

The Global IT Experience Benchmark H1/2021

Insights on the state of Enterprise IT Experiences
across all IT touchpoints, based on almost 1 Million
responses between December 2020 to May 2021

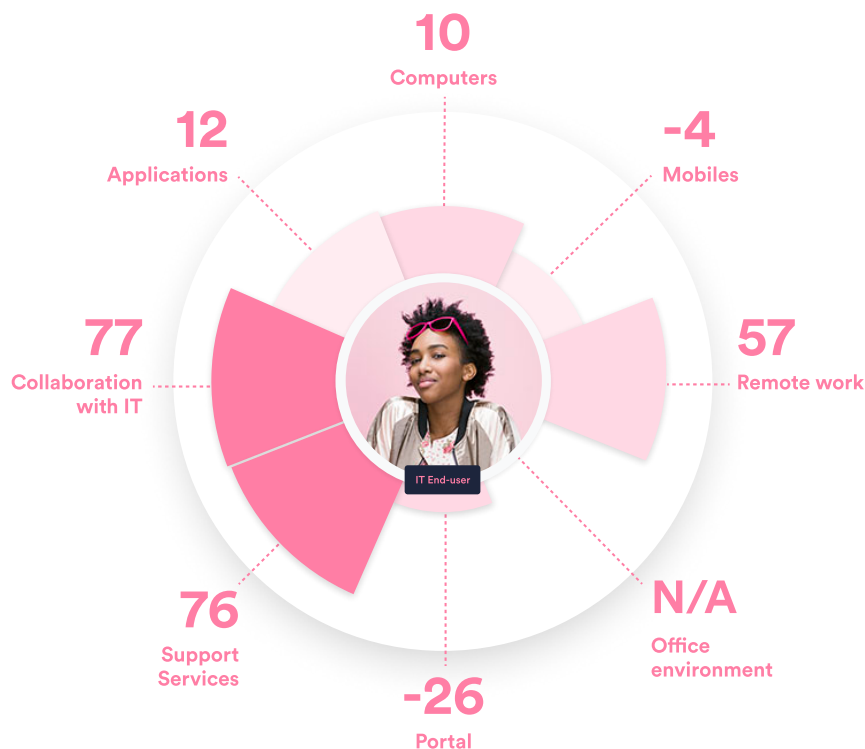
What makes Enterprise IT end-users happy?

The Happiness Score™ Report H1/2021

Introducing the Global IT Experience Benchmark.

The H1/2021 report now includes data and insights across all touchpoints with IT.

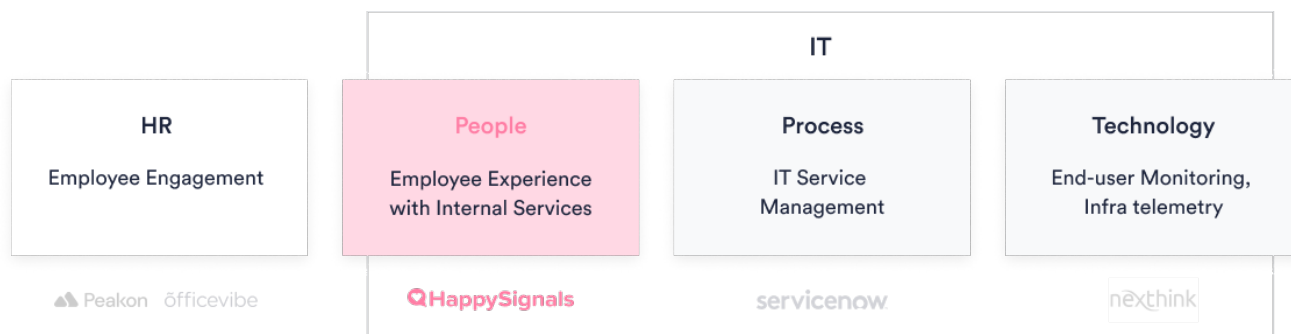
The report is based on continuous data collection through the HappySignals Experience Management Platform for IT. In total, there were 948,280 end-user responses from our Enterprise customers between December 2020 to May 2021.



Results reflect success of people-centric IT Service Management

When reading the report, keep in mind that the results reflect the success of IT teams that have chosen to focus on people first.

Our customers have aligned with business stakeholders to put end-user happiness as the primary indicator of success in service delivery.



