

The Evolution of Work:

Enhancing Productivity and Collaboration through Digital Employee Experience (DEX)

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Intro

Impact of business efficiency and collaboration by embarking on a digital employee experience journey

In an era characterized by rapid technological advancements and evolving workplace dynamics, the significance of operational efficiency cannot be overstated. This research report embarks on a comprehensive exploration of digital employee experience (DEX) transformation, illuminating its pivotal role as the cornerstone of internal processes of efficiency and collaboration. These insights provide a contextual framework for understanding the intricate dynamics shaping operational processes in today's digital age. The realm of DEX is multifaceted, with profound impact on businesses and employees alike. Organizations looking to embrace DEX confront the challenges inherent in integrating DEX solutions, observed benefits, and the perceived value of efforts invested.

The connection between DEX and workforce productivity is undeniably vital for companies striving to realize benefits in today's digital era. However, the path to success is contingent upon technology teams adeptly identifying inhibitors and understanding the intricate relationship between technology utilization and employee performance. As companies navigate the labyrinth of challenges inherent in their systems, they encounter a landscape fraught with obstacles. Implementing a DEX solution necessitates traversing operational challenges, including the siloed nature of IT systems and the dichotomy between onsite and remote work environments. These

challenges underscore the importance of holistic solutions that bridge gaps and foster seamless integration, ultimately optimizing workforce productivity and driving organizational success.

Driven by the imperative of collaboration, organizations are increasingly recognizing the pivotal role of DEX in fostering synergy across teams. With a particular focus on the prevalence of platforms like MS Teams, organizations view these digital tools as catalytic forces for driving collaboration and productivity. However, as organizations confront the challenges of implementing a DEX solution, they must simultaneously address the intricacies of integrating platforms like MS Teams into the broader DEX ecosystem. This entails unraveling the transformative benefits of such integration, which extend beyond mere technological enhancement to encompass tangible improvements in workforce collaboration and efficiency. By navigating these challenges adeptly, organizations can unlock the full potential of DEX, leveraging digital platforms to foster innovation, streamline communication, and drive organizational success.

The journey to implementing an enterprise DEX solution is indeed complex, marked by various challenges and considerations. To navigate this journey successfully, organizations must deploy strategies tailored to their unique needs and circumstances. Moreover, augmenting DEX with

unified endpoint management (UEM) emerges as a critical component, ensuring seamless integration and management of digital tools and devices across the organization. By adopting UEM solutions, organizations can streamline device management, enhance security, and optimize user experiences, thereby maximizing the effectiveness of their DEX initiatives. Additionally, the transformative potential of change management cannot be understated in this process. Effectively managing organizational change, fostering employee buy-in, and driving cultural shifts are essential for ensuring the successful adoption and sustained impact of DEX solutions. By prioritizing strategies for success, embracing UEM integration, and leveraging change management principles, organizations can navigate the complexities of implementing an enterprise DEX solution and unlock its full potential to drive employee satisfaction, productivity, and organizational success.

When anticipating the future of DEX evolution alongside business needs, ponder the tradeoffs between reliance on IT support and increased productivity and contemplate the burgeoning landscape of collaboration tools. In conclusion, this report serves as a compass for organizations navigating the labyrinth of DEX transformation, empowering readers to harness the transformative potential of digital experiences to elevate operational efficiency and drive organizational success.

About the study – demographics

This research, conducted in partnership with Broadcom and Martello, used a unique perspective of surveying 101 key technology leaders and 101 employees to understand the impact DEX has on driving business collaboration and efficiencies. The study was conducted in the United States across a wide range of industries comprised of companies with 1,000.

Total Qualified: 202

- IT Managers Survey 101
- Employees Survey 101

Company Size: 1,000+

DEMOGRAPHICS

Role - Employee Survey

- 23%** Individual Contributor
- 17%** Team Leader
- 53%** Manager or Director
- 3%** Vice President
- 4%** CxO

Company Size - Employee Survey

- 23%** 1,000 - 2,499
- 13%** 2,500 - 4,999
- 17%** 5,000 - 9,999
- 15%** 10,000 - 19,999
- 33%** 20,000 or more

Industry - Manager Survey (Employee TBD)

- 10%** Gov/Ed
- 10%** Manufacturing
- 11%** Retail
- 6%** Telecom/Utilities
- 29%** Technology
- 11%** Healthcare
- 24%** Other

IT Role - IT Manager Survey

- 16%** Individual Contributor
- 16%** Team Leader
- 57%** Manager or Director
- 6%** Vice President
- 5%** CxO

Company Size - Manager Survey (Employee TBD)

- 19%** 1,000 - 2,499
- 25%** 2,500 - 4,999
- 26%** 5,000 - 9,999
- 15%** 10,000 - 19,999
- 16%** 20,000 or more

IT Managers Survey – n 101
 Employees Survey – n 101
 Total – n 202



DEX overview

Digital employee experience (DEX) encompasses the entirety of digital interactions and touchpoints between employees and their workplaces, including technology, tools, processes, and culture. It aims to enhance employee satisfaction, engagement, and productivity by ensuring seamless and personalized digital experiences throughout the employee journey. At its core, DEX focuses on providing employees with the necessary digital tools and resources to perform their jobs efficiently and effectively. This includes everything from hardware and software systems to communication platforms and collaboration tools. The goal is to empower employees to work smarter, not harder, by simplifying tasks, automating processes, and minimizing friction in digital workflows. DEX also encompasses the cultural aspect of the workplace, emphasizing the importance of a supportive and inclusive digital environment. This involves fostering open communication, providing opportunities for feedback and collaboration, and promoting a healthy work/life balance through flexible work arrangements and remote work options.

DEX creates a number of benefits for organizations. When surveying IT managers, the top benefits are faster decision-making, operational efficiency, improved collaboration, and increased employee productivity. It should come as no surprise that 91% of the same IT managers indicated they either agree or strongly agree that implementing a DEX solution was worthwhile for the organization.

WHAT BENEFITS HAVE YOU OBSERVED AS A RESULT OF IMPLEMENTING A DIGITAL EMPLOYEE EXPERIENCE (DEX) STRATEGY AND SOLUTION?



THE EFFORT INVESTED IN IMPLEMENTING A DIGITAL EMPLOYEE EXPERIENCE STRATEGY AND SOLUTION WAS WORTHWHILE.





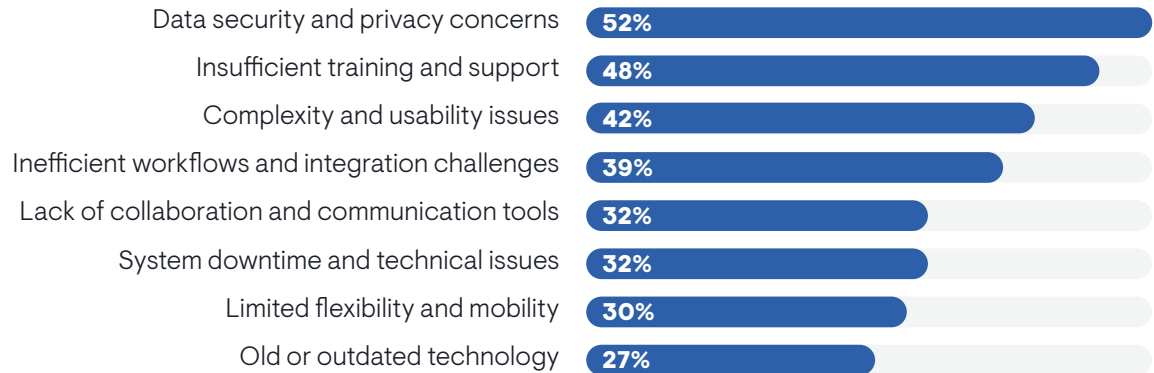
Inhibitors that impact productivity in current landscape

Inhibitors to workplace productivity encompass various factors that prevent employees from performing their tasks efficiently and effectively. These inhibitors can stem from organizational, technological, cultural, or personal aspects of the work environment. Understanding and addressing these inhibitors is crucial for optimizing productivity and fostering a conducive workplace environment. Common inhibitors include outdated technology and software, poor communication, lack of resources, inadequate training, and inefficient processes.

