

riverbed®

# Your Business Success Hinges On Your Total Experience Management Strategy

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EBOOK



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Today's business climate remains uncertain. While some sectors of the economy are booming, others are tapping the brakes. However, reducing headcount and tightening purse strings aren't the only ways to increase profit margins. And as companies now ask employees to return to office and navigate hybrid work models, the imperative for IT to effectively ensure employee engagement and empowerment has increased.

In this eBook, discover how your organization can cut costs, increase revenue, and create a more satisfying work environment by investing in a total experience management strategy that prioritizes the digital employee experience (DEX), enhances the customer experience (CX), and enables companies to achieve the success needed to win in today's business environment.

“Almost every enterprise is now a hybrid digital workplace for its diverse family of employees. Digital employee experience (DEX) has become a critical factor because it can optimize this new digital workplace and strongly influence positive business results.”

**FORRESTER®**

Make Digital Employee Experience The Centerpiece Of  
Your Digital Workplace Strategy

# Let's Define Digital Employee Experience

DEX refers to all the ways an employee interacts with digital tools, technology, and resources to get their job done. It's important to understand and improve this experience to boost employee productivity, engagement, and satisfaction.

You should focus on these key areas to ensure a good digital employee experience:



## Employee-centric digital workplace strategy

Prioritize a human-centered design by applying the appropriate technologies to employee personas and user journeys.

## Application performance and usability

Make sure applications are quick, dependable, and easy to use to assist employees with their daily work.

## Device performance and reliability

Equip employees with high-performing, trustworthy devices that meet their individual requirements.

## Workspace environment and collaboration tools

Establish a digital environment that encourages effective communication and collaboration among team members.

## Security and data protection

Put in place robust security measures to protect sensitive company and employee data.

## Employee engagement

Create a positive and motivating work environment through optimized digital tools and technologies to enhance employee satisfaction, productivity, and overall performance.

## Digital dexterity

Empower employees with the skills and agility to effectively navigate and utilize digital tools and technologies, so they can adapt, innovate, and collaborate in a rapidly evolving digital workplace.

## Automation and efficiency

Streamline workflows and enhance productivity through intelligent automation solutions for incident response and remediation.

## Mobility and flexibility

Embrace fast network connections and mobile-friendly digital tools to provide employees with the freedom to work from anywhere.

# Why a Great Employee Experience Positively Impacts Customer Experience – and How Failing to Invest Can Be Catastrophic

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The digital employee experience and the customer experience are mutually reinforcing. This powerful combo can cause your business to sink or swim. Here's how a great employee experience drives a great customer experience:

## Happy employees drive positive customer experiences

Employees who feel empowered deliver better customer service and experiences. When equipped with well-functioning tools, efficient workflows, and a positive digital environment, employees can engage with customers more effectively, address their needs promptly, and provide a personalized experience. Globally [77% of employees at businesses with a high employee experience](#) report that they understand what their customers want, versus 33% of employees at firms with a low employee experience.



## Employees can collaborate across teams and geographies

According to Gartner, by 2027, fully virtual workspaces will account for [30% of the investment growth by enterprises in metaverse technologies](#) and will “reimagine” the office experience. A smooth employee experience is necessary to facilitate collaboration among employees meeting within these virtual workspaces. This ability to collaborate regardless of geography allows employees to work together to solve customer issues, share customer insights, and ensure a consistent and cohesive experience throughout the customer journey.

## Employees can solve issues quickly

Optimizing digital experiences allows employees to be more agile and responsive to customer demands. By leveraging efficient digital tools and streamlined processes, employees can better adapt to customer requirements, resolve issues promptly, and provide timely solutions, enhancing the overall customer experience. According to Forrester, customers are [2.4 times more likely](#) to stick with a brand when their problems are solved quickly.

## Optimize customer user journey

Comprehensive digital employee experience solutions can measure and provide insights on the customer journey across company web pages and associate performance to business metrics like revenue, conversion rate, and abandonment rate. By also tracking user engagement across customer-facing sites, organizations can increase engagement by optimizing performance in high-converting journeys.



# 2.4x

Customers more likely to stick with a brand when their problems are solved quickly.

## Engaged employees become brand advocates

A positive digital employee experience boosts employee satisfaction and engagement as they can do their jobs with greater ease. In Riverbed's 2023 Global Survey Report, 67% of surveyed IT and business decision-makers reveal that millennials and Gen Z expect the most from their technology at work. Engaged employees with a favorable digital experience are better positioned to become brand advocates, promoting your company's products or services to customers and creating a positive brand perception that translates into an enhanced customer experience. According to a survey by MSL Group, [employee advocacy can increase your brand reach by 561%](#).