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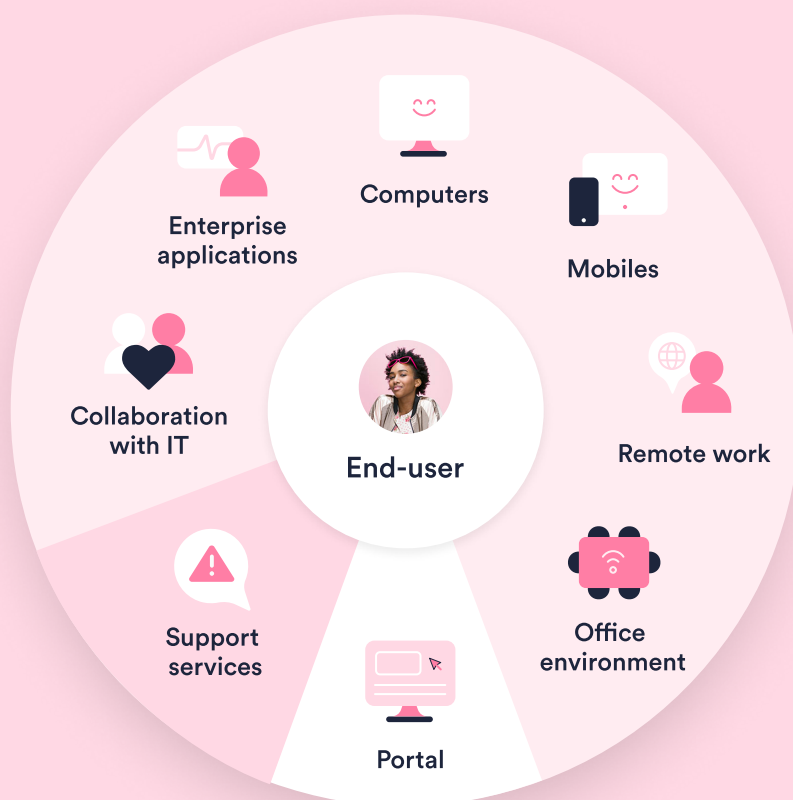
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Overall IT Experience

Across all 8 IT touchpoints for Enterprise end-users



What makes end-users happy with IT?

The Digital Workplace requires a holistic and people-centric approach to ITSM



Collaboration with IT

In the collaboration with IT the most important factor seems to be whether end-users are clear about who to contact for IT-related issues. That is the second most important factor for end-user happiness and the biggest reason for dissatisfaction.

Most people (58%) feel it is nice to work with IT. On the other hand, 24% have encountered attitude problems during collaboration with IT.

Enterprise applications

With applications the range of scores between different types of applications and across different customers is quite large. It is not uncommon to have applications that receive a negative score (the score becomes negative if there are more people rating their experience with 0-6 than those rating it 9-10). Further, even the highest scores for applications are not even close to the average of the scores for support services.

The complaints about applications are more often about the speed of the application or the speed of application-related development. Many also feel that applications are not helping them enough to be efficient.

Some positive feedback about applications are that they are modern and easy to use, the content is up to date, and people are happy with the support they receive from that application.

Laptops and/or computers

For laptops and/or computers, the main negative feedback is related to speed of the device. The second biggest reason for dissatisfaction is short battery life, followed by malfunctioning device. The fourth biggest pain point is the mandatory settings and software that decreases device efficiency.

From those people who rated their device with 9s or 10s,

- 70% said their device is fast enough
- 66% said their device is always reliable
- 55% that the software is up to date

Mobile devices

Unsurprisingly, with Mobile devices the battery life is the most annoying thing for end-users. This is followed by limitations caused by the device model, functionality of the device or subscription.

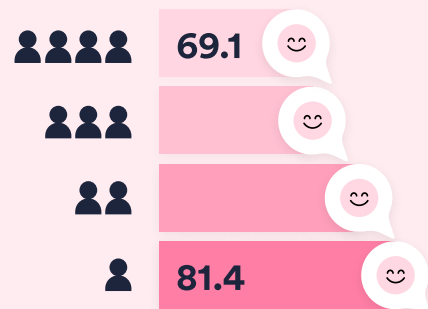
On the positive side, employees appreciate the efficiency boost they get from their phone. Other aspects like roaming, speed of the subscription, or getting the model that an employee wants all influence satisfaction to similar degrees.

Office Environment

Due to the present Covid situation, we don't have enough data to reveal the score for this area yet. But if you want to understand if the office environment needs of end-users in your organisation have changed, don't hesitate to contact us and start to measure this area as well with HappySignals.