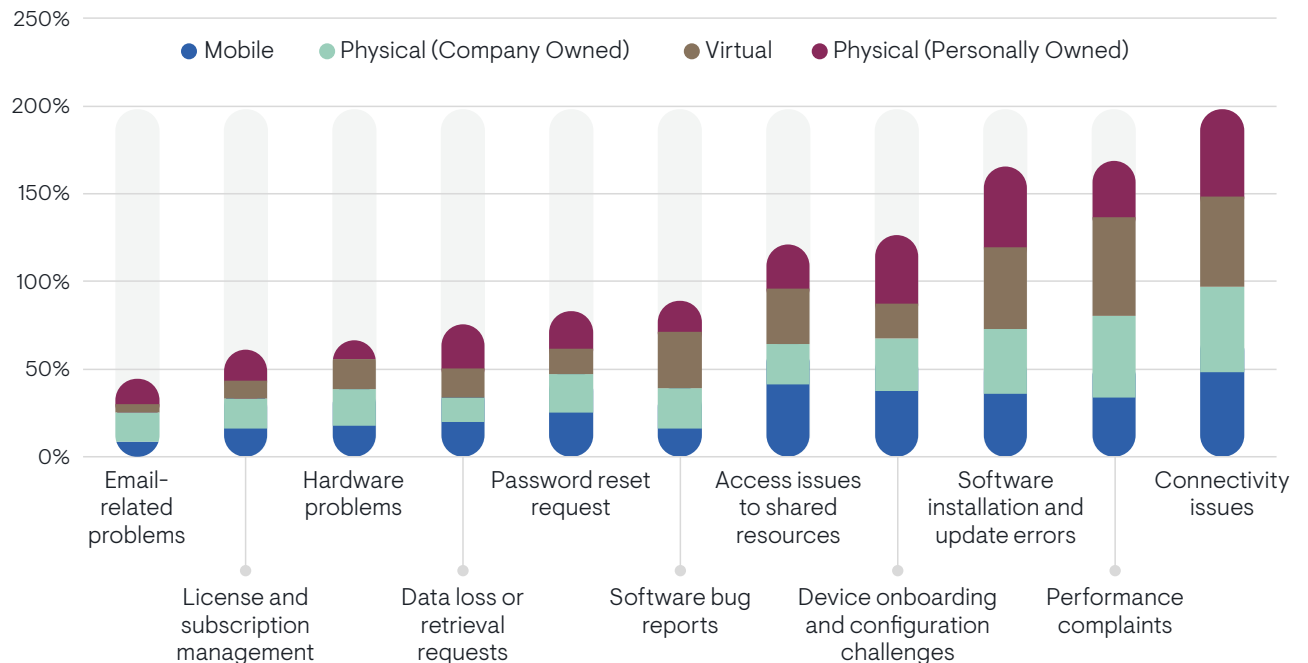
When IT managers were asked what the most significant inhibitors to workforce productivity are, the main concerns were data security and privacy, insufficient training, complexity and usability, and workflow and integration challenges.

When surveying IT managers about productivity challenges from devices used to access business systems, there's consistency in issues around connectivity, performance, software installation, and updates. However, we see significant differences by device. For example, mobile devices experience greater issues with access and shared resources and virtual devices experience greater performance issues.

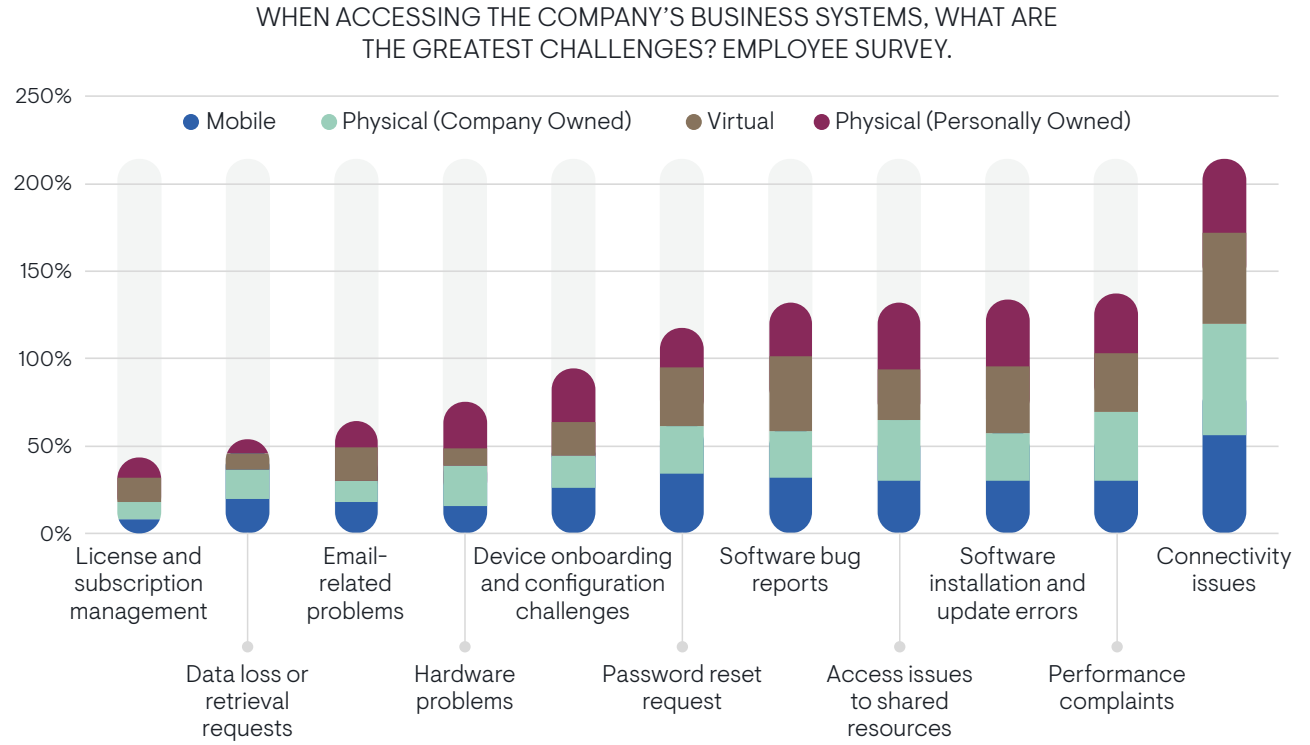
WHAT ARE THE MOST SIGNIFICANT INHIBITORS TO WORKFORCE PRODUCTIVITY AND SATISFACTION WHEN USING BUSINESS IT SERVICES?



WHEN EMPLOYEES ACCESS THE COMPANY'S BUSINESS SYSTEMS, WHAT ARE THE GREATEST CHALLENGES?



When reviewing how employees responded to the same question, there's an interesting contrast. Employees agreed with challenges to accessing business systems by device, consistency in issues around connectivity, performance, software installation, and updates. However, we see greater challenges across all devices in the perception of employees for connectivity issues and significantly more concerns when using virtual or personally owned devices.



