more productive and more meaningful.”

Josh Bersin
HR In The Flow Of Work A
New Paradigm Has Arrived

Small Changes, Big Impact

Businesses need practical solutions that benefit all employees and customers that are holistic, enterprise wide, and aren't limited to one function.



The approach that we've found most effective over time, is to focus on Dave Brailsford's famous "sum of marginal gains" Using this concept, there is no one idea or technology that will completely change your working environment.

What we're looking for are small, tangible changes, provided by the right solutions. In a business environment, it's much better to improve everything by 1%, than one thing by 100%.

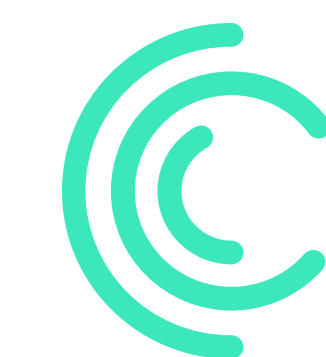
Digital Transformation need to be accessible, straightforward and able to help your team with the flow of work to improve that essential 1%. As highlighted on Forrester's Employee Experience Index employees require the following:



The belief that the support from their IT environment makes them productive.



Technology that lets them focus on what needs to be done and collaborate effectively.



Access to accurate and timely information

Make IT Accessible

Employee experience and customer satisfaction can hinge on how flexible and accessible your IT ecosystems are for your teams.

Whether your teams plan to work from home, office, or using a hybrid model, your digital infrastructure needs to be flexible enough to support all options.

Flexible working is now a significant focus for businesses - a trend that will continue for years to come. Working flexibly means greater sensitivity to manage and meet employee expectations, both proactively and reactively. You'll need to listen more while finding and suggesting alternative solutions to more 'options that are no longer fit for purpose in a post COVID world.

IT service desks are encountering increases in issues as teams work remotely on legacy systems so a focus on collaboration and automation will be critical.

While flexibility and accessibility have become the watchwords as we experience a 'new normal' as a result of the coronavirus pandemic, ironically, they can also provide a significant competitive advantage if used effectively.

If your employees have a need, it's up to the IT ecosystem at the heart of your operations to satisfy it. Deliver an amazing experience, solve a problem, take away the pain and they will thank you for it.



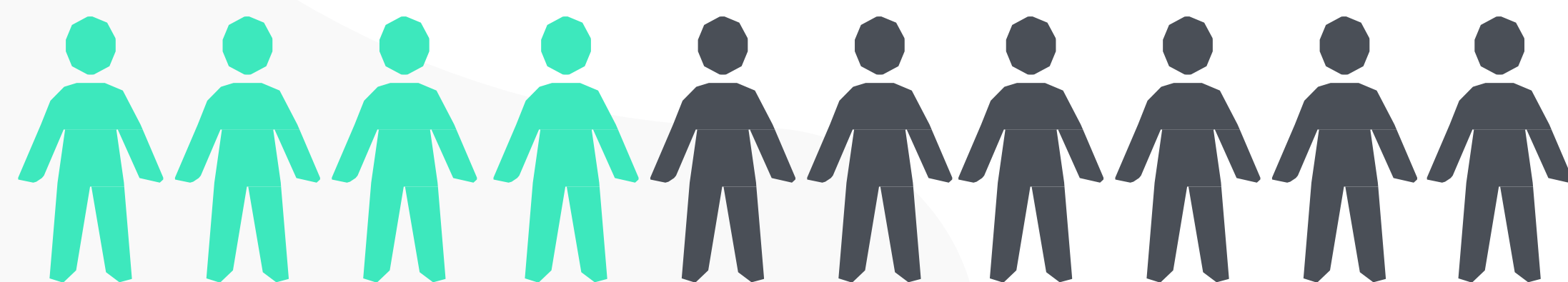
Where Possible, Automate!

Automation and AI help lighten the load, identifying key issues on a consistent basis, rather than having to wait for issues to go through a helpdesk.

Automation helps to remove tasks that take up too much of your time, effort and resources. This opens up the opportunity for you and your colleagues to focus more on the projects that matter those things that are effective and meaningful.