The bigger the company, the harder it is to please IT end-users

If a company has less than 5000 employees, their happiness is on average about 12 points higher than companies with more than 25,000 employees.



Why is it harder to please a bigger workforce?

In this report, we are always only analysing results based on data from our customers. In our customer base, the bigger the organisation, the more likely it is that it has outsourced their IT service desk. Specifically, only 33% of companies which have less than 5000 employees have outsourced their service desk, but up to 73% of companies which have more than 5000 employees have outsourced their service desk.

Interestingly it seems that in companies with more than 5000 employees, outsourced service desks are performing better than internal ones. We believe that this makes a lot of sense, as outsourced service desks are more likely to be able to provide services globally at the correct time zone. They also have greater capability to implement efficient channels.

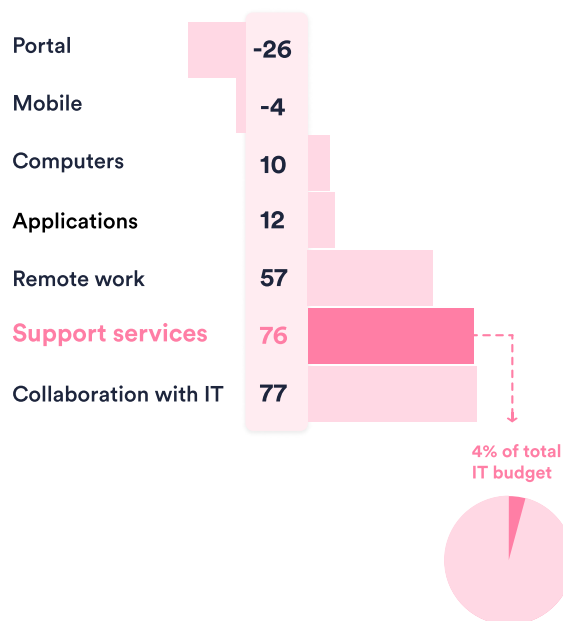
Understanding how Support Services can better match end-user expectations can have a great impact on overall happiness.

According to Jeff Rumburg at Metricnet.com, the direct salary costs of IT Support Services represent on average only 4% of the total IT budget. Considering how small that share of the budget is, there is clearly great value for money when investing in Support Services!

A lot of bang for the buck when investing in support services

Despite IT Service and Support only getting on average 4%* of the total IT budget, it is the area that has one of the highest impacts on end-user happiness.

Source: Jeff Rumburg, metricnet.com



* The average 4% budget is defined as including the dedicated personnel for IT Service and Support

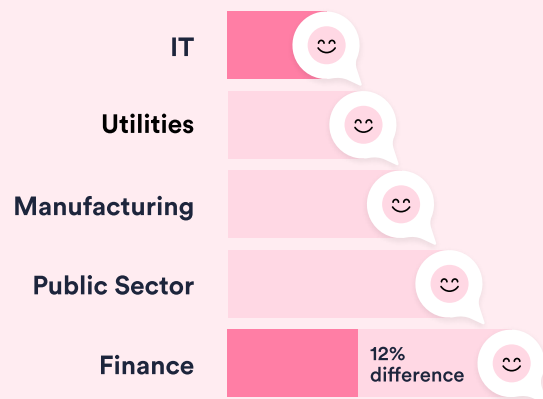
Included: Level 1 Service Desk, Self help, Self-service Portal, Field services, Desktop support

Not included: Vendor Support, Level 3 IT Support

Which industry has the happiest IT end-users?

The difference in IT end-user happiness between the happiest and unhappiest industries is marginal – only 12%.

Based on 423,510 responses for IT incidents



This is the first report in which we are releasing any information about the differences between industries. We still do this with caution because we have learned that there are so many other factors apart from industry that can influence happiness.

The scores are established by creating a weighted average that eliminates variations due to country specific differences in rating happiness.

Before we can release comparisons across more industries and more exact scores for different industries, we have to account for the impact of company size and whether the service desk is internal or outsourced.

It appears that in Finance and the Public Sector, it is slightly easier to make end-users happy. These industries have stricter regulations, making them more stable in their ways of working. That could be a factor that impacts how IT can match end-user expectations in their interactions.

The fact that end-users in IT companies are the most demanding is not a huge surprise.

Employees in IT companies are likely to be more technically-skilled Doers who already solve the simpler IT issues by themselves.

