Three Critical Experiences to Transform your Organization

Workplace, employee, and customer experience

Introduction

In 5-, 10- or 50-years' time, 2020 will be remembered as the year that changed everything – not only have customers' expectations changed but the fundamentals of where, when, how and even why we work are experiencing a seismic shift.

And we'll remember that it happened almost overnight.

Quite literally.

There has been no script for reacting to a global pandemic. No playbook for how to cope with deserted offices, remote working employees and their work-life balance, and customers that still require the very highest levels of service and care.

There's also no textbook for what comes next. The so-called "New Normal".

There are, however, learnings and insights that can prepare us.

Working with more than 15,000 customers and as many technology partners gives SHI unique insight into not only what organizations have done to meet the needs of employees and customers, but also what they need to do next.

We've used this insight to help guide your focus on the three experiences that matter most:

- **Customer Experience (CX)**

- **Workplace Experience (WX)**

- **Employee Experience (EX)**

The stakes are incredibly high.

Get these three experiences right, and your organization will be on the path to success. Get them wrong and it won't matter how good your products are, or how ground-breaking your services might be.

Despite the lack of a script, it's time to re-imagine the workplace, with a little help from the experts at SHI.

Customer Experience

Brand loyalty has become a fickle thing. With so many options, it takes just one poor customer experience to walk away from a brand we once loved. Your customer experience now defines your brand like never before.

*"How well you curate and deliver the customer experience NOW will define you in the market for years to come; and separate the winners from the losers." - **Peter Bean, Regional Solutions Manager, SHI***

But how do you provide a great customer experience at a time when face-to-face interaction is at an all-time low and yet the choice of communication channels is greater than ever?

Enter the omnichannel contact center, the single way to manage your interactions with customers on the telephone, email, online chat, website forms, social media, and more. As many forms of communication as you can handle, collated into one interface, with all the dots joined between different media and data repositories.

Beyond the ability to interact with customers across different media in real time, omnichannel contact centers can also be a goldmine of information about buying habits, feature requests, service expectations, and more. Data provides a key competitive advantage to the companies that have immediate access to it, and the agility to quickly use it to outmaneuver their competition.

No wonder then that PricewaterhouseCoopers (PwC) cites that organizations investing in omnichannel contact centers has increased from 20% to 80% in 2020. Time to adoption is now critical and taking a platform approach is often the fastest and most effective route to delivering an enhanced customer experience.

Customer Experience

Top Considerations for Optimizing Customer Experience:

1. Consider a platform that connects with all your most common communications mechanisms.

2. Cloud platforms simultaneously support both the remote workforce and traditional environments – scale up and down based on your business requirements.

3. Look for market-leading platforms with data collection, trending, and analysis capabilities.

Workplace Experience

Work is no longer a single location – it's simply wherever the work gets done. A hybrid model sometimes referred to as a Total Workplace Ecosystem is emerging that supports remote, in-office, and a blend of both.

This new hybrid model requires us to rethink certain aspects of how we provision and use technology to keep employees productive, collaborative, and innovative.

To ensure staff get the equipment they need to be productive anywhere, more organizations are taking advantage of technologies like **SHI's Zero Touch** deployment services, where devices can be shipped directly to employees and configured over-the-air.

It is critical that companies create work environments that are inclusive for all, no matter where the employee is located. All employees should have equal workplace experiences, whether they are in the physical

office part-time or not at all. For example, meeting rooms will need to provide the same tools employees have become familiar with – like screen sharing, interactive whiteboarding, and video conferencing – now that most meetings will have a mix of on-site and remote participants. It's also important to establish and support social distancing measures so employees feel comfortable interacting physically and taking advantage of the benefits that brings.

The hybrid workplace also includes intelligent technologies to bridge physical and virtual work. New workspace management offerings will help us use space more effectively and safely, as well as handling tasks like a/b scheduling for employees alternating their days in the office.

"The right technologies will foster innovation, inclusivity and engagement, regardless of whether staff are in the office, at home or on the move" - **Michael McCracken, Senior Director, End User Solutions, SHI**

Workplace Experience

Top Considerations for Optimizing Workplace Experience:

1. Maintain maximum productivity by meeting people where they are. Standardize the user experience across the organization, where possible.

2. Use the same tools and proficiencies for all employees, regardless of location.

3. Level the playing field for meetings/collaboration sessions to ensure all participants have the same capabilities. This will also help create an inclusive culture that values input from all.

