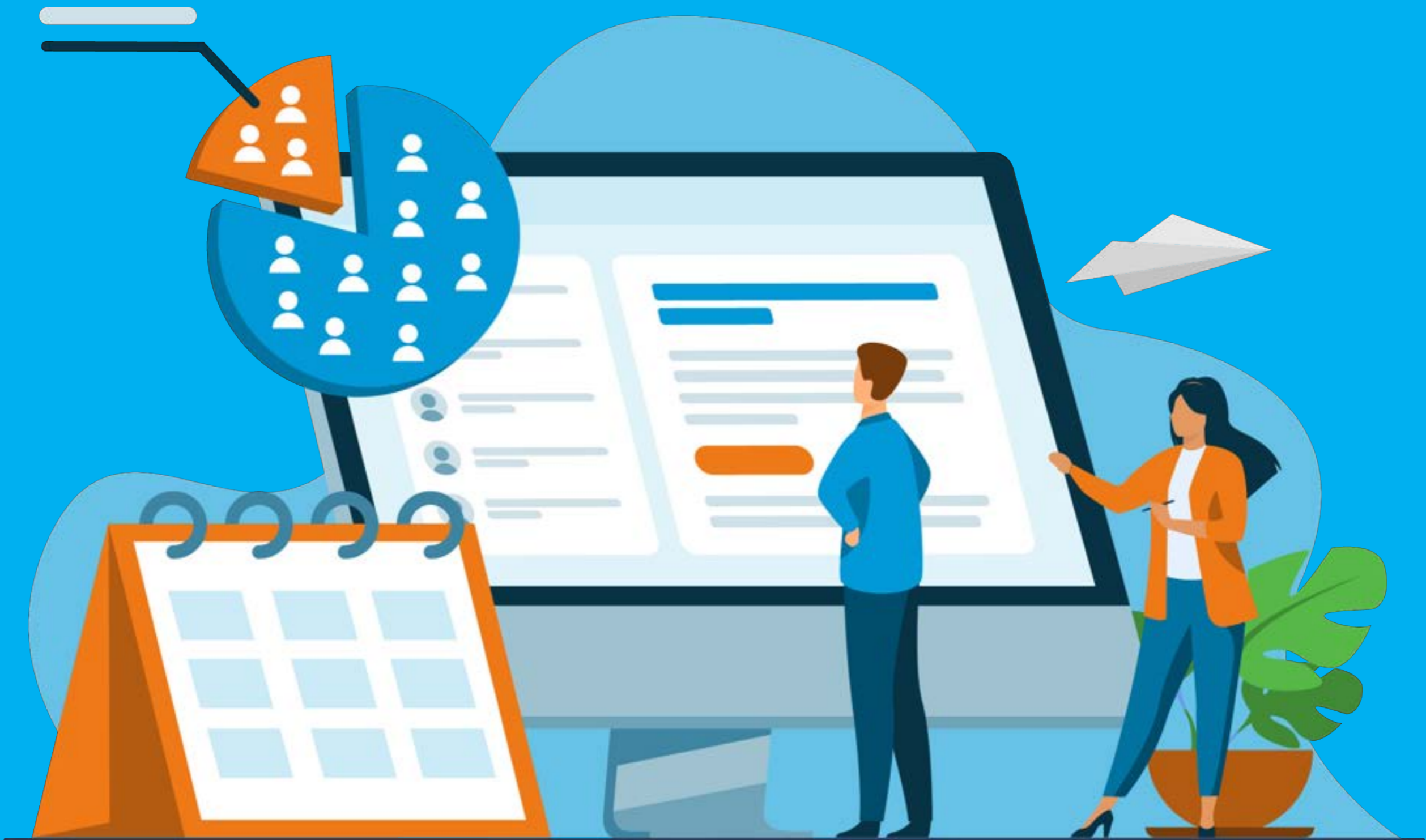


# Webinar

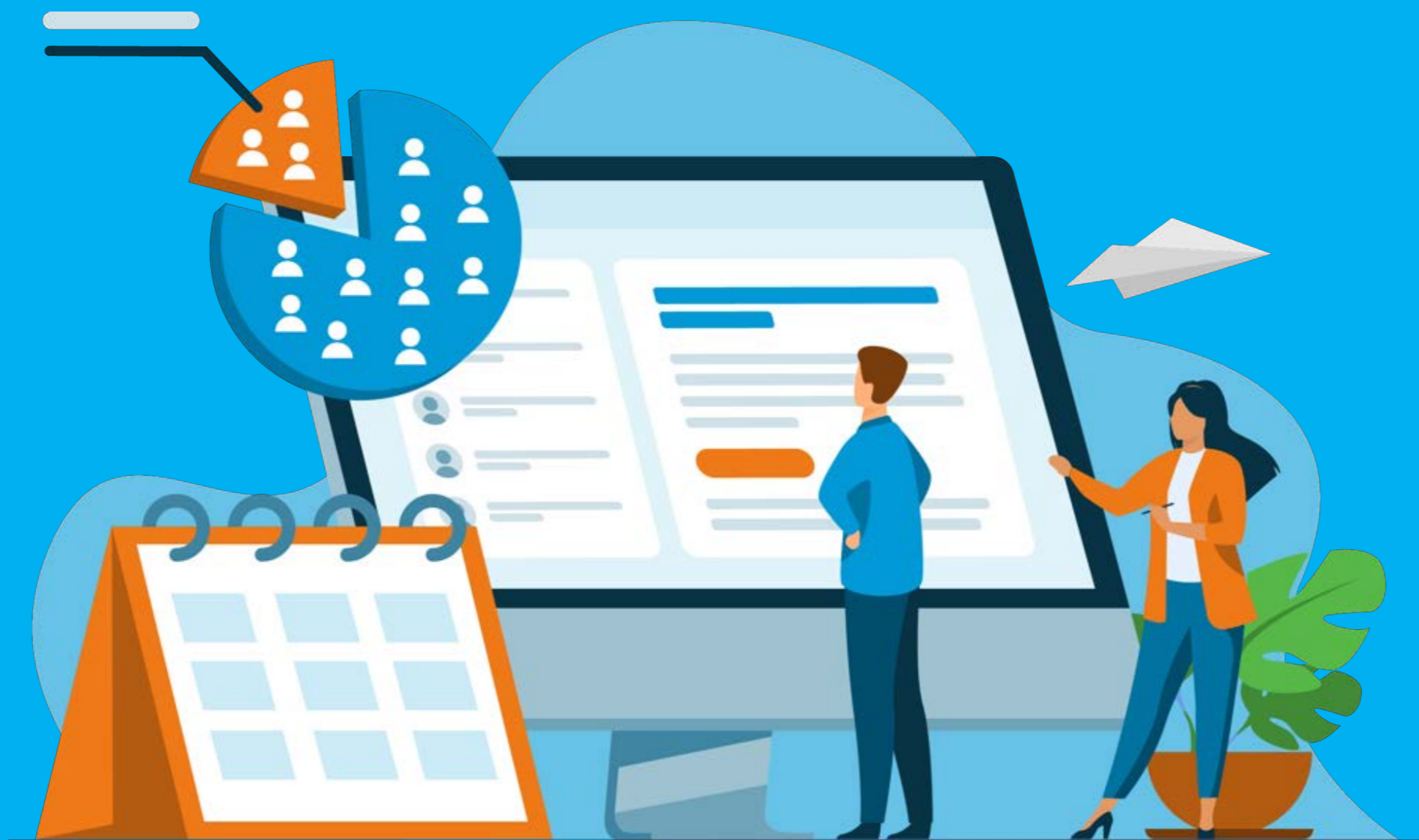


## How to measure IT Happiness

April 20, 2022, 4-5 PM CET

# Welcome to our webinar !

## How to measure IT Happiness



### Please note:

- This webinar will begin at 16:00pm and finish at 17:00 pm (CET)!
- Please ask your questions in the chat and we will do our best to answer them later during the Q&A.
- This webinar will not be recorded.

# Agenda

Value of IT Happiness

5 min

How to measure 30 min

- > From preparation to follow up
- > Do's and Don't's

Communication

10 min

Working with the results

5 min

Discussion / Q&A

10 min



# Quick poll: are you currently measuring IT end user feedback?

0 Yes

0 Partly, only for the Service Desk

0 No



# Top reasons why a high level of IT end user experience matters for the end user:

- Better productivity
- Better collaboration with colleagues, clients and suppliers
