



Business-friendly Solutions



HOW TO IMPROVE USER EXPERIENCE BY SWITCHING TO eXLA

INTRODUCTION

Imagine for a moment you are in the shoes of Milan who manages accounts receivable in a telecom organization. Milan is clueless about how to add or update applications. But his organization is sensitive. It knows that everyone is not, and doesn't want to be, a tech wizard beyond the fundamental magic of right swipe and "Alexa, add a box of Purell sanitizing wipes to my shopping list." When Milan gets to work, he can, therefore, as an example, simply write, "I need to update my MS Office to the latest Office 365" and a chat bot responds, "Sure. Please click on "Yes" to initiate the update." Five minutes later, Milan is using the latest version of Office 365.

Instead, this is what actually happens in your organization: You log a ticket, the SLA for an Office 365 update is 20 minutes, you wait, fetch a coffee, hmmm...why isn't it done? Then you call the Service Desk and go through credential verification, you are recognized, you are matched to your ticket and the job is initiated. Here is a quick back-of-the-envelope calculation of what actually happened: If your organization logs 100 tickets every day and the average wait time for resolution is 20 minutes that works out to over ~500 man-days lost every year. The SLA was met but the frustration of employees and their productivity loss went unaccounted. This is backed by survey findings. We asked users one simple question, "What happens when you don't receive fast and effective support for your work devices or applications?" An astonishing 52% admitted, "I waste time because I can't do my job".



SHIFT FROM OLD-SCHOOL SLA TO CONTEMPORARY eXLA

We live in an age when children can install apps with a single click. Milan, our accounts receivable executive, does it all the time at home on his mobile phone and his tablet. But the same users experience remains elusive in an enterprise environment. Why is this so? How can we change it, making things simple and in the process returning thousands of productive man hours back to the enterprise? Is SLA an outdated metric? Should enterprises graduate to Experience Level Agreements (eXLA) instead?

The primary reason enterprise experience is time consuming, employee-unfriendly and clumsy is because no one has thought through things to see how user experience can be improved. Enterprises have also traditionally been profusely cautious when it comes to making systems safe and secure. This has shaped Service Desk interactions that start by asking the user to establish identity, describe the problem, and then solve the problem. The user is treated like an outsider because enterprise systems have not been designed to automatically recognize the user. This is the first point in the process that needs changing. The user must become the centre of enterprise systems where tickets are logged automatically by the application and users need not establish identity. Today's systems are smart and can be trained to recognize users. There is no reason why your enterprise cannot leverage these capabilities.

PUTTING THE END USER AT THE CENTER OF SYSTEMS AND PROCESSES

eXLA ensures that end user experience is prioritized and uncompromised. It puts the end user at the center of systems and processes. To do this, a framework had to be created with a “User First” approach to providing End User Computing Services.

To understand what this means, we did an experiment using automation, bots and self-service processes. We discovered that the farther a user went from doing things independently (using automation and self-help), the worse the experience became. Figure 1 explains how a user’s experience was structured around various solutions.