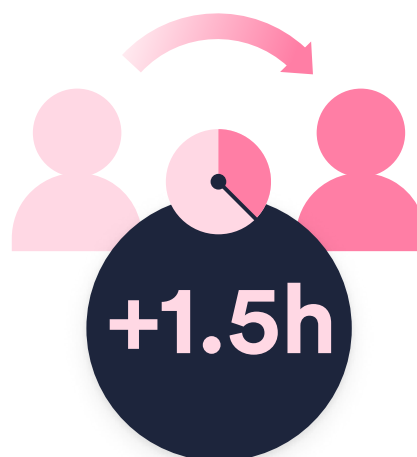
IT support is likely to see less of easy "know-how incidents" and receive more complex problems that IT company employees were not able to solve by themselves.

Every Reassignment leads to productivity losses

The perception of lost time increases by roughly +1.5h every time a ticket is reassigned

The faster you can get the ticket to a team or individual that can solve the ticket, the better is the end-user experience.

Based on 423,510 responses for IT incidents



Outsourced Service Desks are catching up with internal ones

One reason is that External IT providers often have better processes for using experience data in their daily work.

As a result, external IT Service Desks have almost caught up with internal ones in overall happiness.



Based on 423,510 responses for IT incidents

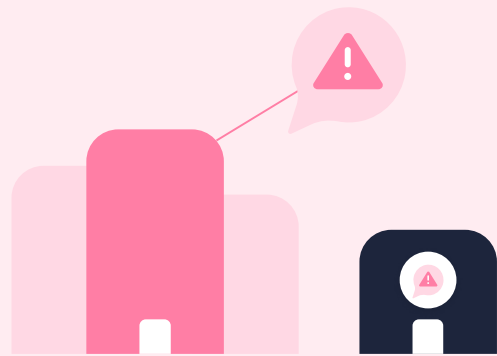
What is the right time to outsource IT Service Desk?

It makes sense for companies with more than 5000 employees

Also the fact is that at least in our customer base the bigger the organisation it is more likely that the organisation has outsourced their service desk. In this report we are always analysing results based on all our customers. In that group if company has less than 5000 employees only 33% have outsourced their service desk, but if the company has more than 5000 employees, as many as 73% have outsourced their service desk.

External IT works well in larger enterprises

In bigger companies with more than 5000 employees, the outsourced IT Service desk is just as good or better than an internal service desk.



Based on 423,510 responses for IT incidents

When companies have more than 5000 employees, outsourced service desks are performing better than internal one.

We believe that makes lot of sense because the outsourced Service Desk is better suited to provide services globally without limitations due to time zones among other strengths in service delivery - being solely focused on a specific aspect of IT.

IT Service Management

IT incidents and requests



Happiness with IT Support Services is up!

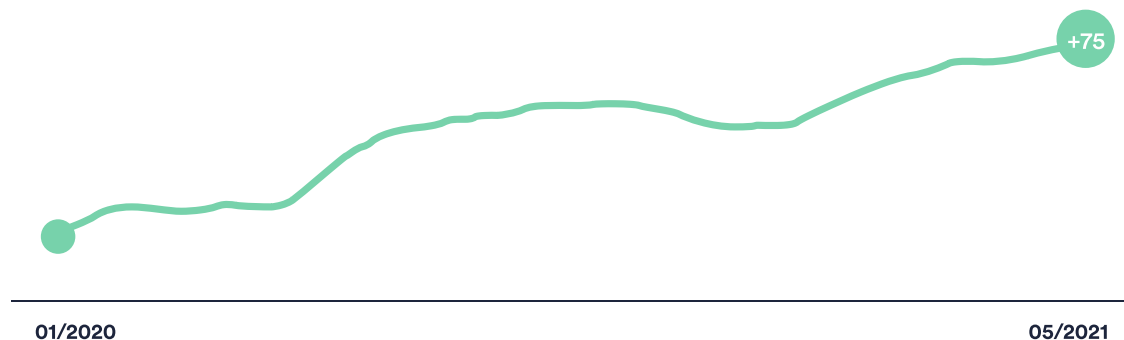
During the Covid-19 year, the happiness of end-users with IT Support Services has continued to increase.

The average end-user happiness among HappySignals customers in April 2021 is at a record high of +75, a 12% increase from Q4/2020.