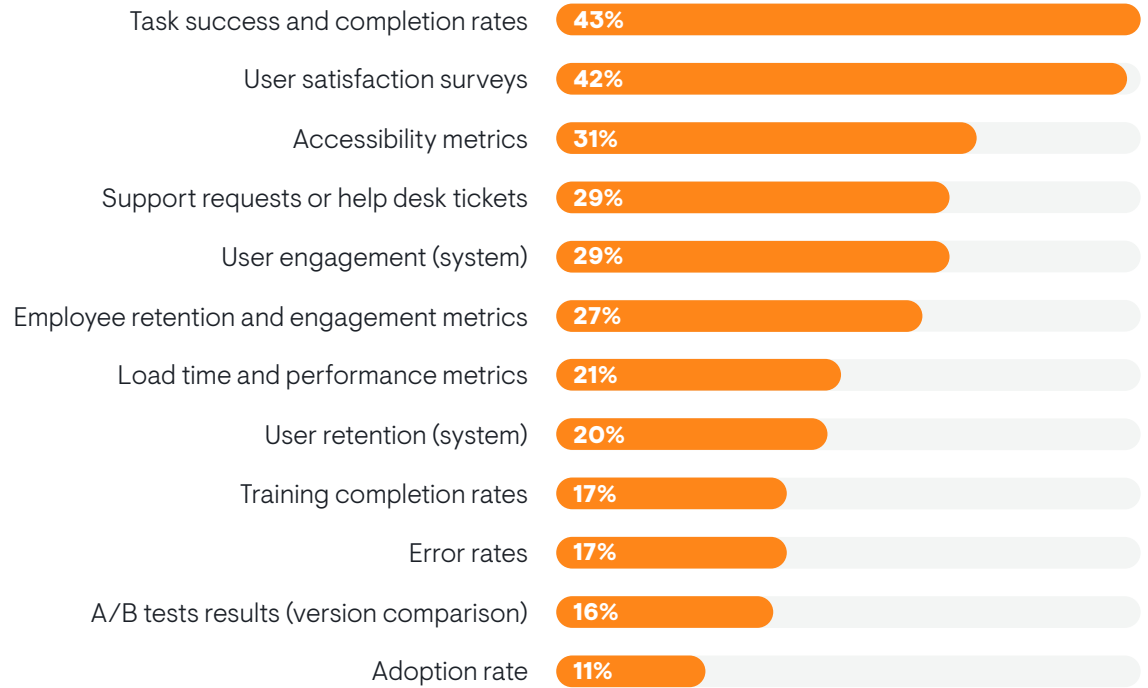
The perception differences between IT managers and the employees that productivity issues impact are critical to resolving the challenges a company faces in implementing an integrated DEX solution. IT managers know the importance of a DEX solution, and when asked if DEX improves efficacy, 89% said DEX somewhat or greatly has an impact on efficiency.

DOES YOUR ORGANIZATION'S DIGITAL EMPLOYEE EXPERIENCE STRATEGY AND SOLUTION HAVE AN IMPACT ON EFFICIENCY? PLEASE SELECT THE OPTION THAT BEST REPRESENTS IMPACT.



IT managers must find a way to understand employee perception to identify root cause and true impact. According to survey results, the top three measurements in gauging user experience of IT business systems are task success and completion rates, user satisfaction surveys, and accessibility metrics.

WHICH MEASUREMENT IS MOST EFFECTIVE AT GAUGING USER EXPERIENCE OF IT BUSINESS SYSTEMS?

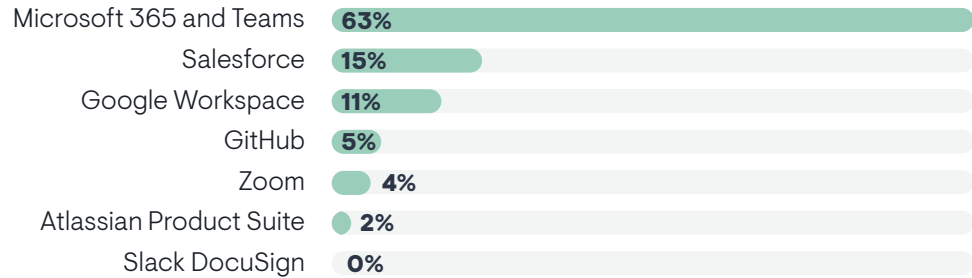




The prevalence of MS Teams for a DEX solution

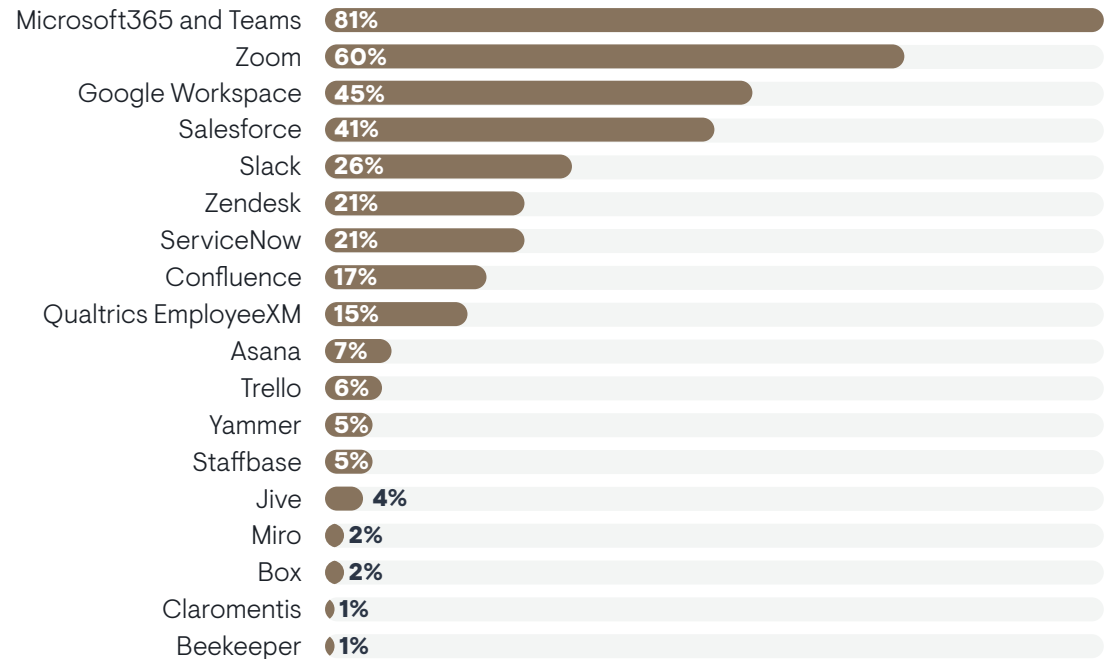
The importance of collaboration as an integrated component of a DEX solution is critical in driving productivity in the organization. Application suites that increase productivity through collaboration are rated as the most impactful. Microsoft 365 and Teams were overwhelmingly shown as having the greatest impact at 63% compared to suites like Google Workspace and Salesforce.

FROM THE LIST OF APPLICATIONS, WHICH ONE DO YOU THINK IS THE MOST IMPACTFUL APPLICATION ON USERS ACROSS YOUR BUSINESS?



When we identify which products organizations are implementing to focus on enhancing the employee experience, we continue to see the dependence on Microsoft 365 and Teams, with 81% of companies deploying Microsoft 365 and Teams over other products.

