



4 steps to building a digital employee experience (DEX) strategy

How to keep your hybrid workforce productive, take the burden off your IT help desk, and put employee experience at the center of your digital strategy.





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INTRODUCTION

Digital employee experiences now sit at the heart of every business operation

But many of these experiences were built for the old world of in-office work and have not adapted to the new realities of large-scale hybrid work. The result: They created friction and downtime, and lowered employee engagement and productivity.

We wrote this eBook to help you resolve these issues by updating your digital employee experience strategy to better suit today's hybrid workforces.

To do so, we cover:

- Core problems being created by outdated digital employee experiences
- 4 steps you must follow to update your digital employee experience strategy
- Which tools can bring your strategy to life — and how Tanium DEX can help



Why you need a new digital employee experience strategy

What's changed: Hybrid workforces

Over the past few years, your workforce went hybrid. 58% of U.S. workers can now work remotely at least one day per week, and 38% can now work remotely full-time.

With this move, your digital employee experience has become more important than ever. It has become the central hub where your employees now do their jobs and connect with one another, and a key driver of your business' productivity and engagement.

Yet many organizations struggle to give their employees digital employee experiences that deliver a productive, engaging workspace. According to Gartner, 47% of employees report high friction in their digital employee experiences, and 34% experience this friction several times a week.

Why organizations struggle to adapt

The source of this friction is easy to understand. Many digital employee experiences — and the systems in place to manage them — were built for an in-office workforce.

Many of the apps powering the digital employee experience were designed to run on high-speed, in-office networks but are now run through VPNs across slower and less-reliable remote networks. This has reduced the availability and performance of these apps and the accessibility of their data. At the same time, it's become harder to monitor the status and performance of these apps and the endpoints they run on.

The move to hybrid work has also separated employees from the IT teams that support them. In the past, employees could just walk down the hall to bring up technical issues with IT teams. Now, employees either suffer in silence from digital performance issues or flood the IT help desk with tickets for routine problems, and IT no longer has a finger on the pulse of employee satisfaction with their experiences.

The result: 4 problems to solve in today's digital employee experiences

By deploying yesterday's digital employee experiences for today's hybrid workforce, many organizations suffer from some — or all — of the following problems.

1. **Reduced Performance.** Chronic and acute performance issues are left unseen and unresolved, leading to large-scale downtime.
2. **Disengaged Employees.** They suffer in silence from performance issues and unsatisfying experiences, leading to lower engagement and retention rates.
3. **Overwhelmed IT Help Desks.** They are barraged by tickets for systemic issues, and cannot focus on higher-level strategic responsibilities.
4. **Lack of Visibility and Control.** IT leadership and the C-suite lack the ability to systematically identify issues in their experiences and then improve them.

To solve these problems, organizations must take a hard look at their existing digital employee experiences and identify where they must update their strategy to better suit today's hybrid workforces. Here are four steps to help you do just that.





CHAPTER 2

4 steps to building a new digital employee experience strategy

A digital employee experience is a complex, multi-component system with many different aims and outcomes. To improve your existing experience, you must evaluate it from multiple angles, find areas to improve, and create a new strategy that brings those improvements to life.

To do so, follow these four steps. They will walk you through the core capabilities your digital employee experience must deliver to ensure its performance, engagement, and efficiency, and help you identify any gaps in those capabilities.

Step 1: Stop problems before they cause downtime

First, you must be able to identify and remediate issues with your employees' endpoints and applications before they lead to reduced performance. If you don't, your employees will either ignore the problem, create ineffective workarounds, or create an IT help desk ticket — all of which leads to downtime and cascading inefficiency.

To do so, ask yourself, “Can we...”

- “...monitor for performance issues in real time?”
- “...detect if an application or endpoint has encountered an issue?”
- “...remediate issues as soon as we detect them?”
- “...remediate issues without interrupting the employee's workday?”
- “...determine if a performance issue is localized or systemic?”

Step 2: Keep employees engaged and satisfied

Second, you must learn how your employees feel about their digital employee experiences, and identify where you can make them more engaging and satisfying. If you don't, you may suffer from disengaged employees, lowered retention rates, and an increasingly disconnected relationship between employees and their IT teams.

To do so, ask yourself, "Can we..."

- "...understand how our employees feel about their digital employee experiences?"
- "...learn where to improve their experiences to make the biggest impact?"
- "...measure the impact of our improvements to prove the value of our work?"
- "...collect, quantify, and report on employee sentiment for senior leaders?"
- "...proactively close the relationship gap between employees and IT?"

Step 3: take the support burden off your IT help desk

Next, you must reduce help desk tickets and redirect IT's focus to strategic improvements of your digital employee experiences. If you don't, IT will be overburdened with routine support tickets, employees will wait too long to resolve issues, and large-scale improvements will be deprioritized due to a lack of IT team bandwidth.

To do so, ask yourself, "Can we..."

- "...resolve application and endpoint issues without hands-on IT intervention?"
- "...empower employees to use self-healing automation on their own?"
- "...ensure employees only receive notifications about relevant issues?"
- "...identify and expedite issues that need hands-on help desk support?"
- "...prevent issues from large-scale events like patches and updates?"

