



# How to **Deliver Better** Digital Employee Experiences

Increase Worker Productivity By Proactively Measuring,  
Analyzing, and Optimizing User Experiences



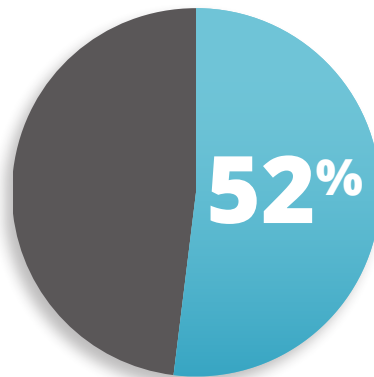
Maintaining high employee productivity today depends on delivering robust, reliable digital employee experiences. Across industries and job roles, employees rely on desktops, laptops, and mobile devices for nearly every aspect of their work. To communicate, collaborate, and complete tasks, they need a digital workplace that provides consistent access to essential software and resources, without slowdowns or disruptions caused by IT issues.

The Covid-19 pandemic amplified the importance of a dependable digital employee experience (DEX). With employees required to stay home, all work flowed through digital devices. Making sure those devices and the apps running on them were functioning as they should has been critical for keeping employees connected and engaged.

As pandemic restrictions ease, many employees want to continue working remotely. According to a recent DEX survey

from Lakeside Software and ESI ThoughtLab, about 52% of employees expect to keep working from home or elsewhere at least part of the time.<sup>1</sup> Similarly, CEOs and CHROs predict that about 43% of employees will in fact work remotely in some form after the pandemic — just a 14% drop from pandemic levels.<sup>2</sup>

To prepare for the long-term hybrid future of work, with employees working remotely some of the time, many businesses need to improve their digital employee experiences. They need a sustainable strategy for continuously optimizing end-user computing and avoiding IT issues so employees can be productive, no matter how and where they work. Improving digital experiences requires a more complete, real-time understanding of those experiences, better ways to identify and proactively address issues, and a means to scale management and support as workforces grow.



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## 1 What's at Stake: The Benefits of Taking Action

Improving the digital employee experience can produce important, tangible benefits for your business.

**Productivity:** When employees have reliable tools at their fingertips, they are more productive — and productive employees contribute more to the bottom line. C-level survey respondents agree that improving digital experiences could ultimately increase their companies' revenues by about 12%.<sup>3</sup>

**Satisfaction:** Providing a strong digital employee experience also improves worker engagement and satisfaction, which, in turn, can improve employee retention.

**Cost reductions:** By avoiding issues that slow work and frustrate users, you can reduce help-desk issues and

decrease associated IT support costs. C-level executives estimate that they could reduce costs by about 18% with better digital experiences.<sup>4</sup>

**Scalability:** If you can decrease the need for IT help-desk assistance and minimize support tickets, you can focus on expanding your workforce in areas where employees will have the greatest strategic impact — without significantly expanding end-user computing support teams.

Executives recognize the imperative to improve digital experiences for employees. In fact, 90% of surveyed C-suite executives say that enhancing the digital experience is a medium or higher priority post-pandemic.<sup>5</sup> Still, many employees have not yet seen changes.

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Why improve digital  
employee experiences?

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▲ 12.1% revenue increase  
18.1% cost reduction ▼

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# 2 Rethinking Digital Experience Management with Lakeside

The right digital experience management (DEM) platform is key for optimizing digital experiences and maximizing their benefits for your employees and your business. Lakeside Software's Digital Experience Cloud, powered by SysTrack, enables you to measure and analyze current experiences, and then deliver optimized experiences at scale as your hybrid workforce grows.

## Measure

Lakeside's Intelligent Edge provides IT with a complete and accurate set of real-time data by capturing more than 10,000 data points every 15 seconds — without compromising user privacy or slowing device performance. Meanwhile, hundreds of smart sensors run continuous real-time investigations on every endpoint to automatically detect issues. All of the collected data is enhanced with historical context to produce a rich repository of experience information.

## Analyze

Analytics capabilities, driven by artificial intelligence (AI), draw from the rich repository of real-time user experience data to generate actionable insights. The cloud-based approach also allows you to analyze anonymized data from a user community beyond your enterprise so IT can identify emerging trends that could affect your users — all while keeping your company's data secure and maintaining regulatory compliance. By spotting trends and detecting anomalies affecting users, your IT team can prioritize service delivery, proactively solve problems, and ensure a superior digital employee experience.

## Scale

Lakeside's cloud-based DEM platform gives you the scalability to support an expanding workforce and the flexibility to address new use cases. You can scale up without operational penalties or user interruptions. And you can support new departments, device types, and end-user computing approaches as your needs change.

# 3 Addressing High-Priority Use Cases

Lakeside offers a range of solutions built on the Digital Experience Cloud platform to address specific challenges and high-priority use cases.



## End-User Experience

The end-user experience solution quantifies user experiences and produces the insights needed to improve productivity. Your IT team can generate user experience scores, conduct real-time and historical analyses of performance, identify trends, and remediate IT issues that have the highest impact on user experience.



## Digital Workplace Planning

The digital workplace planning solution provides greater visibility into the state of end-user computing environments so you can more effectively plan for the future. Whether you intend to adopt a desktop-as-a-service (DaaS) architecture, upgrade an operating system, move to a virtual desktop infrastructure (VDI), or launch another end-user computing initiative, your IT team can validate vendor claims, right-size solutions, reduce migration risks, and quantify experiences.



## Service-Desk Operations

The solution for service-desk operations provides the tools for extracting meaningful, actionable insights from all the data you are collecting. Using AI capabilities, you can predict incidents and remediate issues before they require Level 1 or 2 support, significantly reducing support desk costs.



## IT Asset Rationalization

By improving visibility into the software and hardware used by your workforce, the IT asset rationalization solution helps maximize the value of assets. Discovering unused licenses, maxed-out storage, or rarely used apps enables your IT team to right-size desktop environments, improve performance, and reduce costs.

# 4

## Preparing for the Future of Work

Improving digital employee experiences should be a top priority for organizations across industries, especially as hybrid work models increasingly become the norm. Lakeside's Digital Experience Cloud platform enables you to optimize those experiences by measuring and analyzing a comprehensive set of data. You can then deliver optimized experiences at scale to support an expanding hybrid workforce. By ensuring that employees can reliably access the tools and resources they need to work from anywhere, you can boost engagement, satisfaction, and productivity — generating tangible benefits for your business.



## Learn More

To learn more about what's ahead for digital work, download our report, **The Future of Digital Workplaces**, which draws from 600 surveys of C-level executives, IT leaders, and end users around the globe and across industries.

To learn more about Lakeside Software's Digital Experience Cloud or to sign up for a demo, visit: [lakesidesoftware.com/digital-experience](https://lakesidesoftware.com/digital-experience)

### Endnotes

<sup>1-5</sup> The Future of Digital Workplaces, Lakeside Software and ESI ThoughtLab, May 21, 2021: <https://bit.ly/3v1H33q>





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## About Lakeside

Lakeside Software is a leader in digital experience management. We develop software that provides the visibility IT teams need to design and support productive digital workplaces. Learn more at [www.lakesidesoftware.com](http://www.lakesidesoftware.com).