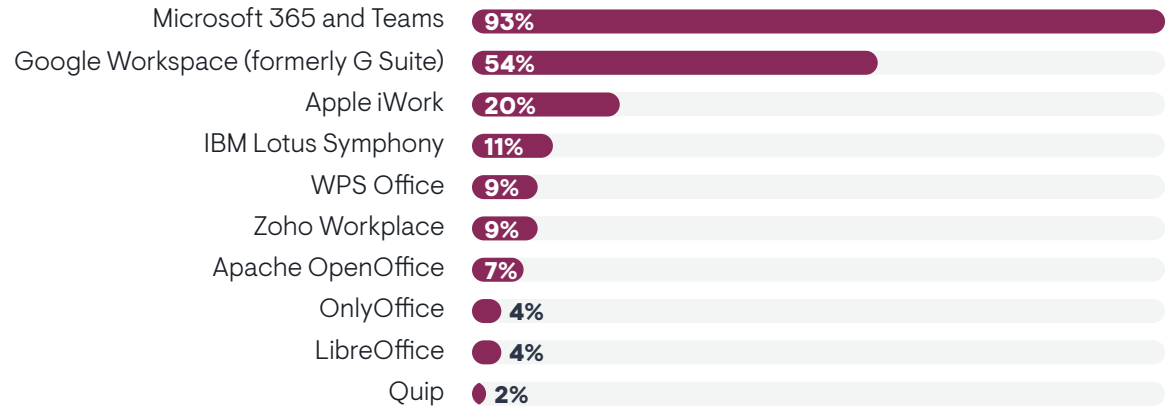
WHICH OF THE FOLLOWING PRODUCTS THAT ENHANCE DIGITAL EMPLOYEE EXPERIENCE DOES YOUR ORGANIZATION CURRENTLY HAVE IMPLEMENTED?



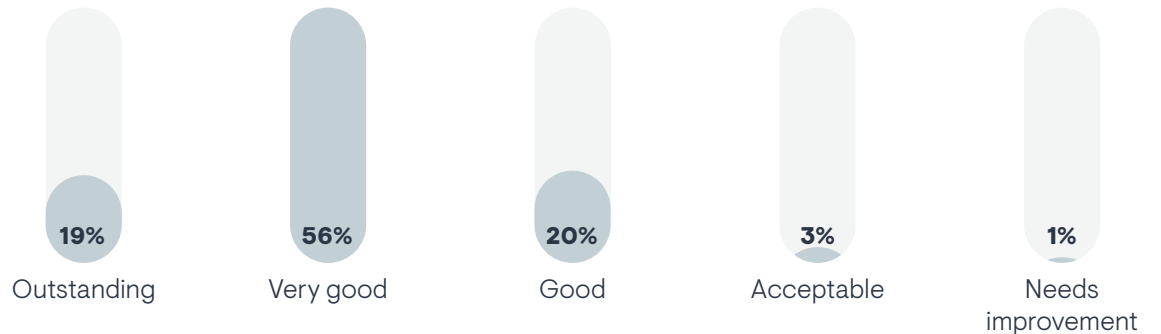
Challenges of implementing MS Teams

Despite the wide adoption of MS Teams in driving productivity and collaboration, organizations are still seeing challenges with integration and a seamless experience. Having challenges with end-to-end visibility, MS Teams communication challenges was the number-one issue as indicated by IT managers. Only 19% of employees rated their experience as outstanding, and those using MS Teams Meeting Rooms experienced audio quality challenges – both in person and remote users.

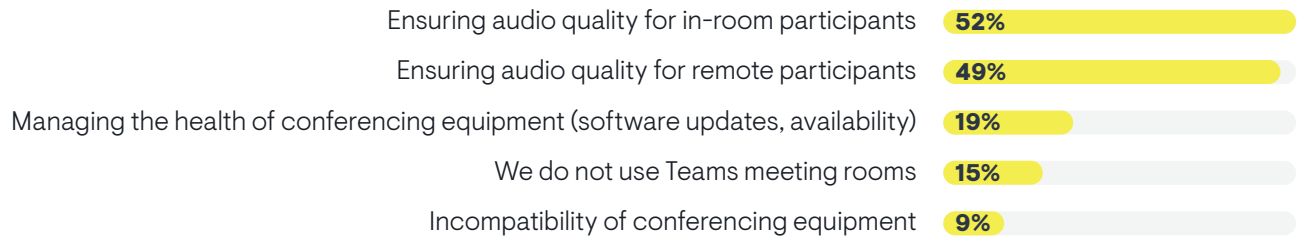
WHICH PRODUCTIVITY SUITES ARE USED IN YOUR ORGANIZATION?



WHAT IS THE OVERALL QUALITY OF MICROSOFT TEAMS IN YOUR ORGANIZATION?



WHAT IS THE BIGGEST CHALLENGE TO USING TEAMS MEETING ROOMS?

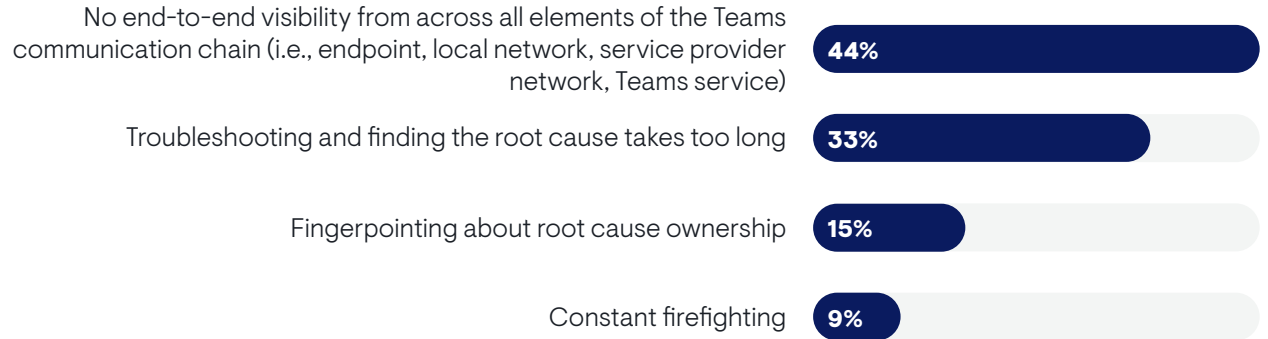


Benefits of having MS Teams integrated into your DEX solution

Due to the prevalence of Microsoft Teams and the reliance companies have shown on using MS Teams to drive production and collaboration, organizations strive to deliver a seamless experience for employees. However, there continue to be significant challenges across the communication chain that supports the functionality of collaboration tools, including MS Teams.

Organizations are aware of these challenges and are implementing solutions to provide a smooth experience for using MS Teams. Research shows that 48% of organizations have implemented or have plans to implement a performance management solution for MS Teams, and many organizations continue the journey of providing a fully integrated set of tools to enhance the performance of Teams.

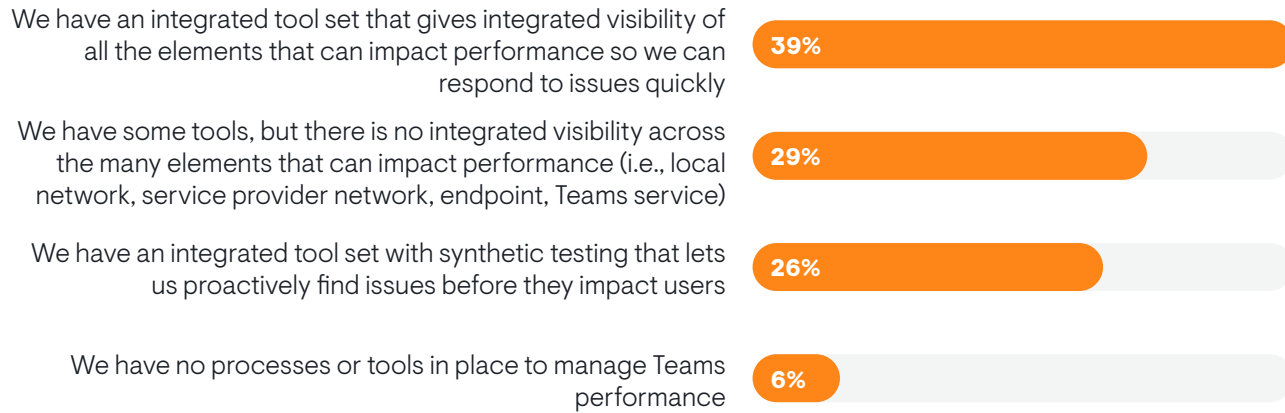
WHAT IS YOUR COMPANY'S BIGGEST IT CHALLENGE IN MANAGING AND SUPPORTING TEAMS?