## Businesses can find improvement areas

Improving the employee and customer experience are not one-time events, but ongoing efforts that require continuous improvement. By gathering employee feedback on their digital experiences and aligning it with customer feedback on their experiences, your company can identify areas for enhancement and implement changes that positively impact both experiences. DEX Solutions that use Net Promoter Score® (NPS) to gauge employee satisfaction will also find a high correlation to customer satisfaction.

A great digital employee experience improves customer interactions, enhances collaboration, and facilitates more informed decision-making, all redounding to the benefit of the customer, and thus, to the business as well. We expect companies that prioritize and invest in their digital experience to achieve higher levels of customer satisfaction and loyalty.



# 561%

Amount employee advocacy can increase your brand reach.

# Driving a Robust Digital Workplace Strategy Relies on a Robust DEX Solution

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The best way for your company to ensure it's delivering the type of employee experience that enables business success is through a comprehensive DEX solution that drives a human-centric digital workplace strategy. In other words, don't let select technologies define the employee experience. Instead, consider employee behavior across organizations to drive the digital workplace strategy.

Comprehensive DEX solutions go beyond monitoring the end-user digital experience (the experience of your employees) to provide actionable insights on performance issues and hidden behavioral issues that impact their work and satisfaction, which, in turn, impacts the customer experience. DEX solutions should feature trending insights and be able to benchmark against industry standards to ensure optimal employee experiences.

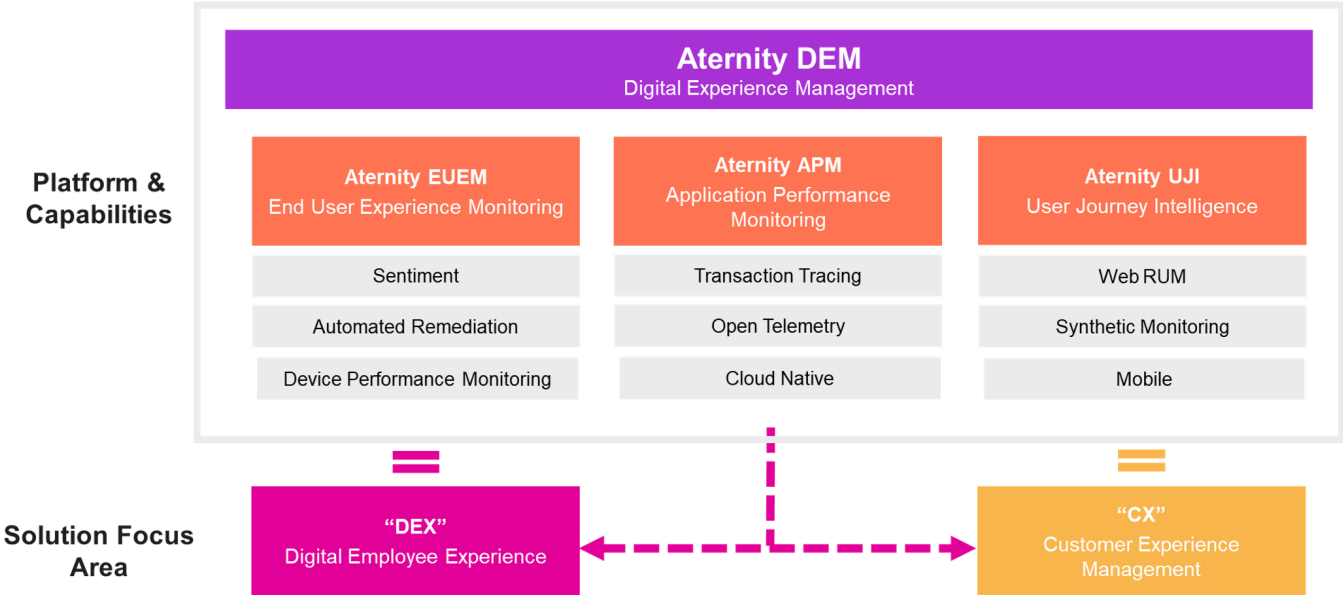




# Riverbed Aternity’s Digital Experience Management Solution Delivers Total Experience Management

While most DEX technology operates in silos, **Riverbed Aternity Digital Experience Management** is an extension of the Unified Observability platform that delivers contextualized insights based on full-spectrum, full-fidelity telemetry for total experience management. The AI-powered platform captures and stores technical telemetry at scale from employee devices, every type of business application, and your cloud-native application service to measure what users actually see for every transaction, every app, and on all devices.