Quality of Experience through various support channels

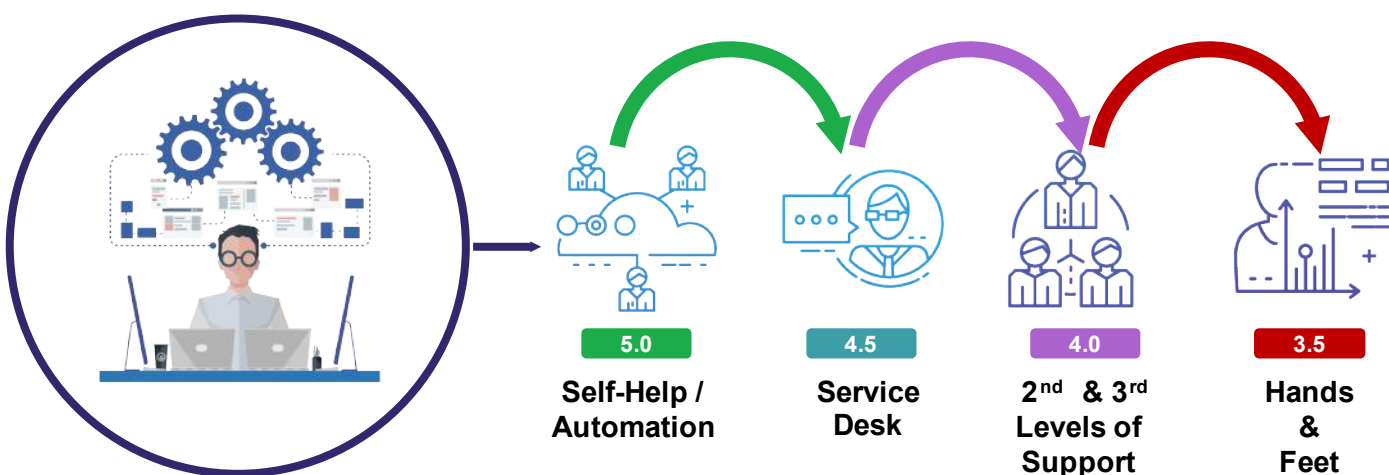


Figure 1

Enterprises must aim to limit user interaction with IT to the first or the second level, while keeping interaction at each level to the barest minimum. Further, to ensure there is a streamlined outlook at every level, the solution has to have an Intelligent Service Desk, and chatbots integrated with automation tools.

Once the user becomes the center of systems, it becomes possible for Milan (remember our accounts receivable executive?) to simply tell a chatbot, “I want to install a printer” and it gets done without logging a ticket. In reality, a ticket does get created at the back end for compliance, but it is irrelevant to the user. What is happening in this scenario seems simple (as it should be), but there is a dramatic paradigm shift involved. The bot, instead of logging a ticket for the user, has acted on the problem. This is real value being added by the enterprise. This value is unlocked by replacing SLAs with eXLA.

Milan may even have some very advanced support available that could simplify his work life. For example, today if he needs to apply for leave, he must look up the holidays on the Intranet, check for leave balance on another application and apply for leave on a third. Instead, he could simply tell a chatbot that he wants to apply for leave in a given month and the bot checks all the relevant applications and provides the available dates to pick from. Milan selects the date and the leave application is completed by the bot.

HERE IS HOW IT IS DONE

At ITC Infotech, we have executed a platform focused on eXLA that puts the user in the middle of the action. The platform has four key pillars:

- **Simplicity**– Complex systems lead to frustration. Our platform believes that ease of use matters the most
- **Digital**– Systems must be easy to access. Digital technologies make this possible for the user and the back-end teams
- **Automation**– Repetitive tasks should not be managed by humans. Using bots for repetitive tasks minimizes human intervention, making the experience smooth
- **Standardization**– Consistency is paramount to improving user satisfaction. Standardization of services enables consistency

Our system also understands the importance of human intervention. Bots can switch tasks seamlessly to human experts when necessary and shift back to automated mode when required.



AUTHOR PROFILE



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Leads the Digital Workplace Services at ITC Infotech. Works closely with the CXOs across the globe to help them transform their Infrastructure services in the new digital age.

Passionate about innovation and technology and always looking at new ways of enhancing user experiences across industry verticals.

Leads the innovation with a passionate team delivering excellence. With a clear goal to build user centric services powered with the cutting-edge technology solutions which are practical and sustainable.

About ITC Infotech

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides Business-friendly Solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and the unique ability to leverage deep domain expertise from ITC Group businesses. The company provides technology solutions and services to enterprises across industries such as Banking & Financial Services, Healthcare, Manufacturing, Consumer Goods, Travel and Hospitality, through a combination of traditional and newer business models, as a long-term sustainable partner.

ITC Infotech is a fully-owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a leading multi-business conglomerate.

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