HAS YOUR ORGANIZATION IMPLEMENTED, OR DOES IT PLAN TO IMPLEMENT, A PERFORMANCE OR EXPERIENCE MANAGEMENT SOLUTION FOR MICROSOFT TEAMS?



WHICH STATEMENT BEST DESCRIBES YOUR COMPANY'S MATURITY IN PROVIDING USER EXPERIENCE MANAGEMENT FOR MICROSOFT TEAMS?

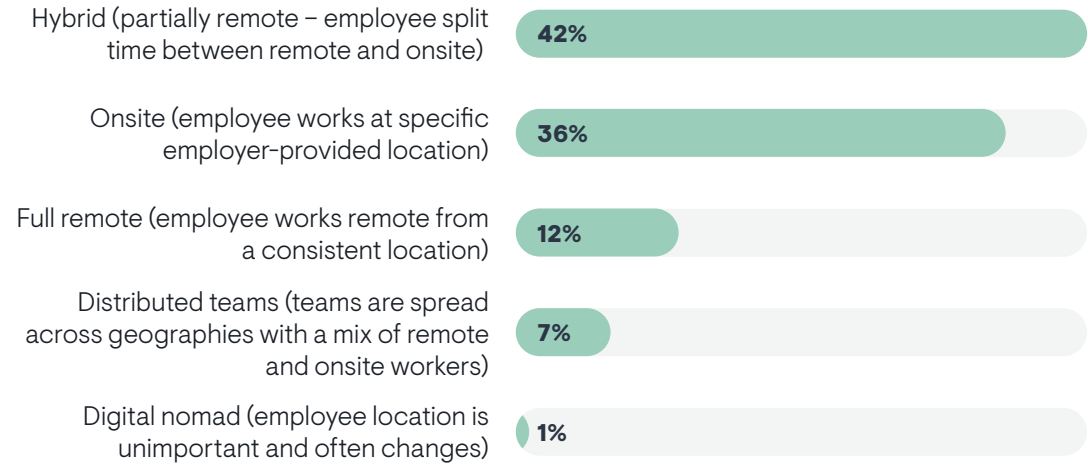




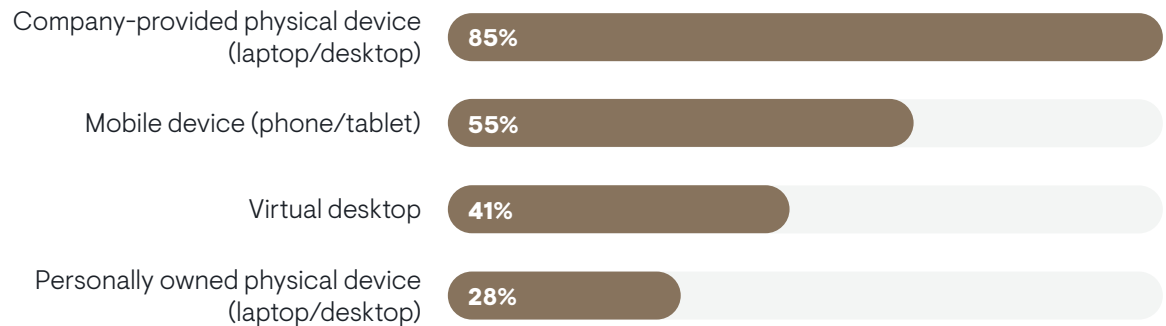
Challenges companies face with productivity and efficiency

Solving challenges companies face with productivity and efficiency requires a multifaceted approach that involves improving technology infrastructure, enhancing communication channels, promoting a supportive work culture, providing adequate resources, training, and implementing efficient processes. By identifying and mitigating these inhibitors, organizations can create a more productive and conducive work environment, ultimately leading to improved business outcomes and employee satisfaction. One of the greatest challenges in today’s landscape is the rapid introduction of remote and hybrid work environments and employees accessing business systems through multiple resources.

WHICH STATEMENT BEST MATCHES THE REMOTE WORK POLICY REGARDING YOUR ROLE?



WHICH TYPES OF TECHNOLOGY DO EMPLOYEES USE TO ACCESS YOUR ORGANIZATION’S BUSINESS APPLICATIONS?



One of the more interesting findings of this research shows a disparaging difference in perspective between IT managers and employees. In research conducted in previous studies, employees perceived technology challenges as being more significant than IT managers when surveyed. However, in this research, 74% of IT managers believe employees feel frustrated by tech disruptions and lack of experience consistency as they move between locations and devices. Only 36% of employees either agreed or strongly agreed that they feel frustrated when moving between locations and devices.

Additionally, 60% of IT managers agreed or strongly agreed that IT users siloed tools to manage different device experiences, creating discord, whereas only 31% of employees agreed or strongly agreed with this statement.

Speculation from the research to identify the swing in perspective as shown in the data reveals that employees have embraced the remote and hybrid working environments and are more willing to adapt to historically typical technology challenges to maintain the flexibility of working environments and devices.

PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENT: EMPLOYEES FEEL FRUSTRATED BY TECH DISRUPTIONS AND LACK OF EXPERIENCE CONSISTENCY AS THEY MOVE LOCATIONS AND DEVICES.



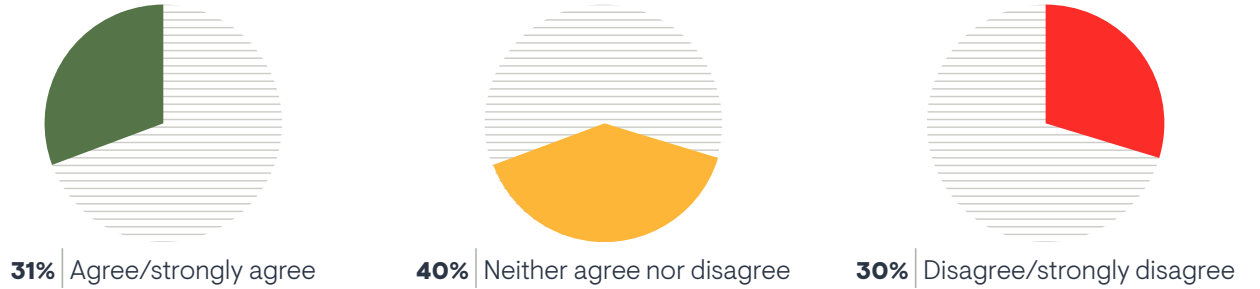
I FEEL FRUSTRATED BY TECHNOLOGY DISRUPTIONS AND LACK OF EXPERIENCE CONSISTENCY AS I MOVE LOCATIONS AND DEVICES.



PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENT: IT USES SILOED TOOLS TO MANAGE DIFFERENT DEVICE EXPERIENCES, CREATING DISCORD.

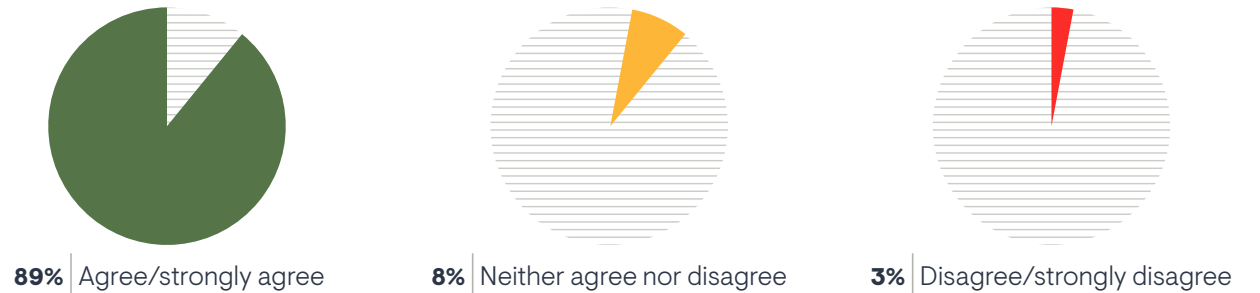


MY COMPANY USES SILOED TOOLS TO MANAGE DIFFERENT DEVICE EXPERIENCES, CREATING DISCORD.