Riverbed Aternity DEM combines IT service benchmarking, end-user experience monitoring (EUEM), application performance monitoring (APM), and user journey intelligence into a single solution.



The result: complete visibility into the experiences of both employees and customers, allowing you to provide total experience management. Here's what it can do for you:

## Optimize Employee Productivity



End-user experience monitoring identifies the cause of delays to the network, device, or app backend to quickly diagnose and resolve tech issues that are frustrating your employees. The platform automatically discovers every app employees use, tracks actual usage, and provides a score for app performance and health, based on crashes, hangs, errors, page load time and wait time.

Riverbed Aternity DEM doesn't just present you with a flood of data and dashboards. It provides context so you can separate the signal from the noise. Also, it identifies which issues your IT team should prioritize for continuous service improvements. And with automated remediation, the platform can pull from a library of scripts to take corrective actions without little to no help from IT. This proactive self-healing not only ensures employees can do their job without running into tech issues, but IT teams also don't have to spend their time troubleshooting how to fix problems and [turn their attention to more value-added initiatives](#).

## Remain Competitive



How will you know whether your industry peers and competitors are providing a better, worse, or similar digital experience as you are?

Aternity DEM is already plugged into millions of devices around the world and uses data from these endpoints to calculate benchmarks. When your company integrates into the platform, Aternity calculates a digital experience index (DXI) score that you can use to see where you rank so you can prioritize digital investments.

## Delight Employees And Customers



Understanding and elevating the digital experience of your employees is the cornerstone of a successful customer journey. At its core, Aternity DEM believes in the profound impact of engaging directly with employees. By seamlessly gathering their feedback and integrating it with performance indicators, we empower IT teams to address potential hitches before they amplify. A proactive approach ensures that the digital workspace remains optimized, fostering motivated employees and, by extension, elated customers.

Beyond the workspace, Aternity DEM's User Journey Intelligence casts a comprehensive net over the customer's digital interactions. Be it your website, mobile platforms, or frontline digital tools, every touchpoint is mapped and assessed. Decisions become data-informed, pinpointed, and impactful.

In a nutshell, by valuing employee feedback and insights, Aternity DEM is not just enhancing internal processes—it's setting the gold standard for customer experience in the digital age.

Here are several key features your DEM solution should have to best assess your digital experiences:

### **Monitoring and analytics**

The monitoring capabilities allowed by Aternity DEM track and analyze the performance of digital tools and applications your employees use throughout their workday. Monitoring user interactions, response times, and user satisfaction metrics enables you to identify bottlenecks, issues, or areas for improvement, leading to a better employee experience.

Specific monitoring methods include:



### End-user experience (EUE) monitoring

EUE monitoring provides visibility into the employee experience on every cloud, SaaS, thick client, or enterprise app used to perform their responsibilities.



### Application performance monitoring (APM)

APM optimizes and monitors the performance of all apps, whether they're business-critical, cloud-native, or web applications, and helps you keep pace with ever-increasing competition and customer demands.



### User journey intelligence (UJI)

UJI provides contextualized visibility and actionable insights into user journeys across complex web environments.

For example, an online retail giant corporation (let's refer to it as ACME) implements EUE monitoring to track and evaluate the end-user experience of its workforce. By measuring factors like application response times, error rates, and user satisfaction, ACME can identify areas for enhancement and optimize the overall employee experience, fostering productivity and efficiency.

To effectively monitor and improve the digital experience, Aternity DEM needs a complete picture of what's happening or visibility that's only achievable with full-spectrum, full-fidelity telemetry. This entails collecting detailed and real-time data from various sources like applications, devices, networks, and user interactions.

### Sentiment analysis

Aternity DEM allows companies to collect user feedback and sentiment analysis regarding employee digital experiences. This feedback provides valuable insights into the areas of digital friction that make it difficult for employees to do their job as well as their preferences—all of which enable companies to make better-informed decisions to enhance employee engagement.

For example, our online retail giant, ACME, discovers through employee feedback that the project management software is difficult to navigate, prompting improvements, while positive sentiment around the CRM software leads to further optimizations. By aligning digital tools with employee needs, ACME improves employee productivity and boosts efficiency.