It's about providing valuable insights based on the right data, insights that can't be found using legacy systems or outdated helpdesks.

According to SmartSheet's survey on automation 40% of workers spend more than 25% of their workweek on manual, repetitive tasks, reducing opportunities to work on more engaging projects that require innovation and creativity, factors that would advance business growth.



Automation offers a genuine “best of both” solution it's not necessarily about ‘up time, but rather about ‘unlocking’ time that is not typically accessible



IN FOCUS: How Connectus Group Supported Automation

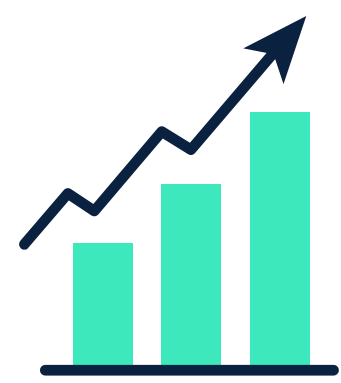
KTSL (a wholly owned subsidiary of Connectus) were tasked with merging multiple region based catalogues in different systems, into one global BMC Remedy instance. This meant moving users, moving requests and training the support teams, both internally and outsourced.

We worked on the business analysis, the design and then implementation of the global rollout, taking existing catalogues and systems and analysing which requests would become global and which would stay regional, yet remained merged in the one catalogue.

Over 20 regional systems were shut down and consolidated onto one platform and the support of 24 languages meant the requests had to be designed in a way which allowed this to be easy to maintain. The end solution handles 10 requests per second at peak times.

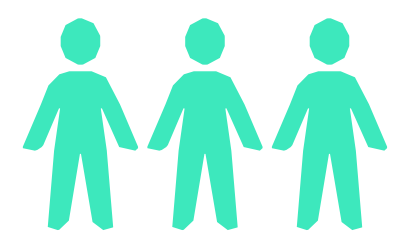
The Digital Butterfly Effect

When automated processes are consistent, you can rely on them to operate reliably, passing on benefits that are felt beyond your own team, spanning all employees, and customers...



Increased employee engagement

Reduce the stress and friction of mundane tasks to free up time to focus on your employees key priorities. Your teams want to be productive help them do their best work.



Better human interaction within high value tasks

When employees regain time by automating menial tasks, they're given more time to create, innovate and share ideas, with improved communication.