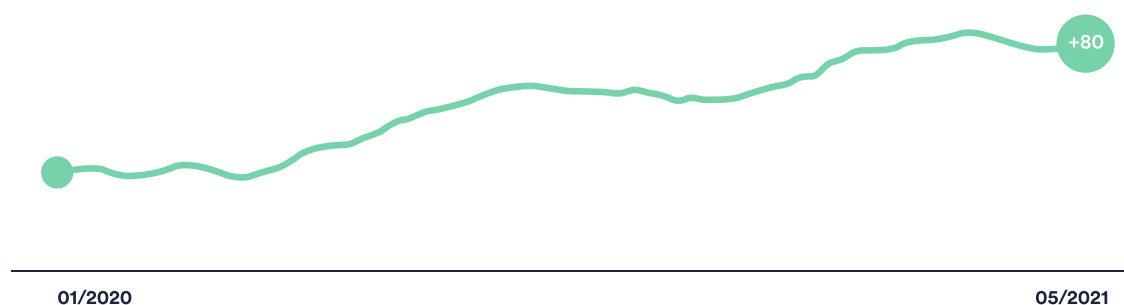


Based on 423,510 responses for IT incidents

End-user happiness with resolutions to IT incidents has increased over the last 1.5 years, and is now at a record high of +75



End-user happiness with handling of IT requests has increased over the last 1.5 years, and seems to stabilise around +80



How can IT measure and prove its value in 2021?

A look at the factors influencing happiness and productivity

One of the most valuable aspects of the HappySignals IT Experience Management platform is its ability to draw links from Happiness and Productivity to different reasons causing end-users' happiness or dissatisfaction. We call these reasons factors of happiness.

End-users' assessment of these factors are surveyed when they receive the resolution email. This makes the information about different factors very pertinent, as it is assessed at the moment of the closing of an incident or request ticket.

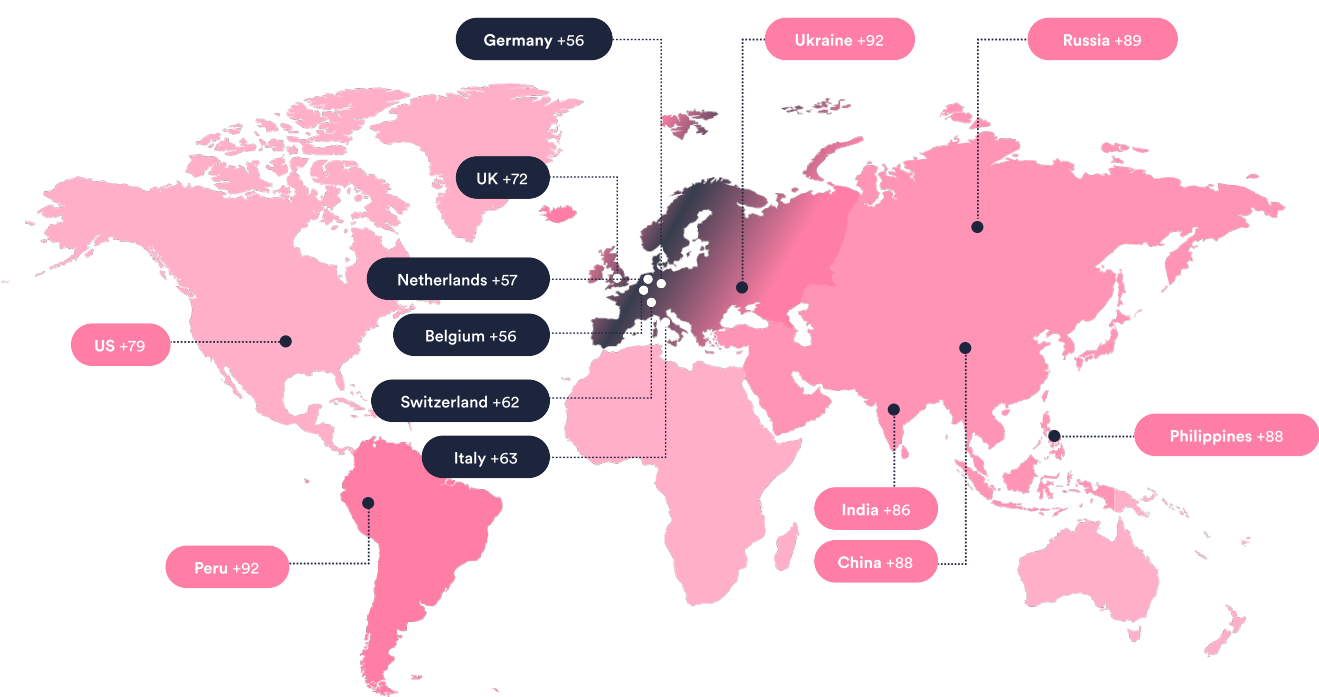
Different factors are presented to end-users to choose from, depending on the overall happiness rating they give (out of 10). For example, scores from 0-6 are classified as a negative experience, so end-users are asked to select from a list of factors tailored for negative experiences. The same goes for scores from 7-8 (neutral experience), and 9-10 (positive experience). Certain personnel-related factors are included in all three scenarios.