Employee Experience

> *"Adoption and Change Management, and how well you execute on it, will make the difference between an effective workforce and a disengaged one."* - **John Winters, Regional Solutions Manager, SHI**

As the switch flipped to remote work, the focus was firmly on enabling employee productivity. Now it's time to look beyond pure productivity and consider important aspects of the employee experience, such as:

- Ensuring that employee productivity equals engagement, inclusion and innovation
- Training for new soft skills such as resilience, self-advocacy, and empowerment
- Evaluating performance
- Retaining, attracting and on-boarding talent
- Safeguarding work-life balance and mental health

In doing so, three letters should be central to how you approach employee experience – ACM – Adoption and Change Management.

Training is a foundational element for organizational change and organizations must pivot from purely technical and professional training to address themes of engagement, mental health and how employees feel valued in remote environments.

SHI recommends a blended and phased approach to training with a focus on core and customized skills. Central to the model is the use of champion groups that leverage cross-functional experts to help customize, set governance, and ultimately accelerate adoption.

Empowerment is also an important factor. The ability for staff to self-service the appropriate hardware and software for their role can be a major attraction to both retaining staff and attracting new talent. Combined with **Zero Touch** deployment services, SHI has helped organizations create device and software catalogs that avoid work queues with IT and give near-instant access to the technology employees need.

Employee Experience

Top Considerations for Optimizing Employee Experience:

1. Apply a comprehensive Adoption and Change Management strategy that focuses on resiliency, adaptability, and flexibility.

2. Encourage employee self-advocacy and self-service.

3. Use technology to support newly defined employee performance metrics for employees based on results, rather than where or when the work is performed, or the number of hours required.

Today and Tomorrow

Our simple three-stage **Workplace Transformation Readiness Model** will help you establish your current level of maturity and understand where you need to focus. Don't be surprised if you are at different stages of maturity for each of the three critical experiences.

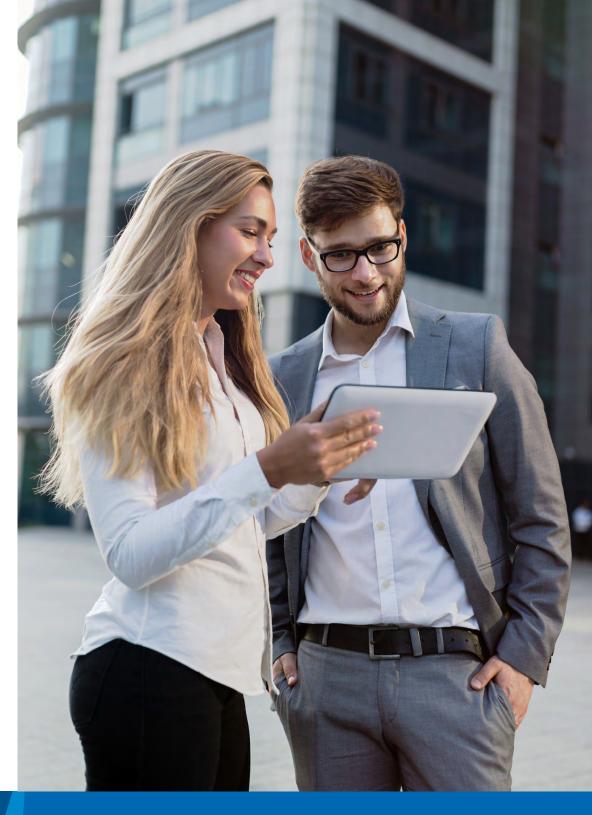| Level Assignments	Definition	Characteristics/ Challenges	Key Focus Area
Level 1	**Reactive Mode** All workers immediately move to work from home.	• IT-driven changes happening in real-time • A breakdown of business continuity is a significant risk • Varied levels of preparedness • End-user population has a high level of unfamiliarity with new technologies and adoption is a challenge	• Tools provided immediately to enable remote productivity • Initial deployment of cloud and UC technologies • Rapid transition to zero-touch deployments • Reactive innovation
Level 2	**A Hybrid Workforce Emerges** Remote productivity improvements are made along with enabling early hybrid capabilities.	• Some proactive changes and planning begin • Learnings and data from Level 1 are applied to Level 2 improvements • Focus on making daily work easier, better and more productive • Permanent state of change is accepted • Priorities are employee and customer experience • IT continues to drive but with greater input from C-level, CX and Line of Business leaders	• Culture modification, shifted thinking towards a hybrid re-designed workforce • Combined reactive and proactive innovation • Patrial migration of key experiences to cloud and UC technologies • Discussions around the need for a plan to support a blended return to the office
Level 3	**Commitment to Unified Experiences** The business commits to developing a strategy to create unified experiences across a well-defined platform.	• Learnings, assessments and data based on pre-pandemic state and new state are critical • Speed of innovation and implementation are key • All C-levels help develop strategy, with stronger input and continued execution from IT • Radical digital shifts to enable disruption	• Adoption and Change Management + stakeholder buy-in • Culture change, remediation • Proactive innovation • Operationalize hybrid workforce plan with processes, governance, metrics • A single platform to implement and scale • Organizational buy-in on foundational transformation

Ridiculously Helpful

Accepting that the rules of moving to the workplace re-imagined are being written as we go, there is no time to be wasted.