- Preventing frustration or worse: not being able to meet deadlines or serving customers
- Contribution to overall work happiness

# Top reasons why insights into IT end user experience matters to any organization

- Defining priorities for improvement. User based and not SLA-KPI supplier based!
- Insights into inefficiency: not used applications and tools
- Use positive feedback for motivation and appreciation
- Fundament for a customer centric IT organization

What are you heading for?

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General IT end  
user satisfaction

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Ticket surveys:  
based on incidents and requests

IT-Business Alignment: business  
stakeholder customer satisfaction

IT Staff Engagement:  
Job satisfaction & involvement

**Making things  
easy is hard.**

Ted Nelson

quote fancy

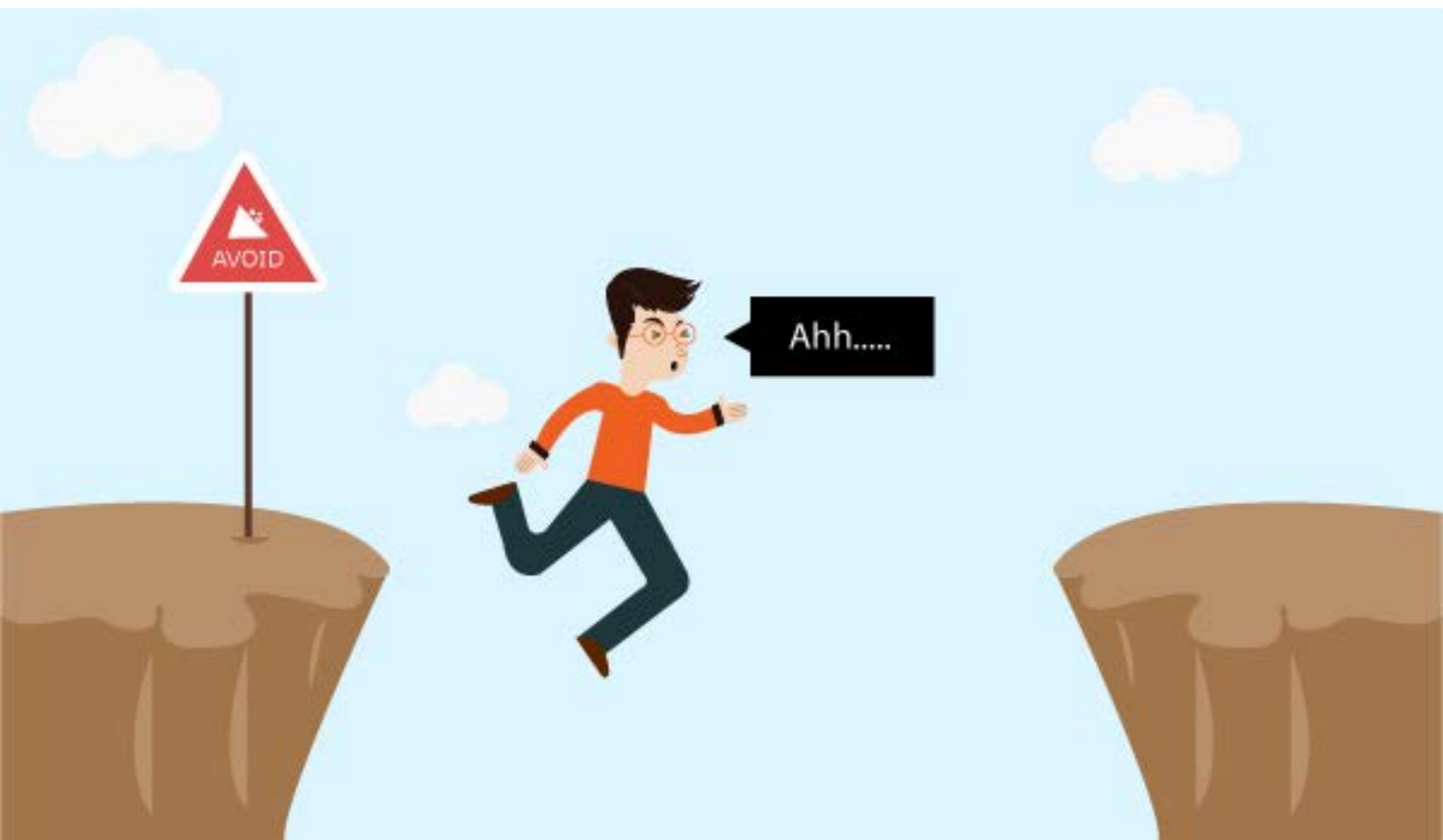
## 5 main phases:

