

# Listening to your feedback, increasing your Happiness & Experience

## IT & Digitals XLA



Working in partnership



# What is Happy Signals?

- Happy Signals is a Feedback analytic tool that is linked to our IT ticketing system and provides real-time (live) feedback

Please rate your service experience by clicking on the score below; where 0-6 is poor, 7-8 is neutral and 9-10 is excellent. All comments are read by the Service Assurance Team.



- Gives our customers a voice and allows IT to measure the happiness and productively of our employees.

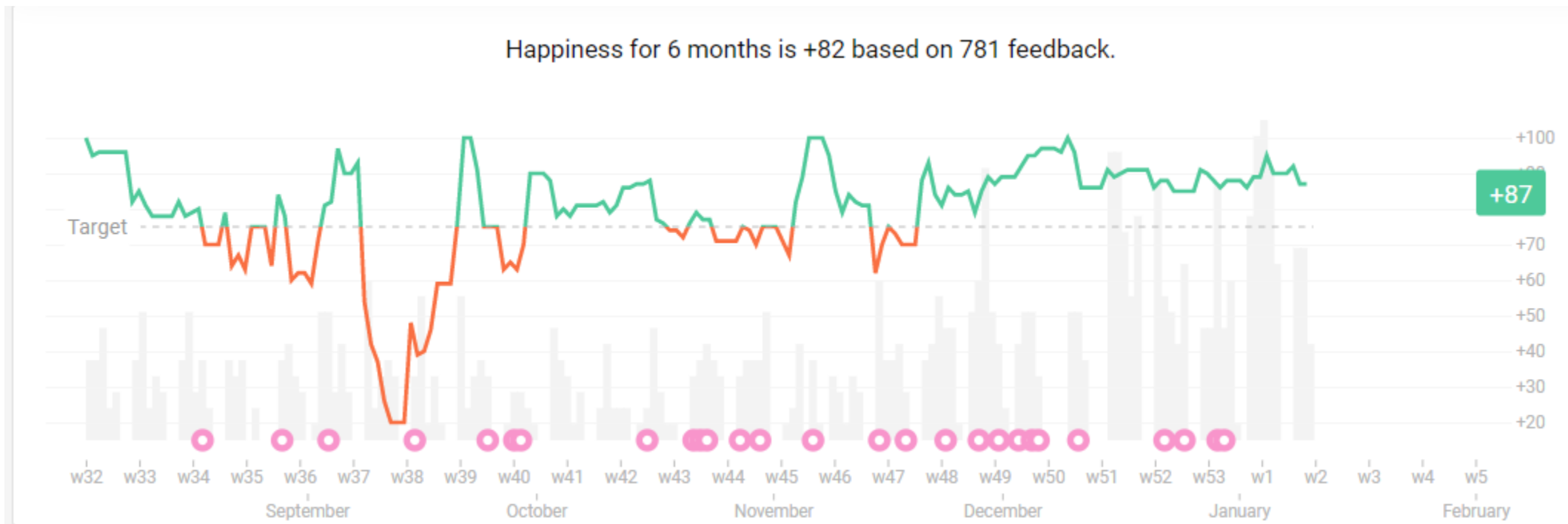


# Benefits

- Live feedback information (Real-Time) – Monitored daily by Service Assurance
  - **Positive** feedback is passed onto staff and line managers (Motivation for our IT staff)
  - **Negative** feedback is passed over to the team leads to respond and speak to the person that provided the negative feedback.
  - Live wall boards – Live information displayed on screens around the office (On hold due to COVID)
- Adding Value by Analysing the Data
  - Drill down into the details of the areas our users are not happy with in order for further investigation and Tangible Service Improvement initiatives to be setup. (See iPhone Example)
  - Monthly summary reports are produced that highlight trends and make recommendation for the leadership team to implement

# Example: iPhone Process Improvement

- Calculated approximate £460,000 savings per year (through better reporting & management)
- 2 new support engineers recruited
- Approximately 4,000 iPhone deployed (3-4 Months)
- Overall Happiness score improved from +57 to +82 (Min Target +75)
- Process, Policies, Stakeholder Engagement, Roles & Responsibilities defined, Reporting and Overall Support improved