### **Performance optimization**

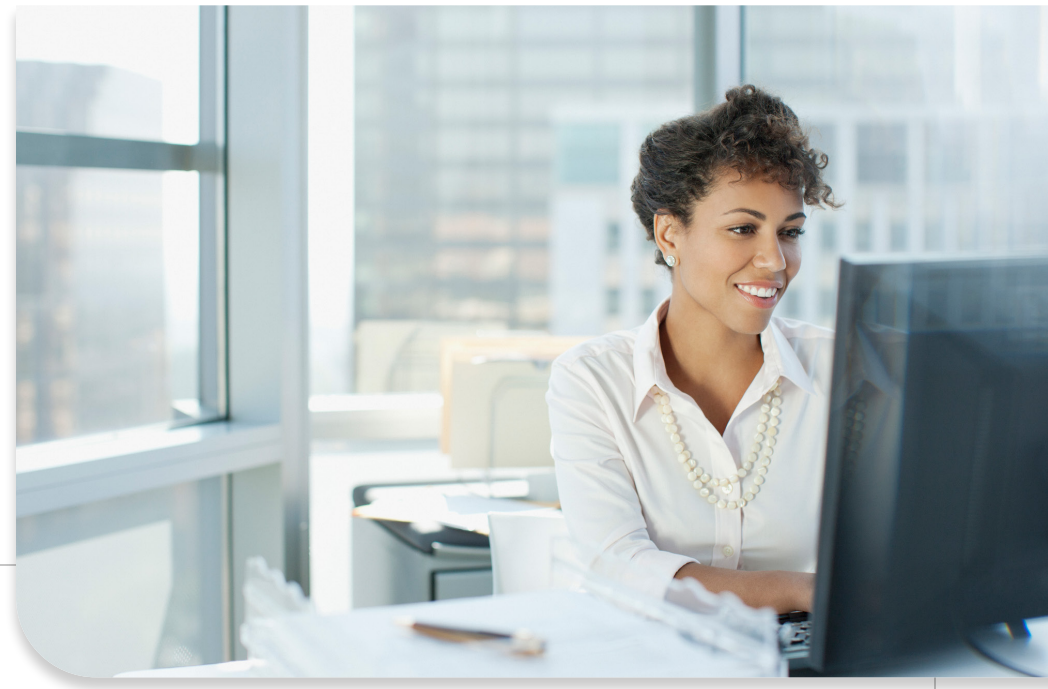
Aternity DEM helps companies optimize the performance of their digital tools and applications. Identifying performance issues, such as slow response times or system glitches, allows companies to address these issues promptly (even in real-time), ensuring a smoother and more efficient employee experience.

For example, ACME uses its DEM to recognize that some remote employees are encountering connectivity problems and application crashes. The company then promptly addresses these issues to ensure a smooth and productive work environment, boosting employee satisfaction, and maximizing overall efficiency.

### **Personalization and contextualization**

Aternity DEM enables the personalization and contextualization of digital experiences. By understanding user preferences, roles, and context, companies can tailor the digital environment to meet the specific needs of individual employees with persona-based insights.

For example, by analyzing employee profiles, job roles, and preferences, ACME can customize the dashboard layout, notifications, and access privileges of the CRM employees use in their workflow. This personalized approach allows employees to perform tasks more effectively.



## Remediation & self-healing

Aternity DEM offers powerful remediation and self-healing capabilities. Aternity replicates advanced investigative processes by correlating end-user impact and real-time granular performance data to identify incident root causes. Aternity dynamically mimics expert decision-making through remediation workflows using composable actions. Its flexible logic resolves simple and complex issues, without human intervention and before impacting users. This advanced monitoring enables the system to detect anomalies, identify potential issues, and proactively address them in real time.

For example, imagine ACME's CRM system encounters a slowdown during a crucial sales presentation. Its DEM platform identifies the problem and automatically initiates troubleshooting, ensuring a seamless presentation and preserving the sales opportunity.

## Trending insights

By harnessing the power of AI-driven analytics, Aternity DEM can uncover meaningful patterns, trends, and correlations within vast amounts of historical and real-time data. This information can be used to benchmark performance against peer companies. If performance is found to be worse, then organizations can take actions to course correct.

For instance, ACME's DEM recognizes peak application usage during specific times and performance issues faced by remote employees. This knowledge empowers the organization to proactively optimize digital experiences to provide a digital experience that matches industry standards.