1. Preparation – Define your goal, type of survey,
2. Configuration – Set everything ready
3. Gather information – Your survey is live, just let the results come in
4. Analyse and Report the results
5. Define actions based on the results



## PITFALLS TO AVOID

- Insufficient preparation – prevent GIGO
- Wrong methodology
- Poorly thought-out questionnaires
- Inefficient communication



# PREPARE WELL



- Clear purpose
- Research scope and end user groups
- Digital workspace, service desk or also business applications?
- Methodology and frequency of research
- Internal communication
- Sponsorship
- Budget and resources

## EXAMPLE



*We want to run a global, internal IT user survey and we need a solution to support and manage the development and implementation of the survey together with reports and results analysis. Input that can be used for the further development and improvement of our services.*

*We seek feedback from internal users on IT tools, services and infrastructure. The survey is to be conducted <frequency> among ~X,000 IT end users in the following languages: xxxx, xxxx etc.*

*Results are primarily provided to the Leadership Team (Group CIO + CIO-1) and are typically geographically and/or functionally segmented. The IT Leadership team communicate results as appropriate to other functional areas.*

# EXAMPLE TOPICS



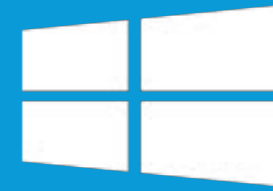
Overall  
satisfaction



Hardware &  
accessories



Network



Office and  
business



IT Training



Service Desk



IT communication



Innovation



Working safely



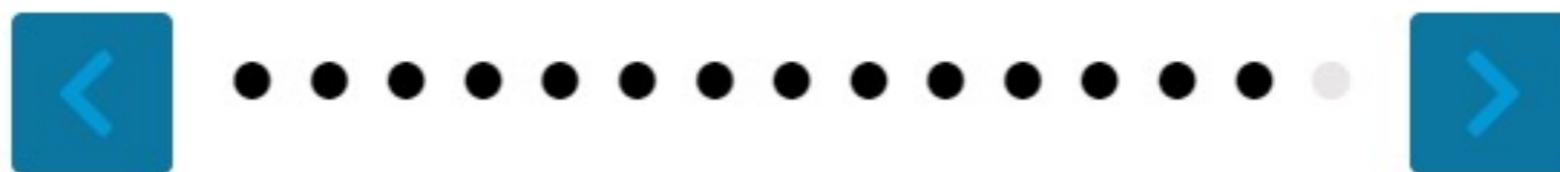
Productivity



- Academic research indicates that **8% of working time is lost**
- With 1,000 IT users: a productivity loss of 8% causes a loss of € 2.3 million yearly.
- Improving just 1% in terms of productivity results in a € 300K productivity gain.

# EXAMPLE QUESTION

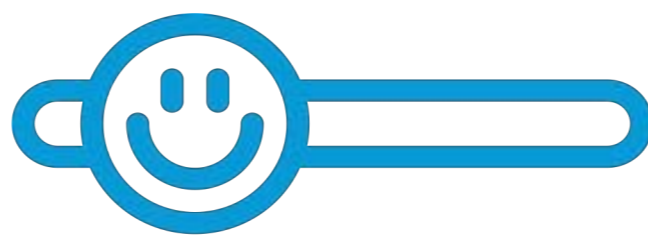
Imagine you would have a flawless IT environment, how many extra minutes of productivity would you gain per week?



## Comments from respondents who have some interesting thoughts about productivity and flawless IT

I wait between 15-30 minutes per day on loading drawings in Inventor, AutoCaD, PLMview,.... Ideally this would be instant available. PLM needs to be rebooted when switching from wired connection to wireless everytime. (3-5x per day) average of 5 minutes lost per day Network is annoyingly slow at times. average of 5 minutes lost per day

Get rid of paper work orders. They are a waste of time and resources, uncontrolled documents, unreliable hardware printing them. For a company rolling in money, that has paid millions for high-end software that we can't even use properly because we've essentially ""broken"" it to work the way we want it to, instead of us working with the software I'm shocked that we can't get out of the 1970's when it comes to technology in the office environment.



## Customer Satisfaction Score (CSAT)

How would you rate your experience with ...  
(e.g. the IT services)?

## Customer Effort Score (CES)

The organization made it easy for me to handle  
my issue

## Net Promoter Score (NPS®)

On a scale of 0-10 how likely would it be for you  
to recommend [company name] to a friend or  
colleague?