Organizations that fail to adapt to the changing needs of their customers and employees are those that will find it difficult to survive in a competitive market that is starkly different to anything we've seen before.

Thankfully, the lack of an official playbook never stopped our experts from being ridiculously helpful, not to mention ridiculously skilled and knowledgeable.

SHI's 5,000+ people continue to work tirelessly to help customers of all shapes and sizes, across all industry sectors, to not only react to the unique demands of the current situation, but to get ready for whatever normal becomes.

We're working with our customers and technology partners to design, implement and support solutions that address each organization's unique needs for Customer Experience, Workplace Experience and Employee Experience.

About SHI

Founded in 1989, SHI International Corp is a multi-billion global provider of custom IT solutions and services, driven by a passionate commitment to deliver exceptional customer value and experiences.

Our team of 5,000+ strong are regarded as best-in-class technologists and consultants, boasting some of the longest employee tenures in the industry. With a technology partner ecosystem of 15,000 and growing, SHI experts can help you select, deploy and manage the right solutions at every stage of the technology lifecycle.
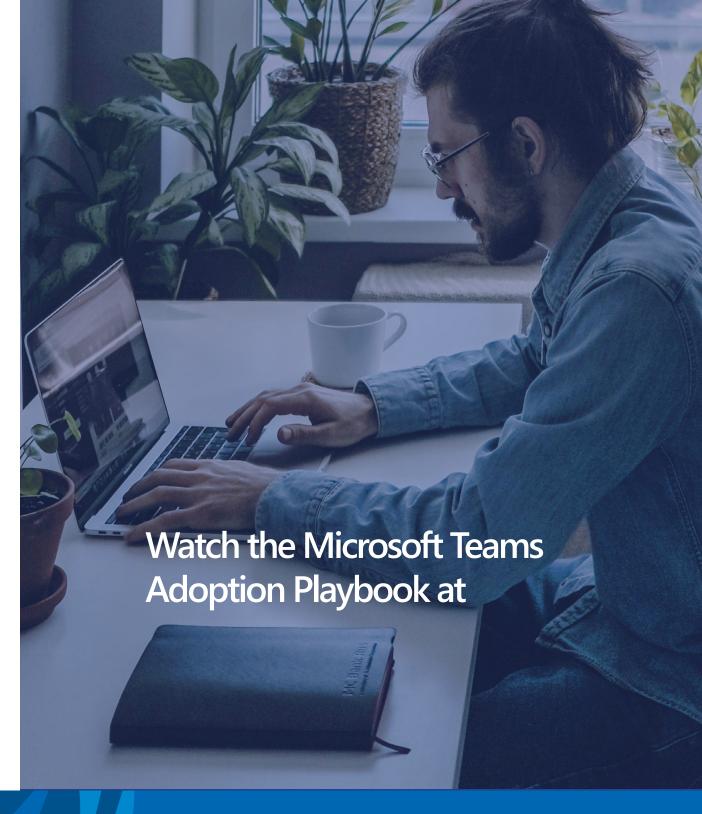

OUR GUIDING PRINCIPLES

- Accept that this new and evolving world of work is here to stay

- Apply a Workplace Readiness Assessment to your planning

- Ensure that all the right stakeholders are involved and consider bringing in experts like SHI to help

- Recognize that remediation is part of the process

- Infuse ACM – Adoption and Change Management – to help ensure successful business outcomes

- Prioritize and invest in the Customer Experience as the biggest single differentiator

- Be mindful of the human side of your employees as part of their Employee Experience

- Let data and listening be your north stars

- Remember that there is no playbook for this work, no one-size-fits-all, and that we are all writing the script together

Microsoft Teams Adoption Video Playbook

Drive Microsoft Teams adoption with SHI

From change management to a comprehensive Teams training plan, SHI experts in collaboration and end-user solutions highlight the elements of a successful Microsoft Teams adoption.

Watch the Microsoft Teams Adoption Playbook at

Enhance the customer experience with Google Cloud

Google Cloud provides organizations with leading infrastructure, platform capabilities and industry solutions to help them solve their most critical business problems.

Download resources, explore case studies, and discover more about Google Cloud.

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