Even with the difference in perception between IT managers and employees, there continues to be a focus on productivity and supporting a mix of onsite and remote work environments. As expected, 89% of IT managers agreed or strongly agreed that stakeholders are asking IT to create a productive, seamless experience to support hybrid work. When employees were asked this question, 75% agreed or strongly agreed.

PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENT: OTHER STAKEHOLDERS ARE ASKING IT TO CREATE PRODUCTIVE, SEAMLESS EXPERIENCES TO SUPPORT HYBRID WORK.



MY COMPANY'S IT TEAM CREATES PRODUCTIVE, SEAMLESS EXPERIENCES TO SUPPORT HYBRID WORK.

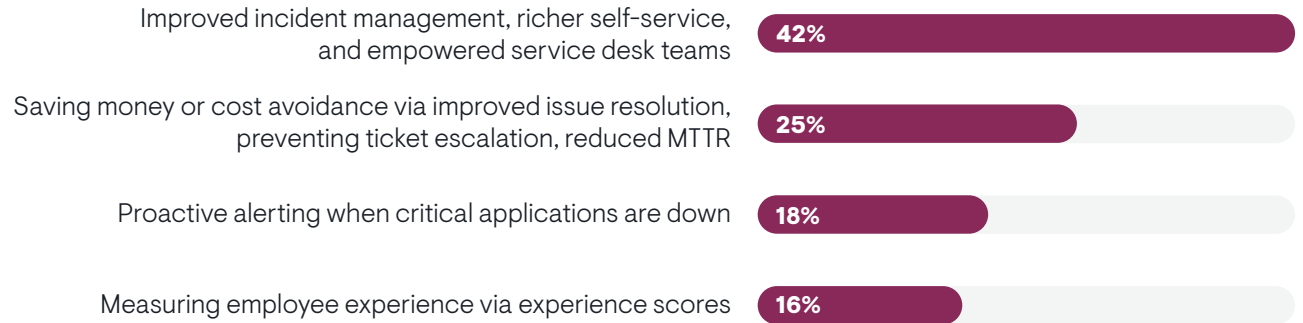




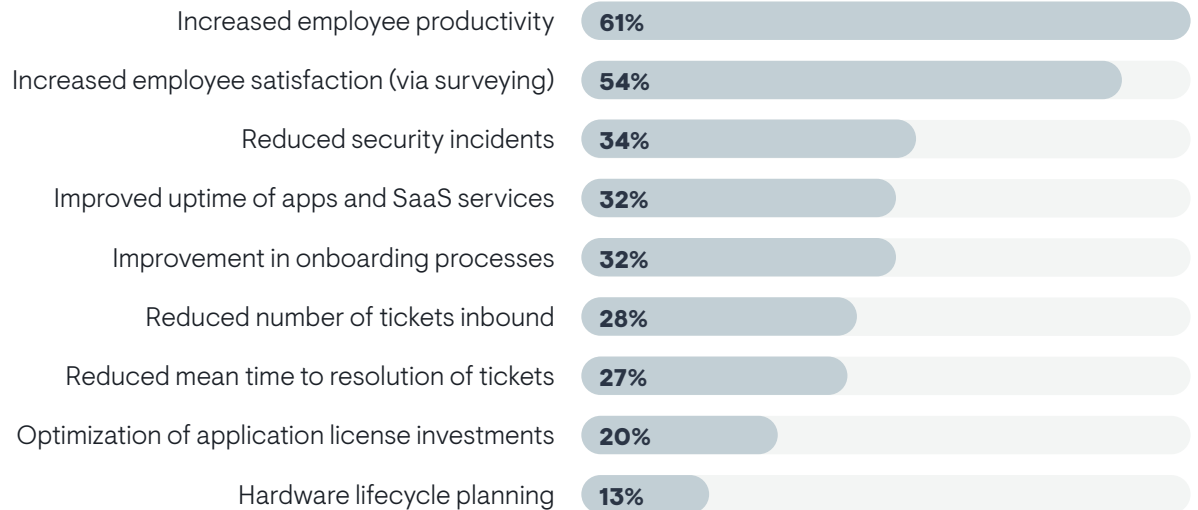
Implementing an enterprise DEX solution

Companies can deploy a number of strategies while on the journey to a successful DEX implementation. This study continues to explore the perspective of IT managers and employees. As employees look for a seamless experience in today’s hybrid and remote landscape, IT managers look for efficiency across an integrated system and how to measure success. When surveyed, the IT managers’ initial desire to invest in a DEX solution came from a desire for improved incident management, richer self-service, and empowered service desk teams. Additionally, the IT managers identified increased employee productivity and employee satisfaction as the top indicators of a successful DEX implementation.

WHICH STATEMENT BEST DESCRIBES YOUR ORGANIZATION’S INITIAL DESIRE TO INVEST IN A DEX SOLUTION?