English

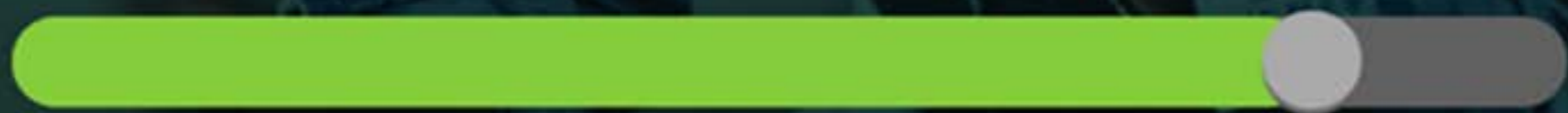
- Nederlands
- Deutsch
- Français
- Español
- Italiano
- Português
- Svenska
- Norsk
- Dansk
- Polski
- Nihongo
- Chinese (Mandarin)
- Hrvatski
- Cesky
- Suomea
- Hankuko
- Româna
- Srpski
- Slovenčina
- Slovenscina
- Thai (Tailand)



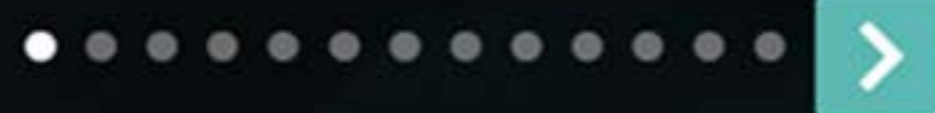
THE ADECCO GROUP

## How satisfied are you with IT in general at The Adecco Group?

Thank you in advance for your participation.



No answer    Very dissatisfied    Dissatisfied    Slightly dissatisfied    Slightly satisfied    Satisfied    Very satisfied



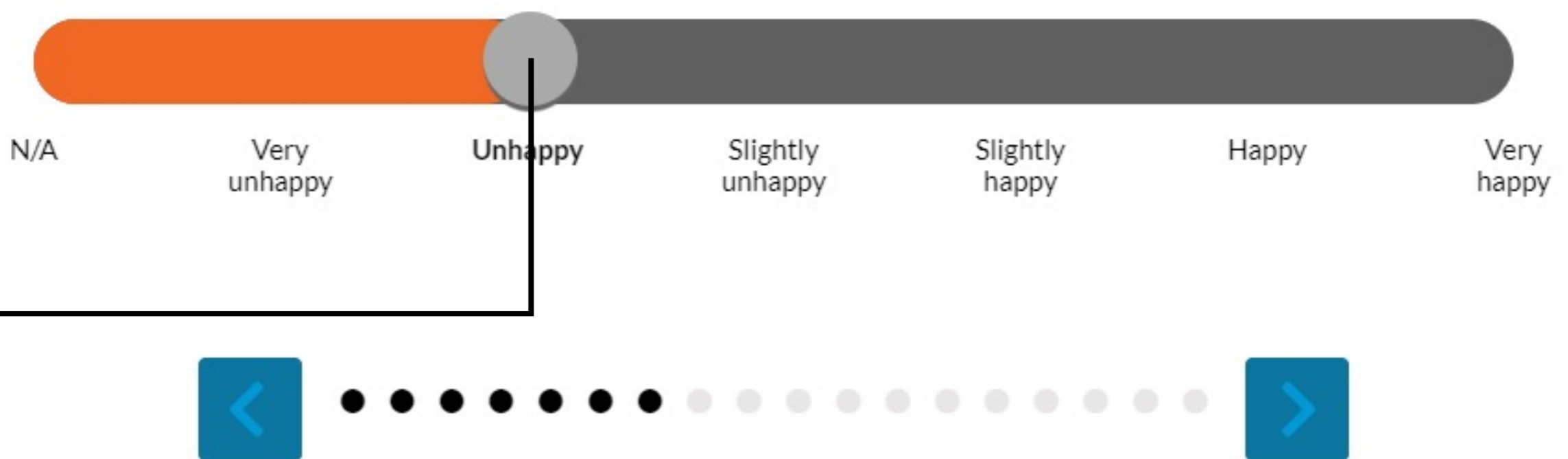
- Prevent mandatory questions
- Use an even scale: make respondents 'choose sides'
- Mix rating & open comments
- The power of Local languages



## How happy are you with:

### Tools for ease of collaboration with colleagues (i.e. Teams, Outlook, Sharepoint, etc.)

Availability, Response times, Functionality, Sign-on to the application, User friendliness, Support, Stability and Training / documentation.



What are you not (fully) happy about?

Availability	<input type="radio"/>
Response times	<input type="radio"/>
Functionality	<input type="radio"/>
Sign-on to the application	<input type="radio"/>
User friendliness	<input type="radio"/>
Support	<input type="radio"/>
Stability	<input type="radio"/>
Training / documentation	<input type="radio"/>
Other	<input type="radio"/>

# DOUBLE LOOP FEEDBACK

You are challenged not only to focus on areas for improvement, but also to pay attention to the positive feedback



**Please choose a subject you would like to compliment:**



Your desktop or laptop

Remote access - working from home

Internet

Printers and copiers

E-mail and Calendar

The Service Desk

Your Mobile device(s)