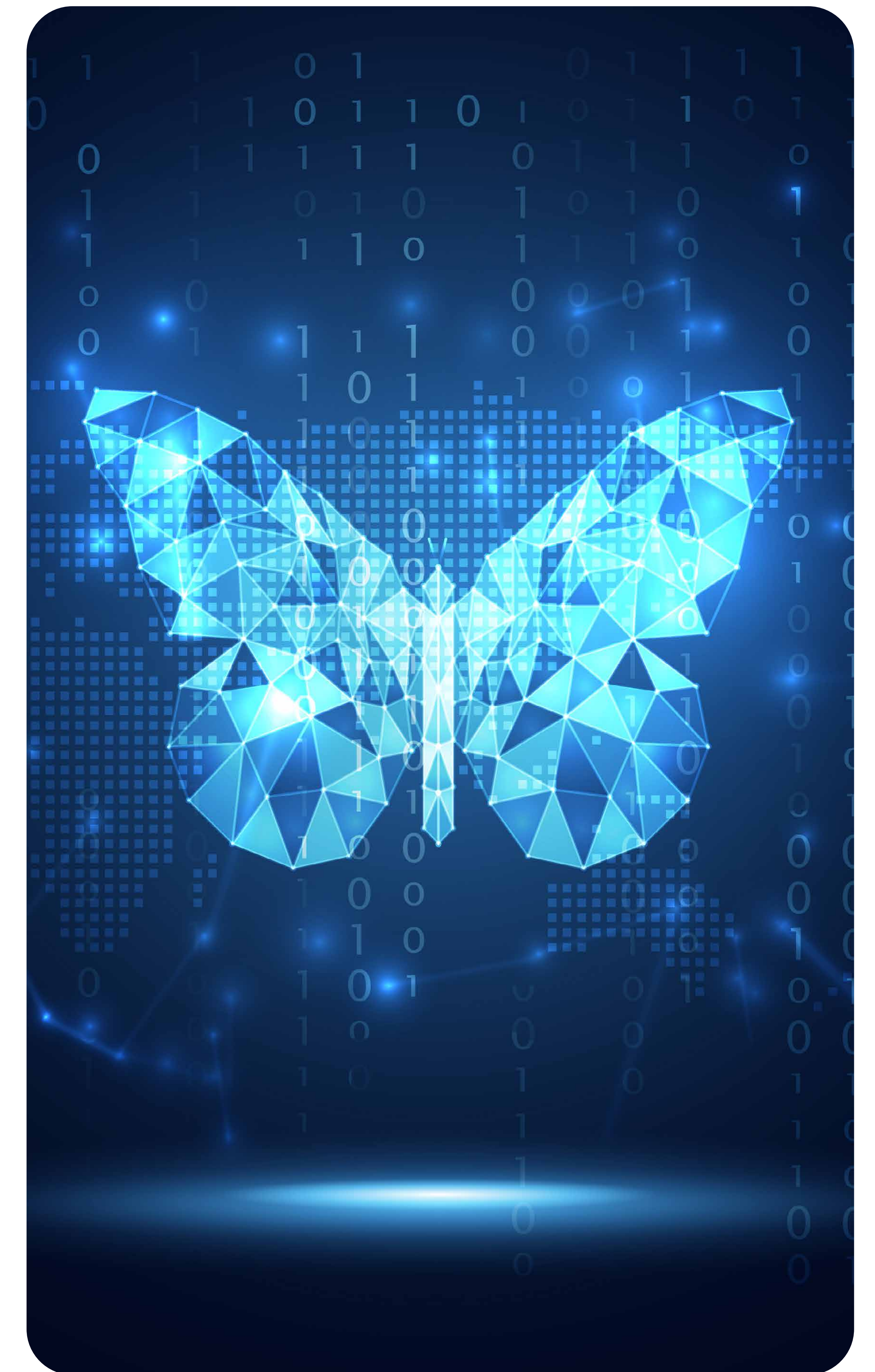
Professional growth

Lower production costs free up budgets, which can then be reallocated towards employee centric projects, such as increasing knowledge sharing capabilities and corporate training.



Optimised costs

Automation makes business processes cheaper since fewer resources are needed to accomplish tasks and in most cases, software undertakes more than one task at a time.



Engage and Collaborate more.

Traditionally, our systems operate separately, built between legacy software and modern applications. It's a common occurrence for teams or departments to feel disconnected.

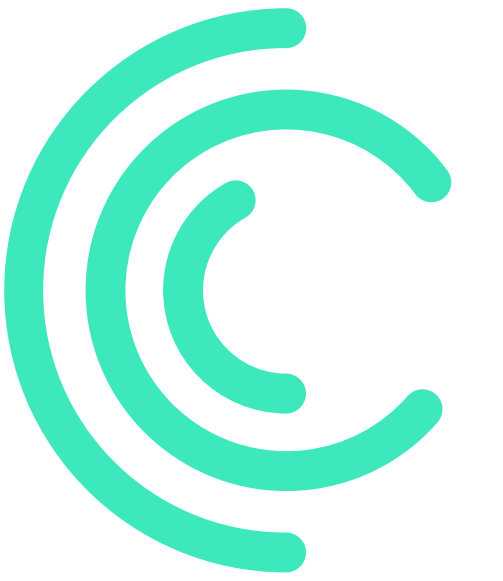
The goal for improving workflow and enterprise software is to make them seamless for the end user.

As the world becomes increasingly connected and businesses consider a multi cloud multi vendor landscape, it is easy to see how AI, machine learning, deep learning and Robotic Process Automation can offer significant benefits, providing structure and insight faster and more accurately than humans could ever do

While a human workforce may complete tasks to a high standard, productivity and efficiency can be hindered as time and effort are also needed for smaller tasks that soon accumulate.