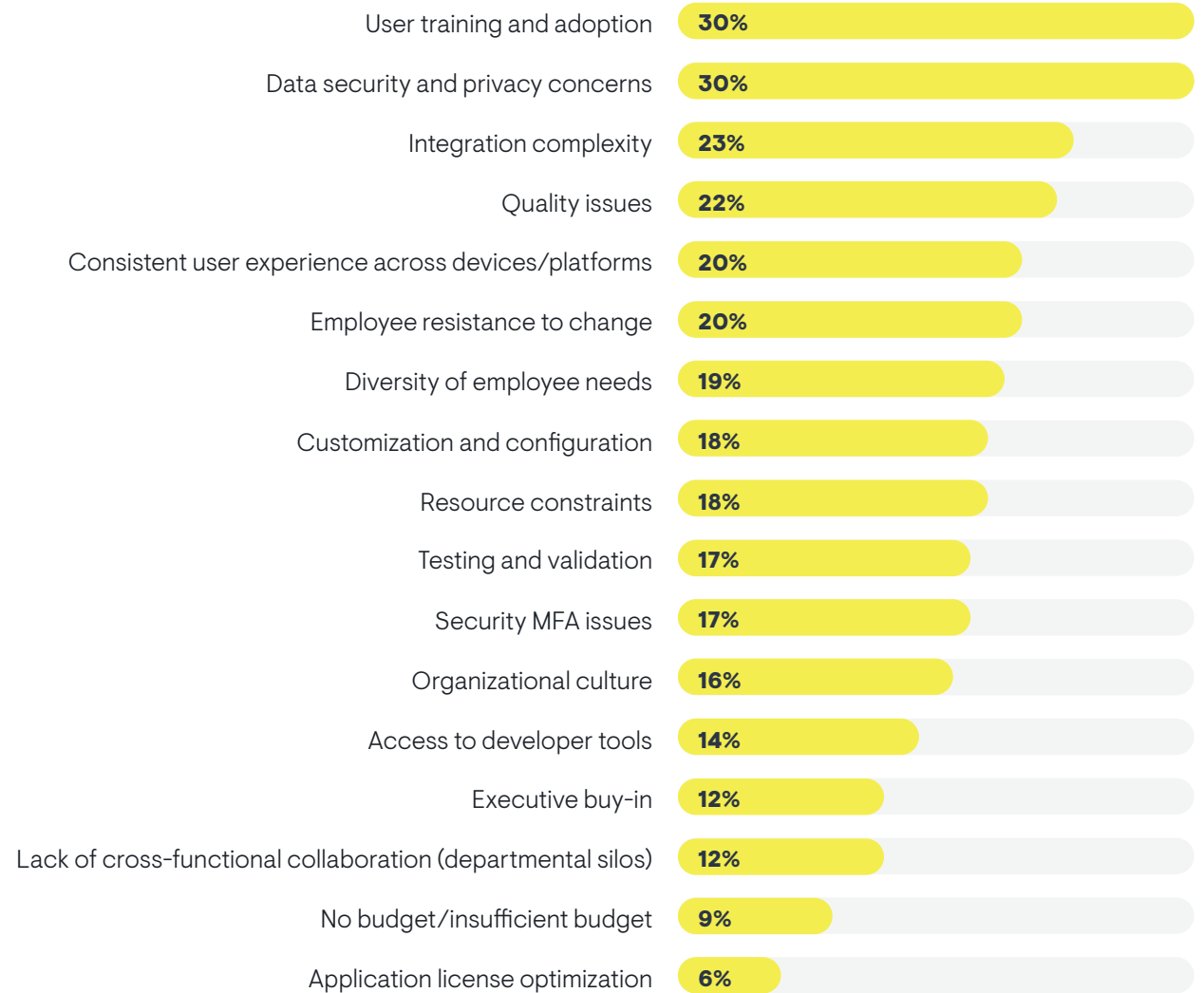


HOW ARE IT TEAMS MEASURING THE SUCCESS OF A DIGITAL EMPLOYEE EXPERIENCE IMPLEMENTATION?



The implementation of a fully integrated DEX solution can have a profound impact on productivity, collaboration, and efficiency. However, as with any integration of a complex system, underlying challenges remain. A few points to avoid while implementing a DEX solution, as indicated by IT managers, are focus on user training and adoption, data security and privacy, integration complexity, and quality.

WHAT WERE THE MOST SIGNIFICANT CHALLENGES YOUR ORGANIZATION ENCOUNTERED WHEN IMPLEMENTING A DIGITAL EMPLOYEE EXPERIENCE STRATEGY AND SOLUTION?



The research asked the same IT managers which challenges their organizations continued to experience after implementing a DEX strategy and solution, and the same four areas of training, data security, quality, and integration complexity topped the list.

WHAT CHALLENGES HAS YOUR ORGANIZATION CONTINUED TO EXPERIENCE AFTER IMPLEMENTING A DIGITAL EMPLOYEE EXPERIENCE STRATEGY AND SOLUTION?

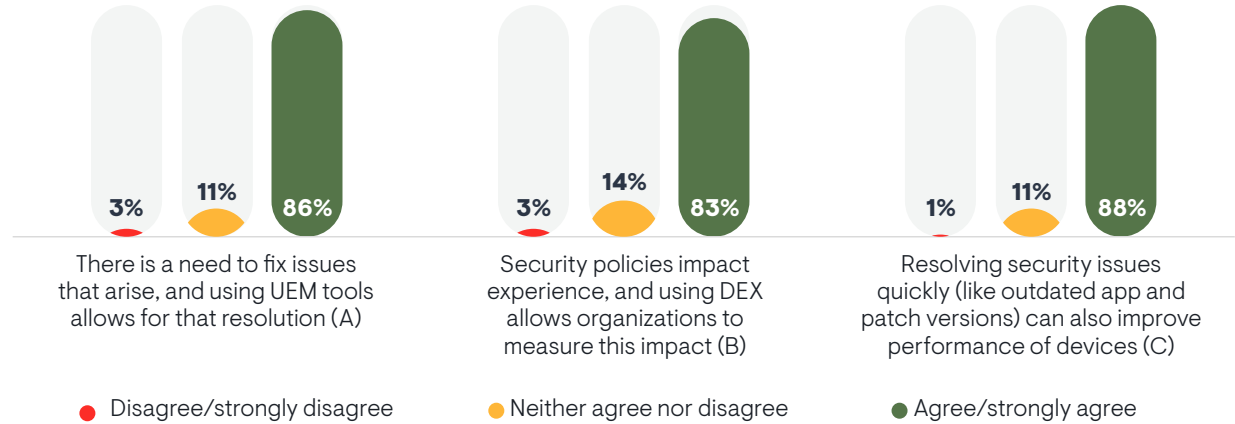


The necessity of endpoint management (UEM) systems

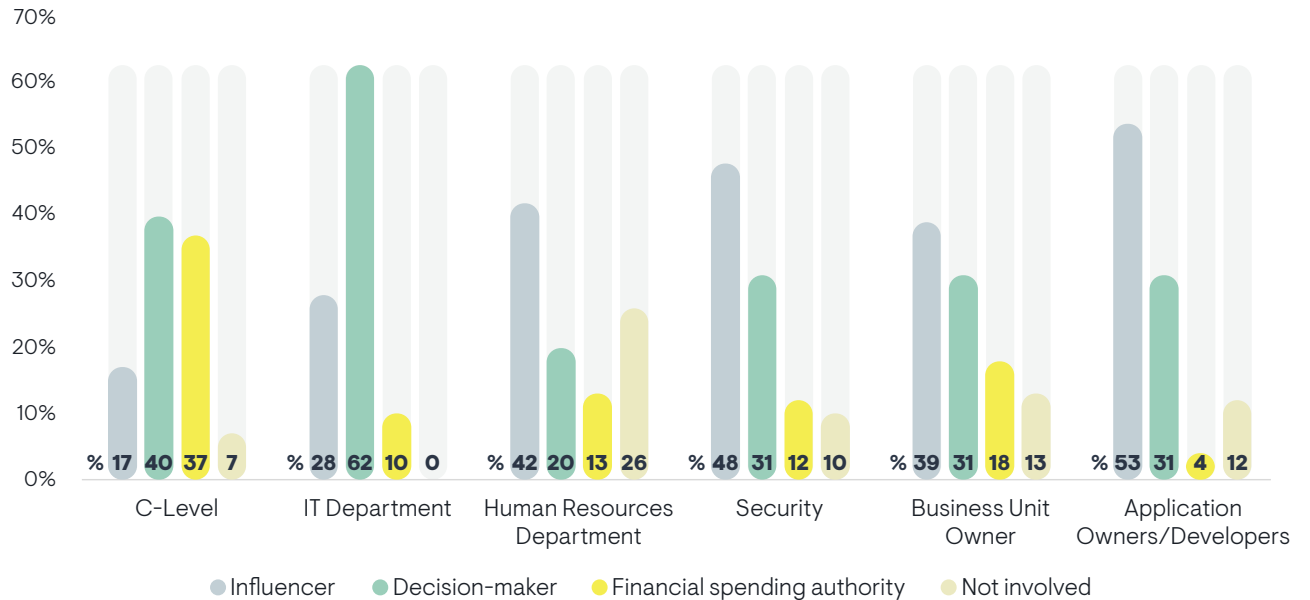
The importance of augmenting DEX with unified endpoint management (UEM) systems can delineate the difference between a successful implementation and employee experience to an implementation that continues to see the challenges the survey respondents identified. According to IT managers, 86% agree or strongly agree that using a UEM solution is needed to resolve the issues of an integrated DEX solution.

Another key aspect to a successful DEX implementation that cannot be understated is the coordination and buy-in of multiple business units across the organization. Coordination for a DEX solution involves all aspects of the business. This goes beyond technology departments and includes C-level, business owners, and human resources.

PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS.



WHEN REVIEWING DIGITAL EMPLOYEE EXPERIENCE SOLUTIONS, WHO IS INVOLVED IN THE SELECTION PROCESS FOR YOUR ORGANIZATION? PLEASE SELECT A ROLE FOR EACH DEPARTMENT.



With a collaborative effort across the organization, IT Managers are seeing where technology has the greatest impact in improving employees' digital experience. The areas organizations are currently implementing include creating a digital workspace, performance management solutions, project management tools, and workflow automation.