Information and communication

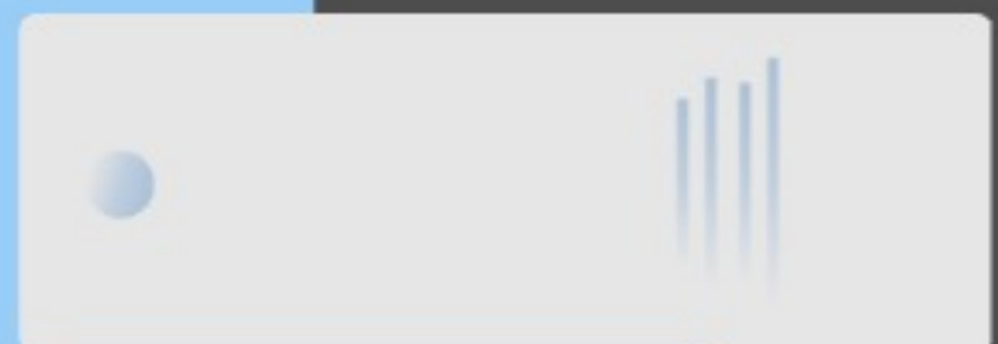
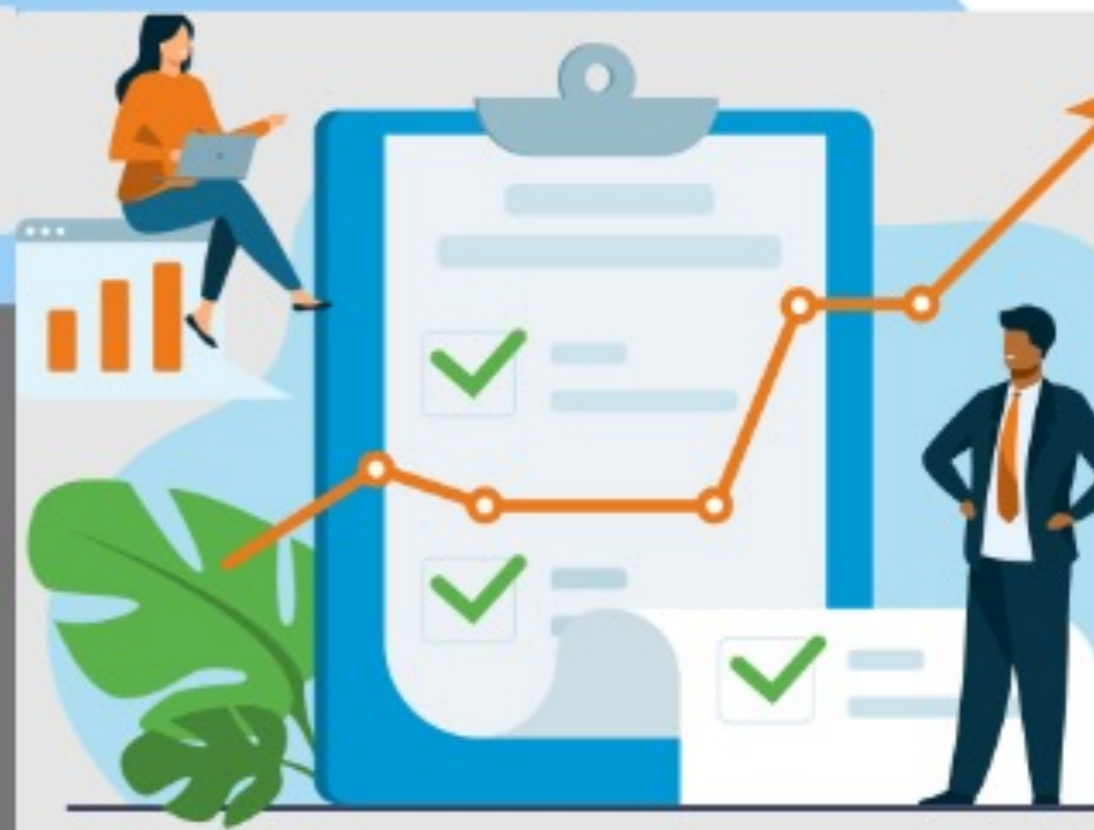
Collaboration & communication tools (MS Teams)

# FREQUENCY?

- As often as possible
- Ideally: daily

## Why often?

- Capturing dynamics
- Continuous insights
- Reporting for different stakeholders
- Awareness



# LIMITATIONS

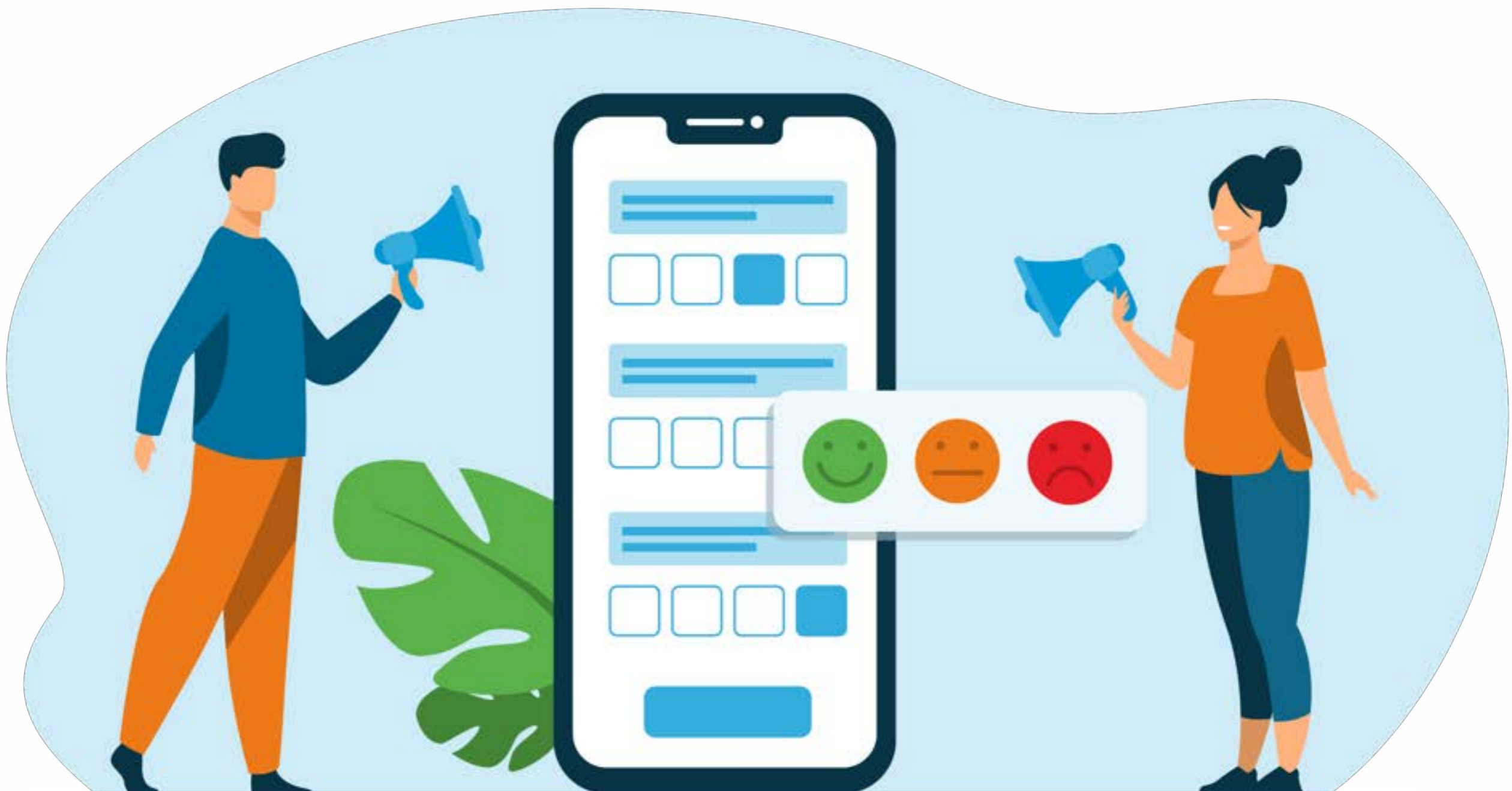
- Maximum number of survey invites per year: 1-2
- Need for taking samples