Integrating solutions into your business processes and wider business functions offers the benefits of accurate and timely data, bringing about that seamless quality often missing in work.





How AI and Intergration Enhances ITSM

Consider a ticket with the service desk, created by an employee who called or emailed with an issue that needed solving. The ITSM agent routes the ticket to the right support group who work to resolve it. Sounds effective, right?

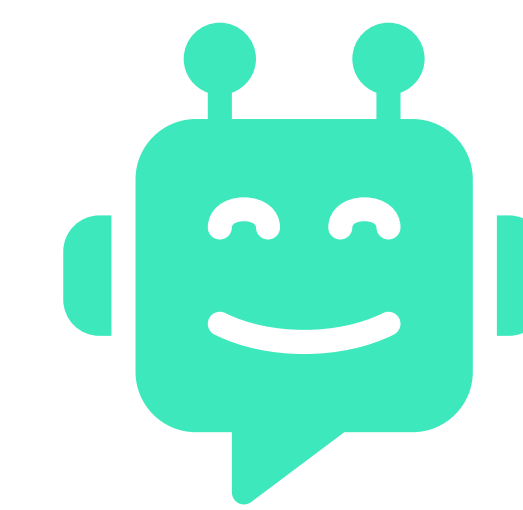
Traditionally, yes but nowadays, business is more complex.



No AI means more chances for the ITSM agent to pick the wrong support team, or for the employee to misunderstand the nature of their need and ask for the wrong thing.



Time and resources are wasted, for both the business and the employees. Tickets come back unresolved, consequently making each cost more.



Imagine eliminating this frustration instantly with AI. A chatbot or virtual service desk agent can be onboarded to handle the initial request and ticket creation.



The user is either able to self serve using a knowledge article that instructs them how to solve their issue, or their ticket is directed to the support team, who with less requests, can help them faster.

Communication is Key

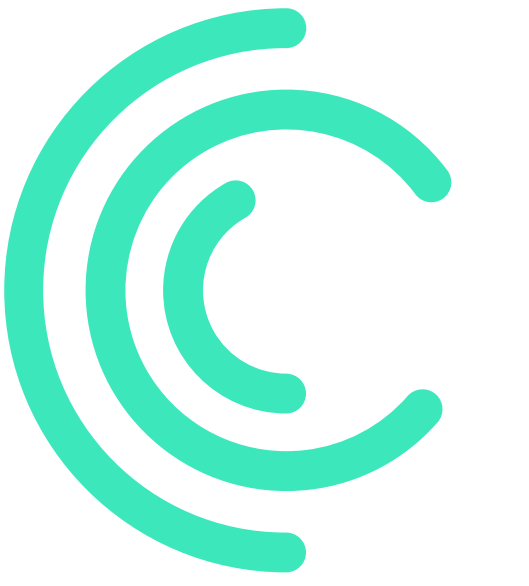
Chatbots, as well as Slack, Microsoft Teams, Yammer and centralised multi channel communications, are key tools for more integrated end users and quicker response times.

They're also key sources of integration and data for AI to connect with. AI is constantly learning, through functions such as Natural Language Processing, tracking conversational metadata in order to provide more accurate resolutions and suggestions each time around.

“Migrating ITSM functions to enterprise social channels allows businesses to unleash the potential of their employees” advises

Aaron Perrott CTO at KTSL (part of Connectus Group)





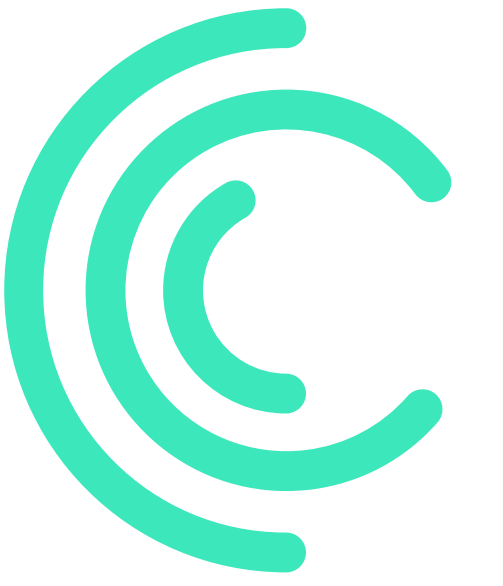
What Connectus can do for your **IT ecosystem**

Ultimately, work is hard, and our goal is to make it easier for our clients, and their clients, by improving service, productivity, and automation.