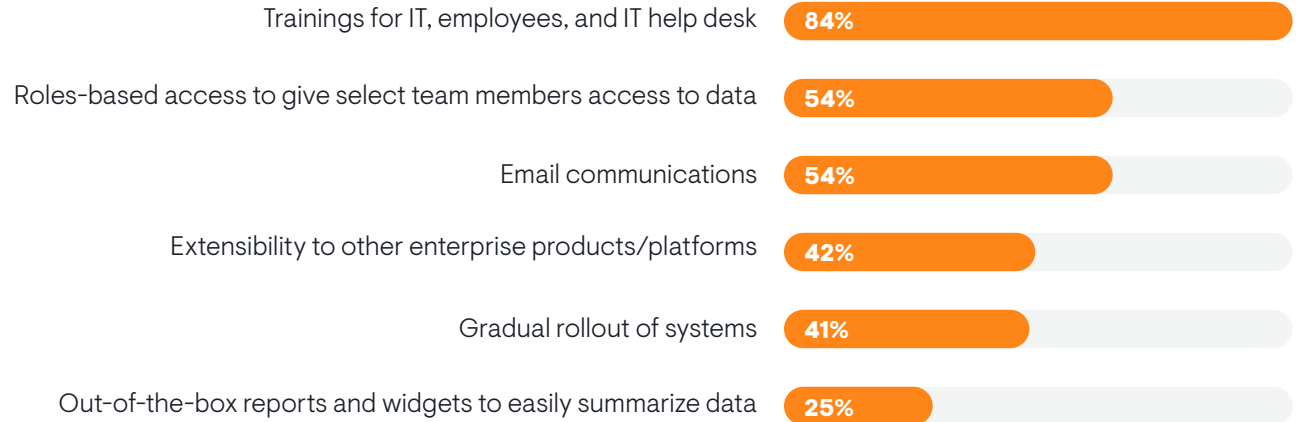
PLEASE INDICATE WHICH OF THE FOLLOWING TECHNOLOGY CAPABILITIES FOR IMPROVING DIGITAL EMPLOYEE EXPERIENCE YOU ARE CURRENTLY IMPLEMENTING OR PLAN TO IMPLEMENT.



The importance of effective change management

This section expresses the importance of change management for the successful implementation of a DEX solution. When looking at the strategies that were most successful with the adoption of a DEX solution, the top strategies include training, culture of continuous improvement, and engaging users early in the process. Therefore, it should be predicted that when asked what change management mechanisms companies found successful when implementing a DEX solution, training, access, and communication top the list.

CHANGE MANAGEMENT IS CRITICAL FOR LONG-TERM SUCCESS WITH DEX. WHAT ARE SOME OF THE CHANGE MANAGEMENT MECHANISMS YOUR COMPANY FOUND SUCCESSFUL WHEN IMPLEMENTING A DEX SOLUTION?



WHAT STRATEGIES WERE MOST EFFECTIVE IN PROMOTING DIGITAL EMPLOYEE EXPERIENCE ADOPTION?

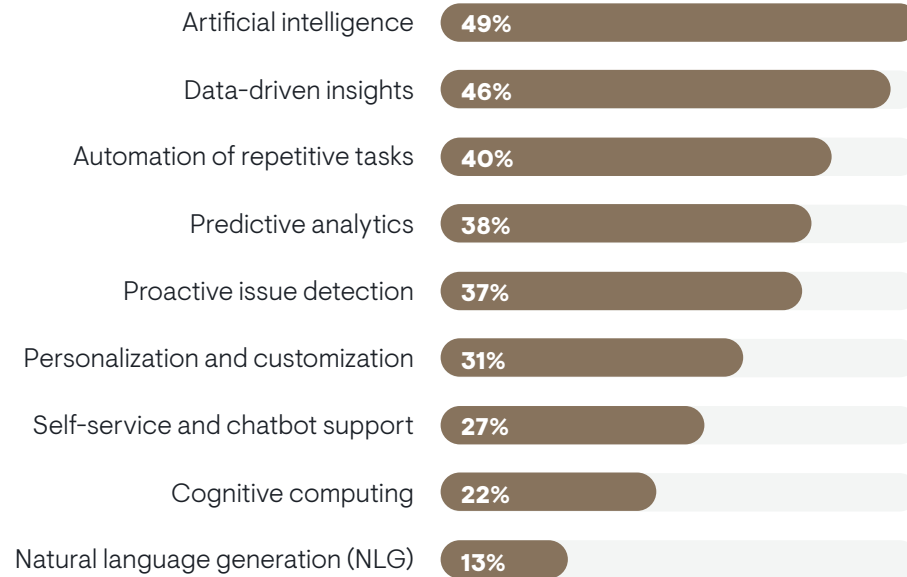




Future state of DEX

In the future state of DEX, the symbiotic relationship between remote and hybrid work will continue to grow, reshaping the landscape of the modern workplace. Empowered by technological advancements and evolving market dynamics, businesses will increasingly rely on remote and hybrid work models to drive productivity and flexibility. Research indicates that employees consistently report higher levels of productivity when working remotely, with the majority expressing a preference for the flexibility it offers. As such, organizations will need to prioritize investment in DEX initiatives that support seamless remote work experiences, including robust technical support to ensure the reliability and functionality of digital tools. Intelligent technologies that improve user experience, according to IT managers, are AI, data-driven insights, and automation.

WHICH OF THE FOLLOWING INTELLIGENT TECHNOLOGIES (E.G., ANALYTICS AND MACHINE LEARNING) IMPROVE USER EXPERIENCE VISIBILITY AND ENABLE MORE RAPID PROBLEM RESOLUTIONS?



EMA research confirms the significance of technical support in enabling remote work success, with a staggering 89% of employees expressing increased productivity and effectiveness due to the flexibility of remote work. However, this increased reliance on digital tools and remote work necessitates a proactive approach to technical support, as evidenced by the 71% of employees who acknowledge the heightened need for IT support to maintain the functionality of digital tools.

Looking ahead, businesses will need to focus on optimizing DEX to meet the evolving needs of remote and hybrid workforces. This entails investing in technologies and resources that enhance collaboration, communication, and productivity in remote settings while also addressing cybersecurity and data privacy concerns. By prioritizing employee experiences, leveraging emerging technologies, and aligning DEX initiatives with strategic business objectives, organizations can cultivate a culture of innovation and success in the digital age, ultimately gaining a competitive edge in the marketplace.

I AM MORE PRODUCTIVE AND EFFECTIVE IN MY JOB BECAUSE OF THE FLEXIBILITY TO WORK REMOTELY.



WORKING REMOTELY INCREASES MY RELIANCE ON IT SUPPORT TO KEEP DIGITAL TOOLS WORKING PROPERLY.





EMA perspective

The journey through the intricacies of DEX transformation presented in this research report underscores DEX's profound impact on business efficiency, collaboration, and overall success in today's rapidly evolving landscape. As organizations navigate the complexities of integrating DEX solutions, they are met with a myriad of challenges, from addressing inhibitors to workforce productivity to fostering synergy across teams through collaboration platforms like MS Teams. Yet, amidst these challenges lie immense opportunities for organizations to unlock the full potential of productivity and efficiency of their employees.

EMA's evaluation of DEX will continue to see investments in integrated technology to include AI, UEM, and predictive analytics to meet the high demands of a transforming remote and hybrid workforce. Additionally, DEX solutions will go beyond the technological needs of the employee to create a customized environment delivering on personal preferences, as well as a focus on the employees' overall wellbeing and mental health. We will see an increased adoption of DEX solutions into organizations' strategic alignment and growth goals centered around productivity and engagement.





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Founded in 1996, Enterprise Management Associates (EMA) is a leading IT analyst research firm that specializes in going “beyond the surface” to provide deep insight across the full spectrum of IT management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services at www.enterprisemanagement.com or follow EMA on [X](#) or [LinkedIn](#).

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