# Riverbed Aternity DEM Drives Both IT and Business Outcomes

Riverbed Aternity DEM provides a holistic approach to monitoring, analyzing, and improving aspects of the digital ecosystem. Using Aternity DEM, organizations can drive both IT and business outcomes such as:

### Shift left

Aternity DEM empowers organizations with a robust “shift left” strategy by offering proactive digital experience monitoring that detects issues before they escalate. Providing support agents with rich, actionable data diminishes the need for higher-level escalations. This ensures faster resolution times and incident prevention while enhancing both the end-user experience and service desk efficiency. Ultimately, Aternity DEM shifts the posture of the Service Desk from reactive to proactive.

For example, ACME found itself frequently in reactive mode, addressing IT issues only after they had disrupted users. Now with the adoption of its DEM platform, ACME’s service desk is equipped with precise insights, allowing agents to diagnose and preempt potential disruptions before they can affect users. As a result, their frontline support excels in early issue mitigation, vastly reducing the need for escalations so senior-level team members can focus on high-level initiatives.

### Sustainable IT practices

Aternity DEM contributes to sustainability efforts by optimizing resource usage, reducing energy consumption, and minimizing the carbon footprint of digital operations. Through efficient monitoring and optimization, organizations can align their digital practices with sustainability goals, promoting environmental responsibility.



For example, ACME uses the DEM platform to identify that a significant number of devices across their locations are often left idle, consuming unnecessary energy. The platform translates these idle times into a tangible carbon impact. Using this information, ACME implements automatic remediation tasks such as sending idle devices into Sleep Mode or informing users when their device has been running idle for too long. This proactive approach not only reduces energy consumption and carbon footprint, but also fosters a culture of sustainability among employees, helping ACME make significant strides toward its sustainability goals.

### **Mergers & acquisitions**

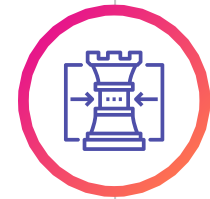
Aternity DEM facilitates the integration of digital environments during a merger or acquisition. It assesses the existing digital landscape, identifies integration challenges, and develops a plan for seamless integration. The DEM system harmonizes infrastructure, applications, and user experiences to ensure consistency. It continuously monitors performance, optimizing the digital experience.

For example, upon the acquisition of a peer company, ACME relies on its DEM platform to seamlessly integrate the two digital environments. By unifying systems, streamlining processes, and harmonizing user experiences, ACME minimizes disruptions to provide a smooth transition for employees and customers.

### **IT asset cost reduction**

Aternity DEM enables organizations to analyze and [optimize IT asset usage](#), identifying inefficiencies, redundant resources, and cost-saving opportunities. By optimizing IT asset utilization, organizations can eliminate expensive assets they're not using to improve resource allocation.

For example, ACME leverages its platform to identify expensive SaaS subscriptions that its employees seldom use as well as duplicate subscriptions to services that perform similar functions. As such, ACME decides to eliminate underutilized and redundant resources to save money.





## Digital adoption

Aternity DEM supports digital adoption initiatives by providing insights into user behavior and identifying areas where users may encounter challenges or experience resistance to new technologies or processes. By understanding adoption patterns, organizations can tailor training, support, and user interfaces to facilitate smoother digital transitions and maximize adoption rates.

For example, ACME implements a new CRM system to streamline customer interactions and enhance sales. However, some employees initially struggle with navigating the new interface or understanding the system's functionalities. Through its DEM platform, ACME tracks user behavior and identifies specific pain points. With these insights, the company develops targeted training sessions, provides on-demand support resources, and makes user interface enhancements to address the challenges and facilitate a smoother digital transition.

## Outsourcing

When outsourcing digital services, Aternity helps organizations monitor and manage service levels, ensuring compliance with agreed-upon performance metrics and maintaining a consistent digital experience. By tracking and analyzing service provider performance, organizations can make informed decisions, drive accountability, and maintain high-quality digital experiences.

For example, ACME decides to outsource its IT infrastructure management to a third-party service provider. It relies on its DEM platform to track and analyze application response times, network availability, and user satisfaction. With these insights, ACME can actively monitor the service provider's performance, identify any areas of concern or potential improvements, and take appropriate actions to maintain a high-quality and consistent digital experience for its employees and customers.



## Employee enablement

Aternity DEM empowers employees by providing them with the necessary tools, resources, and digital experiences to perform their roles effectively. By optimizing applications, devices, and collaboration tools, organizations can enhance employee productivity, job satisfaction, and overall engagement.