End-users can select as many factors as they wish from the options available.



Using benchmark data to help decipher cultural differences

End-users rate services in ways that reflect their cultural context. Having benchmark data can help us understand what the real IT performance level is in a country-specific context. That can help with resource allocation and prevent a few gray hairs.



Countries with highest scores

- +92 Peru (+2)
- +92 Ukraine (+2)
- +89 Russia (+5)
- +88 Philippines (+3)
- +88 China (+5)

Countries with lowest scores

- +56 Germany (+2)
- +56 Belgium (+2)
- +57 Netherlands (+5)
- +62 Switzerland (+3)
- +63 Italy (+5)

Country-specific differences in happiness, but influencing factors are stable

We have learned that globally, factors are extremely stable! And they should be, because they reflect the real reasons why people are liking or hating the service they get.

But for our customers, the important actionable insight is that if their score deviates from the global benchmark by more than 5%, they are either doing something extremely well or have areas for improvement.

Speed of Service

We have been investigating the correlation between end-users' perceived experience and traditional SLA's.

Some SLA's measure time to resolution by pausing the clock outside of business hours, or while the ticket is in another way in a transition state.

From our comparison between happiness and speed of service, the only time that really matters to end-users is the time from the moment they submitted a ticket, to the moment the ticket is solved.

This is often referred to in the SLA's as calendar time. That is the time measurement that most accurately reflects how end-users understand Speed of Service.

You can not stop time from ticking from an end-user point of view.

My ticket was not solved

This is the single biggest reason for end-user dissatisfaction. And yes, this is the biggest reason even after tickets are closed. An end-user might select this one because several reasons:

- Employee contacted the wrong service desk (instructions and/or the structure of IT support is poor)
- Employee knows that the root cause of the problem has not been solved
- Service Desk closes the ticket before a resolution
- Service Desk closes the ticket but opens another one, just to keep to the SLA

I had to explain my case several times

This reason correlated almost directly with reassignments of the ticket. But sometimes, the reason was also due to SLA's that are overly tight about first response time. Because the SLA of first response is so tight, the original explanation from the employee is sometimes not read properly by the service desk personnel. Instead they send an additional question to the employee, even if the answer could have already been found in the first email.

Service Personnel

From these factors, you notice that great service desk personnel is needed to make end-users happy. However, the negative feedback is rarely caused primarily by the attitude of service personnel.

Proactivity and ability to teach end-users

In the last year, the proactivity and ability teach end-users while providing the support service have both increased by 2%.

Happiness is good business

What would your end-users think about 26% less time lost?

At an hourly rate of 50€, the perceived productivity loss equals 142€ in business value.

P.S. End-users do not stop the clock while waiting!

Based on 423,510 responses for IT incidents

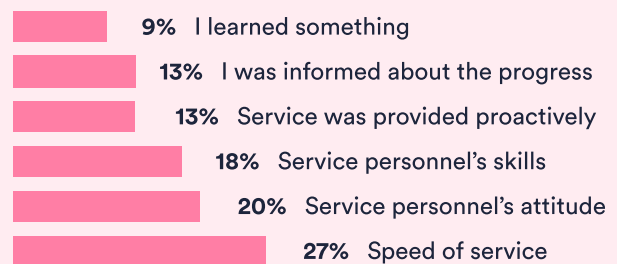


IT Incidents



Top Positive Factors

When end-users give IT incident resolutions a high score (9-10 out of 10), the top reasons are the speed of service and human aspects related to the service agent's attitude and skills.



Based on 423,510 responses for IT incidents

Positive factors when rating IT incidents

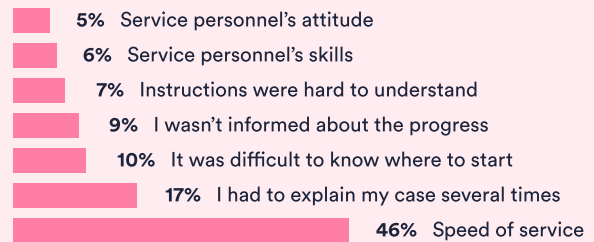
Results are based on HappySignals customers' data, rolling 6 month average ending at the end of the indicated quarter.