IT end users		
500-1,000	Baseline all users	Follow up: Yearly or Bi-Yearly
1,000-10,000	Baseline 50% of IT users.	Follow-up: Daily program. Sampled one or two survey invite per year
> 10,000	Daily program: ~260 working days. One survey invite per year	

# SURVEY LENGTH

- Survey length 5-7 minutes is OK (communicate the REAL minutes it will take)
- Stand out: create attractive design
- Fast
- Mobile!



# SURVEY DISTRIBUTION

- Announce + all available channels
  - Explain who is doing the survey and what happens with the results
- Invitation: make it attractive & easy
- Keep survey open 5-7 working days
- Delivery 8-9AM in local time zone
- White labeling
- Explain anonymity and have an internal contact person added to the footer



Make your voice heard: How happy are you with IT at Yorizon? 

 Inbox x



**Yorizon** <no-reply@yorizongroup.com> [Unsubscribe](#)  
to ronald ▾

Jan 26, 2022, 8:03 AM



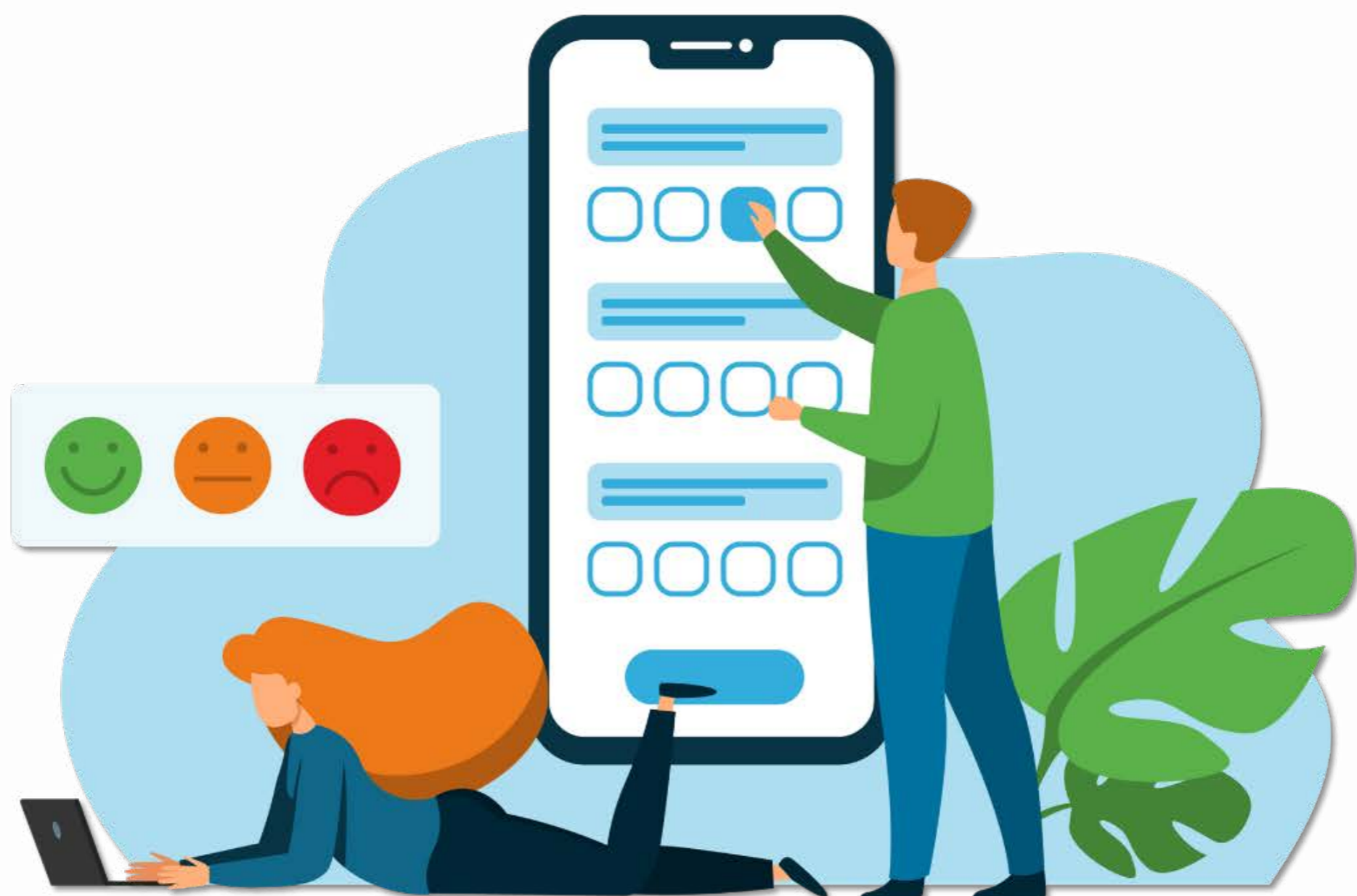
## How happy are you with IT at Yorizon?