For example, using its DEM platform, ACME employees can easily access and utilize applications tailored to their roles, collaborate effectively with colleagues through integrated communication channels, and leverage efficient workflow management tools. This empowers employees to work more productively, as they can access the tools they need quickly and efficiently.

## Experience level agreements

Aternity DEM enables organizations to establish Experience Level Agreements (XLAs) that define and measure key performance indicators related to the digital experience. XLAs set clear expectations, enable proactive monitoring and optimization, and ensure that the digital experience aligns with business objectives and user expectations.

For example, ACME sets an XLA for website loading speed, aiming for a maximum of three seconds. Using its DEM platform, the company proactively monitors website performance, identifies bottlenecks, and optimizes the infrastructure to meet the XLA. This ensures that ACME's digital experience aligns with customer expectations, leading to increased customer satisfaction, engagement, and improved business outcomes.



# 10 Steps to Crafting Your Total Experience Management Strategy

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DEX and CX combine to form your company's total experience. By developing a plan that addresses the totality of your DEX, you will improve digital experiences to the delight of both your employees and customers. Here's a 10-step plan to craft a total experience management strategy that works.

1

## Take stock

Assess the existing DEX by conducting surveys to gather feedback from employees by analyzing user data and by reviewing IT infrastructure. This evaluation will help you pinpoint your company's strengths, weaknesses, and areas for improvement.

2

## Set achievable, relevant, and measurable goals

Establish clear and specific goals that align with your company's overall objectives. Make these goals realistic, relevant to the needs of employees, and measurable so you can track progress and evaluate success.

3

## Engage non-IT stakeholders

Right from the start, you should involve stakeholders from various departments, including HR, operations, and customer-facing teams, in your DEX strategy formulation. Their input and perspectives are valuable in ensuring that the strategy you come up with addresses the needs and expectations of all employees.

4

## Identify opportunities for DEX beyond IT

Look beyond IT and identify additional areas where DEX can have a meaningful impact. Explore opportunities whereby your strategy can help enact sustainability initiatives (e.g., identifying power-hungry devices and applying remediation actions to reduce their energy footprint), enable employee enablement through upskilling and reskilling programs, and promote digital dexterity to enhance employees' ability to adapt to new technologies.

5

## Evolve IT processes

Update IT processes and workflows to align with your digital transformation goals. This can involve everything from implementing agile methodologies to adopting cloud-based solutions and improving security measures all to support the evolving needs of employees and customers.



## 6

### **Test drive**

Before rolling out your plan company-wide, select a pilot group or department to test and validate the DEX strategy. Gather feedback, monitor performance, and identify areas for refinement before the big launch. This pilot phase helps ensure a successful and effective rollout.

## 7

### **Scale up**

Once the pilot phase proves successful, expand your DEX strategy to all departments and levels within the company. Ensure proper communication, training, and support during the implementation process so employees enjoy a smooth transition.

## 8

### **Empower employees**

Provide comprehensive training to empower employees with the know-how and skills needed to use new digital tools and technologies. Training should be ongoing, keeping pace with evolving digital trends and ensuring employees are equipped to make the most of the improved DEX.

## 9

### **Use data to measure success**

Define KPIs and metrics that align with the goals you've set for your DEX strategy. You'll want to measure employee satisfaction, productivity, engagement levels, and other relevant metrics to assess the success and impact of the strategy on the overall employee experience.

## 10

### **Review and update based on performance metrics**

Once a month, review the performance metrics and feedback collected to evaluate the effectiveness of your DEX strategy. Identify areas of improvement, make necessary adjustments, and update the strategy accordingly to ensure its continued relevance and success at delighting your employees.

# Set Your Business Up for Success

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Aternity DEM is the only total experience management solution that provides you with the visibility, insight, and automated remediations you need to create digital experiences that promote business success.

[CLICK TO LEARN MORE ABOUT ATERNITY DEM >](#)



## Riverbed – Empower the Experience

Riverbed is the only company with the collective richness of telemetry from network to app to end user that illuminates and then accelerates every interaction so that users get the flawless digital experience they expect across the entire digital ecosystem. Riverbed provides two industry-leading solutions: the Riverbed Unified Observability portfolio, which integrates data, insights, and actions across IT to enable customers to deliver seamless digital experiences; and Riverbed Acceleration, which offers fast, agile, and secure acceleration of any application over any network to users, whether they are mobile, remote, or on-premises. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. Learn more at [riverbed.com](https://riverbed.com).