Step 4: systematically improve your digital employee experience

Finally, you must make your digital employee experience a strategic priority and take a data-driven approach to continuously monitoring, managing, and improving its value. If you don't, you may invest heavily in experiences that don't deliver results, and suffer the creep of silently lowering performance, engagement, and efficiency.

To do so, ask yourself, "Can we..."

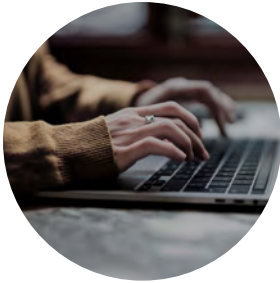
- "...build a real-time view of our experience's performance and sentiment?"
- "...report on the quantitative and qualitative performance of our experiences?"
- "...identify what will make the biggest impact on performance and sentiment?"
- "...design targeted action plans to rationally improve our experiences?"
- "...create a score for the health of experiences we can improve over time?"

Shortcut to building your new strategy: Pick the right tools

Follow these four steps, then review your answers to each question. Every question you answered "no" to is a capability you must develop as part of your new digital employee experience strategy. While the number of new capabilities you must develop might look daunting, a new class of solutions — Digital Employee Experience (DEX) platforms can make it fast, simple, and easy to bring your new strategy to life.

DEX platforms were designed to monitor, manage, and improve every key aspect of employee experience from a single, unified solution. They offer every capability you need to develop visibility into the performance and employee sentiment of your digital employee experience and to take remote actions to remediate issues at scale.

Tanium DEX is one such platform.



CHAPTER 3

How Tanium DEX improves digital employee experiences

Tanium DEX gives you a scalable solution to monitor, manage, and improve enterprise-scale digital employee experiences. It gives you real-time data on the performance of your digital employee experiences and how your employees feel about it.

Tanium DEX provides every capability you need to bring your new digital employee experience strategy to life and to deliver experiences that deliver value.

With Tanium DEX, you will:

1. Proactively resolve performance issues
2. Measure and improve employee sentiment
3. Reduce help desk tickets
4. Turn digital employee experience into a strategic priority
5. Reduce help desk tickets

Proactively resolve performance issues

Monitor for performance issues in real time, detect application and endpoint issues, and resolve issues before they cause downtime. With Tanium DEX, you will:

- Evaluate application and endpoint performance in real time, at scale
- Monitor performance metrics like CPU utilization, disk latency, and app crashes
- Set performance thresholds and notify employees when they are crossed
- Resolve performance issues remotely without disrupting normal workflows
- Develop context and insight on issues by comparing them to historical data

Measure and improve employee sentiment

Create a bidirectional feedback loop to engage employees, see how they feel about their experience, and learn where to improve it. With Tanium DEX, you will:

- Send custom surveys to gauge how employees feel about their experiences
- Determine if your automations and self-service workflows resolve issues
- Increase adoption of services by sending relevant notifications to employees
- Create a qualitative and quantitative picture of employee engagement levels
- Directly engage with employees to improve their relationships with IT

Reduce help desk tickets

Solve performance issues before they create downtime or become help desk tickets, and refocus IT onto higher-level strategic priorities. With Tanium DEX, you will:

- Automate workflows to resolve performance issues hands-free
- Send employees automated self-healing workflows to resolve their performance issues
- Target self-service remediation actions and notifications to specific employees
- Integrate with ServiceNow to expedite cases that require help desk support
- Identify patterns in performance to find and resolve hidden systemic issues

Turn digital employee experience into a strategic priority

Monitor and manage your digital employee experience and gain a data-driven approach to ensuring your experience delivers increasing value. With Tanium DEX, you will:

- Run reports that give the C-suite an at-a-glance view of your experience's value
- Create accountability for both technical performance and employee sentiment
- Measure and track the impact of initiatives to improve your experiences
- Perform root-cause analysis of issues at the organizational or device levels
- Define an improvable Performance Score for your organization as a whole

End-to-end endpoint and application lifecycle management

Tanium DEX is one element of Tanium XEM — the industry's first converged endpoint management solution. Tanium offers every tool, workflow, and data point you need to manage applications and endpoints at every stage of their lifecycle. By offering DEX capabilities, Tanium now completes this end-to-end management lifecycle.

CONCLUSION

Take the next step with Tanium DEX

Hybrid work is here to stay. Your digital employee experiences now permanently sit at the center of your business' operations. You must develop a new strategy to monitor, manage, and improve these experiences at enterprise scale. Tanium DEX can help.

To learn more, **reach out today for a demo** or **try Tanium** in your environment for two weeks at no cost.



Tanium, the industry's only provider of converged endpoint management (XEM), leads the paradigm shift in legacy approaches to managing complex security and technology environments. Only Tanium protects every team, endpoint, and workflow from cyber threats by integrating IT, Compliance, Security, and Risk into a single platform that delivers comprehensive visibility across devices, a unified set of controls, and a common taxonomy for a single shared purpose: to protect critical information and infrastructure at scale. More than half of the Fortune 100 and the U.S. armed forces trust Tanium to protect people; defend data; secure systems; and see and control every endpoint, team, and workflow everywhere. That's the power of certainty.

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