Dear Colleague!

Feedback is a gift and your feedback is important to us! How happy are you with IT at Yorizon? We would appreciate it if you could take 5 minutes (4 minutes and 37 seconds on average to be exact) and give us your personal feedback and share your thoughts.

Thank you,  
**Ronald Koeckhoven**

[Yes, take me to the survey!](#)



# INVITATION EXAMPLE

Make your voice heard: How happy are you with IT at Yorizon? 

 Inbox x



**Yorizon** <no-reply@yorizongroup.com> [Unsubscribe](#)  
to ronald

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Thank you,

**Ronald Koeckhoven**

[Yes, take me to the survey!](#)



Wonder what we are doing with the results? Please check out our [IT Happiness Team](#) and find more about:

- **IT Happiness in general.** Our goal, survey provider, security of your data and anonymity
- **Results.** Check out the reports from earlier survey runs.
- **Actions.** What have we learned and improved based on your inputs.



# ANONYMOUS SURVEY

- By default, a survey should be anonymous



# ANONYMOUS SURVEY

- Want to remove anonymity? No problem! But keep this mind:
- Risk: 'back door Service Desk'
- Why do you want to have the contact details? Only reason is to get in touch, be clear about this. Manage the expectations!

## **We would love to get in touch with you! May we have your contact details?**

By selecting No, your results remain anonymous. By selecting Yes, your email address will be shared together with your given answers with your organization. This will lift your anonymity.



Yes



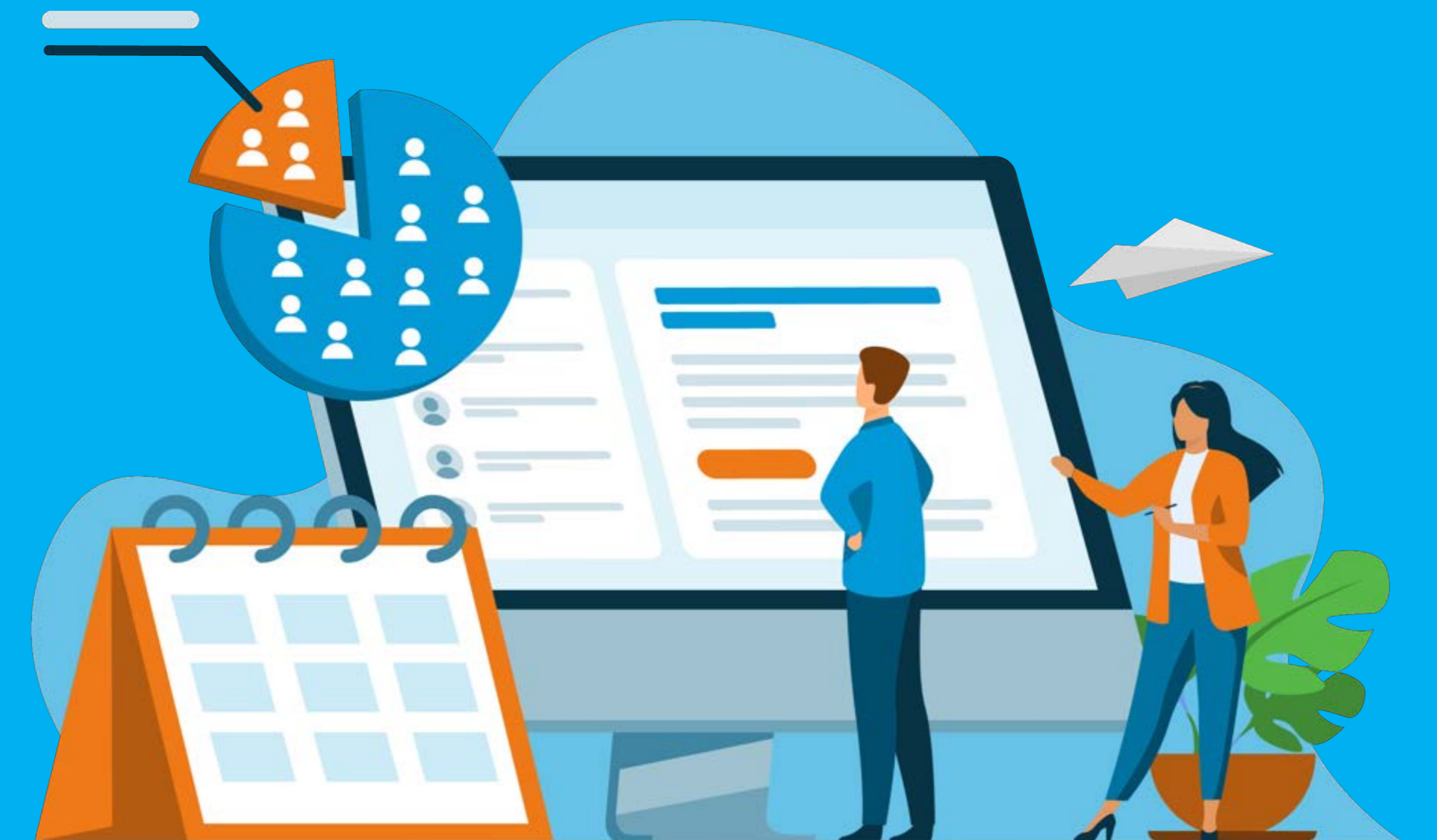
# Quick poll: what kind of response rate would you expect?