# SLA vs XLA

Service Level Agreements (SLA) – Measure the Processes	Experience Level Agreements (XLA) – Measures the Outcomes and Values
Measure the output of IT	Measure the outcome of IT
Measure the Processes	Measure the added value and productivity of services
SLAs focus on high level objective, that can easily be met. However do not paint an in-depth picture of that is really happening within IT.	Bring focus directly to end to end users experience and needs
Traditional ‘So What’ Metrics e.g. Server up 99.9% for January	
SLA show you if IT is delivering projects within the right time frame and budget – ignoring the true success of projects	With XLAs you can bring business value and increase productivity of end users
Focus on sanctions	Focus on rewards
Measurement stays the same	Measurement target levels constantly change

# Current status on KPIs, XLAs

KPI ID	Description	Baseline	Target	Status
001	To improve the current happiness score by +5 happiness score through out Apr 19/ May 20	+65	+70	Completed End of Year average of +70
002	To improve the current happiness score by +5 happiness score through out Apr 20/ May 21	+70	+75	On going – currently at +85
003	To maintain and improve a feedback response rate average of 15% through out Apr 20/ May 21	10%	15%	On going – currently at 17.16% will change the target to 20% in April 2021
004	To maintain and improve a Happiness Score average for staff working from Home due to COVID. Mar 20 \ end of pandemic	+42 March – April 2020	+50	+56 – Feb 2021

# IT Profiles

- Allow us to tailor the way we Interact & Support our Customers

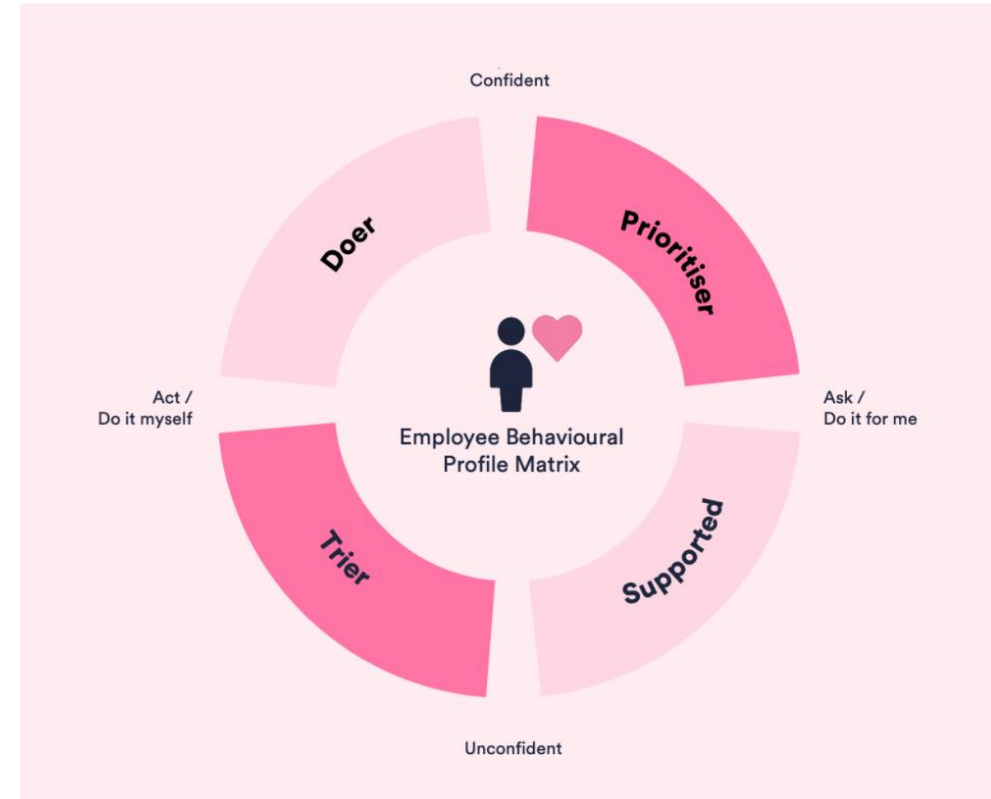
How would you describe your IT skills

- ☐ I often need help with IT
- ☐ I rarely need help with IT
- ☐ I help others

Second question determines employee's usual way of getting support:

When I have a problem with my IT tools, I most likely

- ☐ Try to solve the problem by myself
- ☐ Just contact support
- ☐ Ask a colleague



# IT Profiles



## Doers

are capable of solving problems themselves by utilizing self-help tools, often helps also colleagues.



## Prioritiser

is familiar with IT but does not want to use own time with IT issues, expects service desk to do it



## Trier

tries to fix IT issues themselves but usually can't, prefers personal help and wants to learn from it.