Positive Factors	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021
Speed of Service	30 %	30 %	29 %	28 %	28 %	27 %
Service personnel's attitude	21 %	21 %	21 %	20 %	20 %	20 %
Service personnel's skills	19 %	18 %	19 %	18 %	18 %	18 %
I was informed about the progress	12 %	12 %	12 %	12 %	13 %	13 %
Service was provided proactively	10 %	11 %	11 %	12 %	13 %	13 %
I learned something	8 %	8 %	9 %	9 %	9 %	9 %

Data set contains 3M+ end-user responses between 2019-2021

Top Neutral Factors

Speed of service is by far the most cited factor when end-users give a neutral score (7-8 out of 10).



Based on 423,510 responses for IT incidents

Neutral factors when rating IT incidents

Results are based on HappySignals customers' data, rolling 6 month average ending at the end of the indicated quarter.

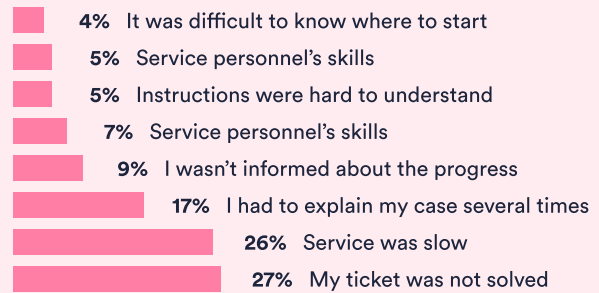
Neutral Factors	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021
Speed of service	46 %	48 %	48 %	46 %	46 %	46 %
I had to explain my case several times	16 %	16 %	16 %	18 %	18 %	17 %
It was difficult to know where to start	10 %	10 %	9 %	9 %	10 %	10 %
I wasn't informed about the progress	9 %	9 %	8 %	9 %	9 %	9 %
Service personnel's skills	8 %	7 %	7 %	7 %	7 %	6 %
Instructions were hard to understand	6 %	6 %	6 %	6 %	6 %	7 %
Service personnel's attitude	6 %	5 %	5 %	5 %	5 %	5 %

Data set contains 3M+ end-user responses between 2019-2021

Top Negative Factors

When end-users give negative scores (0-6 out of 10), the factors are often linked to the resolution process.

Ticket not being solved and having to explain the case several times may hint at ticket reassignments and prematurely closed tickets.



Based on 423,510 responses for IT incidents

Negative factors when rating IT incidents

Results are based on HappySignals customers' data, rolling 6 month average ending at the end of the indicated quarter.

Negative Factors	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021
Service was slow	28 %	28 %	28 %	28 %	25 %	26 %
My ticket was not solved	26 %	25 %	26 %	26 %	27 %	27 %
I had to explain my case several times	17 %	17 %	17 %	17 %	18 %	17 %
I wasn't informed about the progress	10 %	10 %	10 %	10 %	9 %	9 %
Service personnel's skills	7 %	7 %	7 %	7 %	7 %	7 %
Instructions were hard to understand	4 %	4 %	4 %	4 %	5 %	5 %
It was difficult to know where to start	4 %	4 %	4 %	4 %	4 %	4 %
Service personnel's attitude	4 %	4 %	4 %	4 %	4 %	5 %

Data set contains 3M+ end-user responses between 2019-2021

Incidents: Channels used

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
Chat	8%	7%	8%	8%	9%	8%
Email	20%	19%	18%	17%	17%	16%
Phone	28%	28%	28%	27%	27%	25%
Portal	34%	37%	37%	37%	36%	39%
Walk in	4%	4%	3%	2%	2%	2%
# Responses	295,591	365,718	408,463	420,236	429,333	423,510

* 1.12.2020-31.5.2021

Incidents: Channel Happiness

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
Chat	62	61	64	68	70	74
Email	67	66	68	73	73	75
Phone	69	70	74	76	75	78
Portal	62	64	68	71	71	73
Walk in	90	89	90	91	90	92