0 < 10%


0 10 – 20%

0 20 – 40%

0 < 40%



# RESPONSE

- Normal response 25%-35%
- Survey fatigue?
- Don't use incentives
- People like to participate!
- Communication is  :
  - Why you are doing the surveys?
  - What are you doing with the results?
  - What did you change?



**Communicate the results openly and transparently.**

**Explain the actions you have undertaken.**

**Use positive quotes from your users to justify your actions.**

**Celebrate improvements that have occurred because of their feedback.**



## Two quotes stressing the importance of 360 degree communication cycle

“This is the 3d time that I file notes for improvement at the third desk. If there is no response or feed back to what will be done with these notes, I will not invest in these kinds of surveys again.”

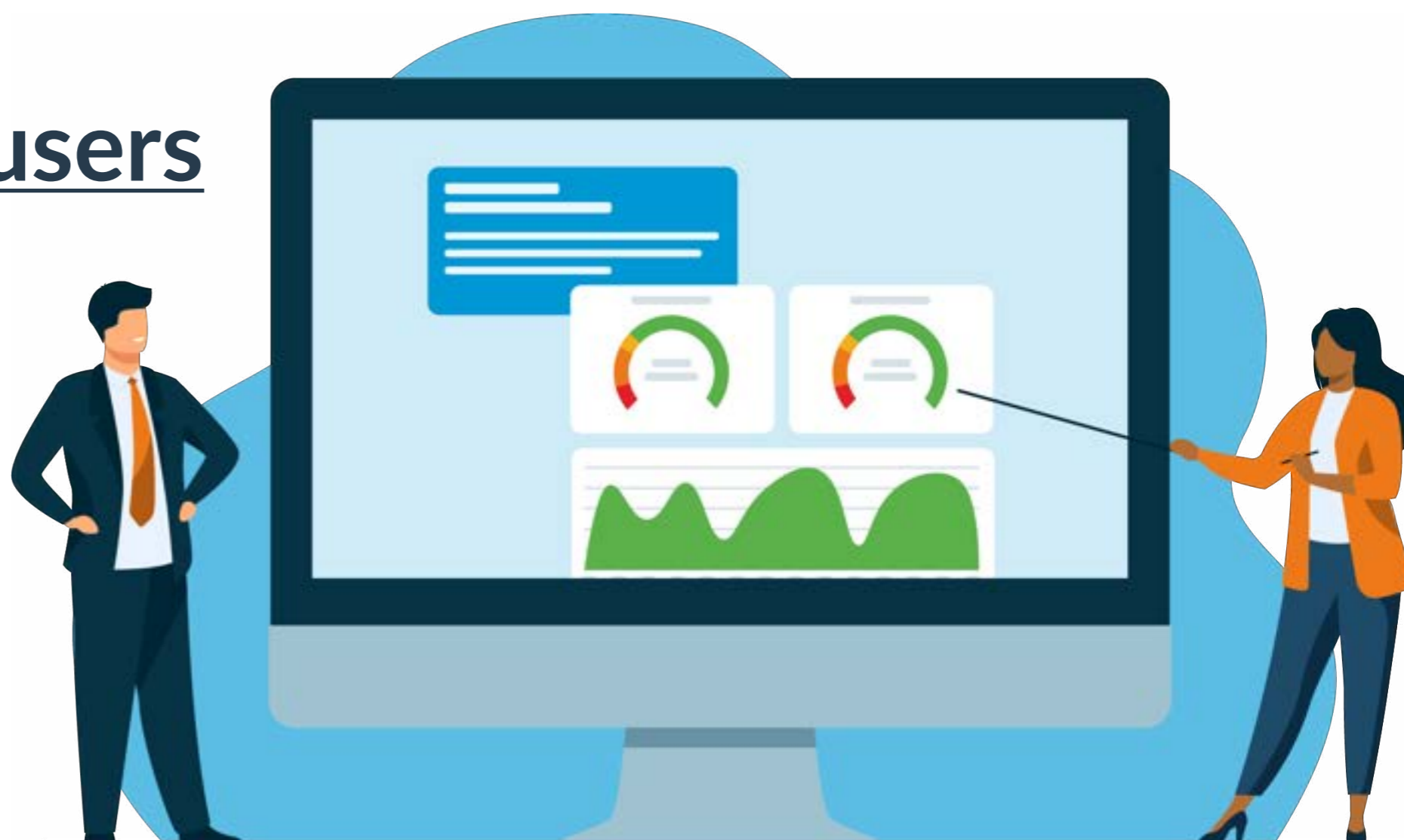
Every time you have to make explanations here. Every year. Never a response. Not even if you answer ""yes"" at the end when asked if you want to be contacted. If you then as an employee with the manager around the table (I've worn out 4 already), then you have a good conversation and we certainly come back, but you never hear anything and / or the manager in question has suddenly disappeared. As an employee, this is really hard to follow and very frustrating. Creating a ticket: nice, but if there is a response (I have examples where not even initially responded to), then you are months away, or you get an immediate response and then never hear anything. Management always flaunts the satisfaction figures from these surveys (for which they set a ridiculously short deadline), while many employees don't even fill it in anymore because nothing is done with it anyway. So what good is this survey? I was also considering not filling it out anymore, but I also can't stand the fact that then only people fill it out who are positive about something."



# COMMUNICATION

Communication rhythm. Dedicated content for target audience

- CEO - Yearly as part of Leadership meeting
- CIO/IT Leadership - Quarterly / Bi-Yearly in IT Leadership
- IT Functions and local IT management
- Service / Product owners
- Group functions (incl. HR)
- Business
- IT end users



- Our satisfaction score is 7.9, what should we aim for?
- Should we focus on the BM or set an internal KPI?
- Your Happy Potentials are a good starting point.
- Dive into the open comments per topic, application, region





Q&A

DANKKE !

THANK YOU !

MERCI !

GRAZIE !

GRACIAS !

DANK JE WEL

**See you next month!**