## Supported

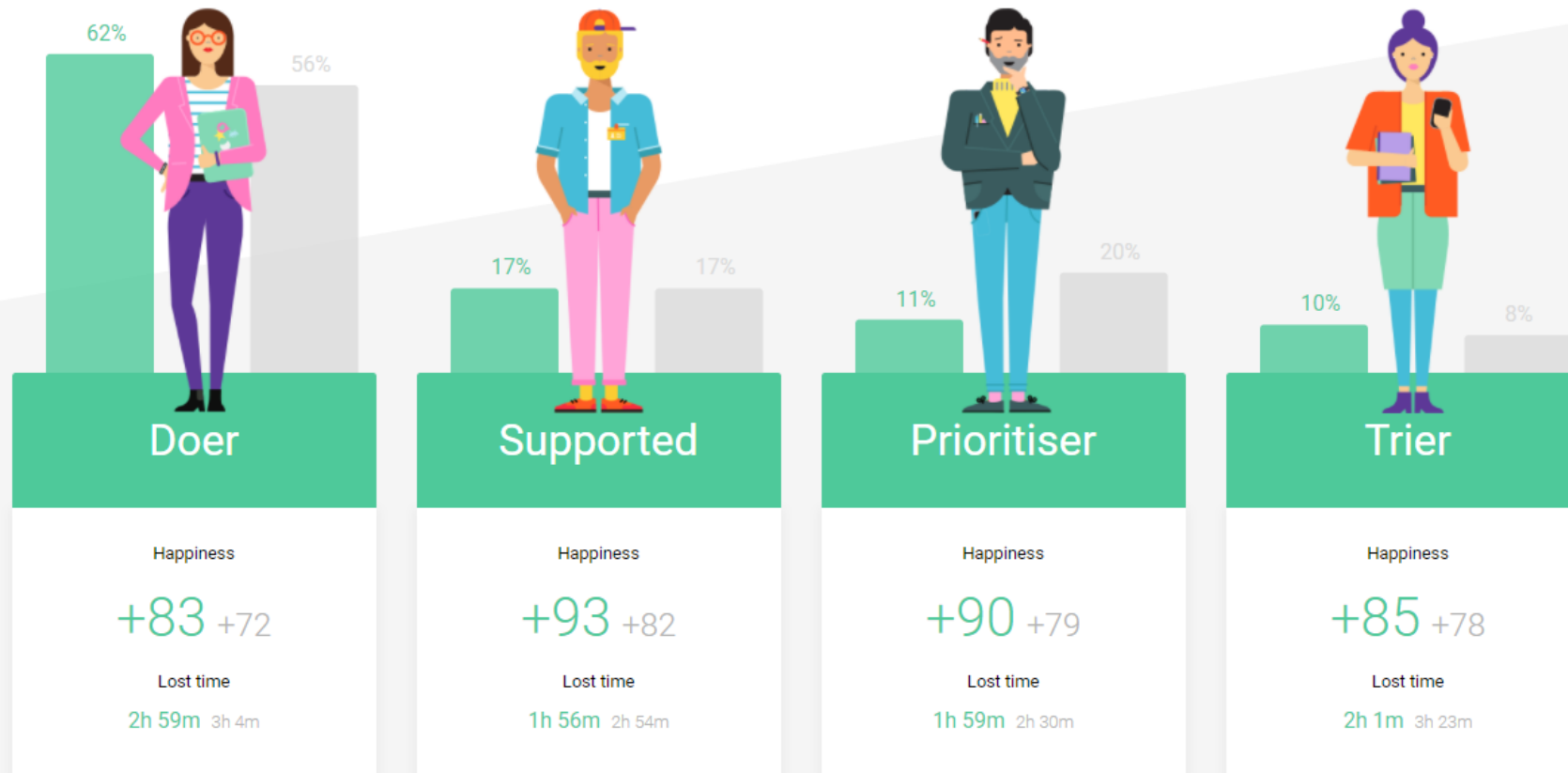
is not comfortable with computers, not willing to read instructions or learn to use self-services



# IT Profiles – Globally Benchmarked\*

**Profiles** - Wow! The most demanding technical profiles are happy!

You are multitasking!



\*Consistently above Global Benchmark – 130 countries & over a million employees

# Next Steps

- New KPI in April 2021 to Increase baseline from +75 to +80
- Working closer with our Business Partners
  - Better understanding of our Customers' top 3 IT Priorities
  - Set new Baseline and improve these priorities
- Customers Communication - To request more feedback