At Connectus we help streamline the IT ecosystem that's at the heart of your employee experience.


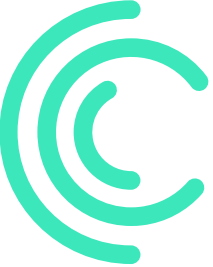
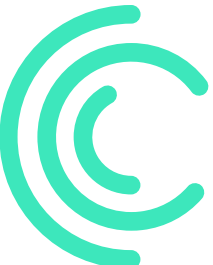
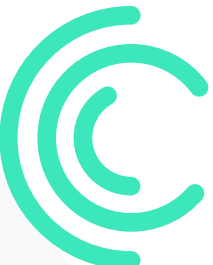


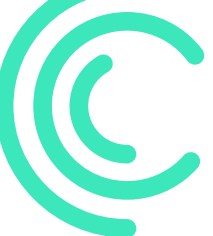
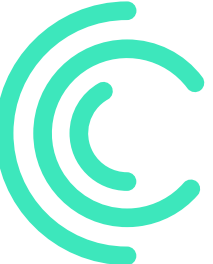

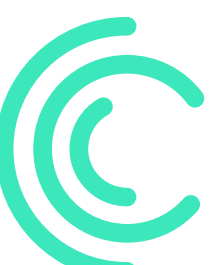
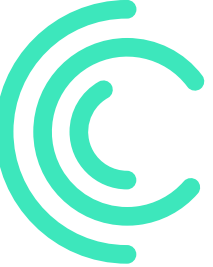
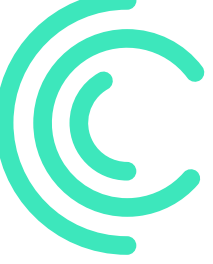
We're dedicated to providing experienced, bespoke support, tools and solutions to help your people get on with their work, easier.

Our goal is to help you mitigate cost, complexity and risk from your business



Key Takeaways

We realise you might be in a hurry, so here are some takeaways covering key info

-  Organisations that score in the top 25 percent on employee experience report double the return on sales and nearly three times the return on assets compared to those in the bottom quartile.
-  Employee experience is worth the investment because it produces engagement.
-  “Teams with higher employee engagement and lower active disengagement perform at higher levels. For example, organisations that are the best in engaging their employees achieve earnings per share growth that is more than four times that of their competitors.”
Gallup
-  Improving employee experience was the top initiative for 50% of HR and business leaders in 2020 The 2020 HR Sentiment Survey.
-  Companies with highly engaged employees outperform competitors by 147% Blake Morgan.
-  Customer experience is a ‘top five’ focus for ITSM professionals (25%) alongside onboarding automation (40%), Artificial Intelligence (AI) (33%) and advanced ITSM capabilities (25%) ITSM Tools
-  86% of companies said they’d require intelligent automation by 2020 to keep up with business requirements - Tech Beacon
-  40% of workers spend more than 25% of their workweek on manual, repetitive tasks - Smartsheet
-  AI helps lighten the load, identifying key issues, rather than having to wait for issues to go through a helpdesk. It’s about providing genuine insight based on the right data, insight that can’t be found through legacy systems or outdated helpdesks.
-  Automation creates a hybridised effort between employee and machine by taking the mundane and the repetitive out of your work. However, it’s not necessarily about ‘up your time, but rather about ‘time you’d usually not be able to access.
-  When you integrate AI solutions into your ITSM and wider digital business functions, you benefit from accurate and timely data that helps bring about that seamless quality often missing in work.
-  Unresolved tickets can double the cost of resolution hinder productivity and result in lower scores for employee and customer experience.