* 1.12.2020-31.5.2021

Incidents: Channel Lost Time

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
Chat	2h 40min	3h 10min	3h 15min	3h 4min	2h 36min	2h 29min
Email	4h 00min	3h 55min	3h 43min	3h 32min	3h 35min	3h 44min
Phone	2h 25min	2h 30min	2h 27min	2h 19min	2h 10min	2h 3min
Portal	4h 20min	4h 34min	4h 33min	4h 28min	4h 9min	3h 59min
Walk in	1h 11min	1h 13min	1h 30min	1h 49min	1h 37min	1h 53min

* 1.12.2020-31.5.2021

Incident Reassignments: Frequency

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

Reassignment count	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
0	56%	55%	56%	56%	56%	52%
1	29%	27%	27%	27%	27%	30%
2	7%	7%	7%	7%	7%	8%
3	2%	2%	3%	3%	3%	3%
4	1%	1%	1%	1%	1%	1%

* 1.12.2020-31.5.2021

Incident Reassignments: Happiness

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

Reassignment count	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
0	72	73	75	78	78	81
1	63	64	67	70	70	75
2	53	54	58	62	62	66
3	44	46	50	53	52	56
4	38	41	44	46	47	51

* 1.12.2020-31.5.2021

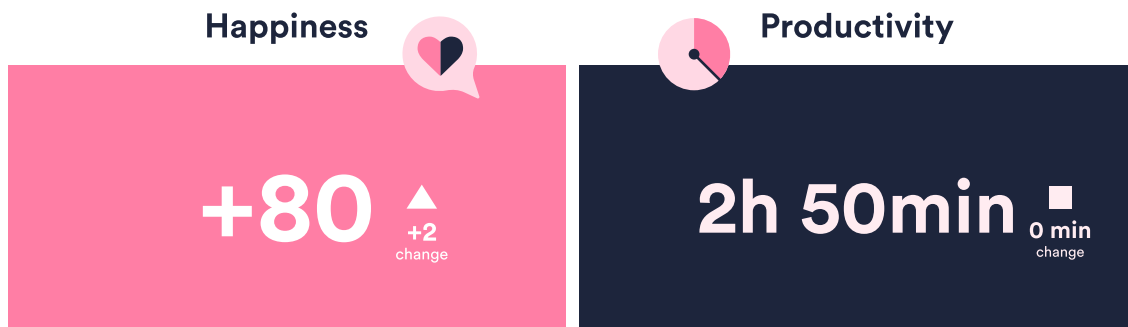
Incident Reassignments: Lost time

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

Reassignment count	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
0	2h 17min	2h 26min	2h 18min	2h 10min	2h 2min	1h 58min
1	3h 41min	3h 55min	3h 58min	3h 55min	3h 36min	3h 17min
2	5h 51min	6h 10min	6h 5min	5h 49min	5h 27min	5h 8min
3	7h 21min	7h 52min	7h 48min	7h 35min	7h 15min	6h 22min
4	8h 20min	8h 42min	9h 21min	9h 15min	8h 2min	7h 49min

* 1.12.2020-31.5.2021

IT Requests



Requests increased by 15% when companies went remote

One year later, the number of requests has come back down to pre-Covid levels.

Based on 218,941 responses for IT requests



Record highs regarding IT Requests

Highest results in both quantity and happiness

The number of requests went up by nearly 15% during the first half of 2020 when companies transitioned to remote work.

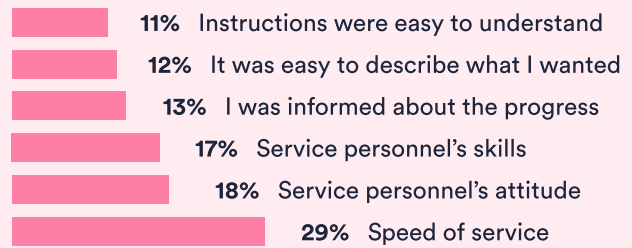
Despite the increased demands on Enterprise IT teams, the happiness decreased below pre Covid-10 levels. In fact, the happiness kept slowly going up by about 1 point per quarter, and has now reached a record high 80 points on average.

The results could be the result of IT end-users seeing how flexible and adaptive the IT Services were when faced with radical change, leading to a newfound appreciation for IT.

Another reason for rising scores could be the experience focus that HappySignals customers are pursuing. In a rapidly changing environment, having real-time experience data does make it much easier for IT to match stakeholder expectations regardless of how circumstances and needs change.

Top Positive Factors

When end-users give IT request resolutions a high score (9-10 out of 10), the top reasons cited are speed of service, service personnel's skills and attitude.



Based on 218,941 responses for IT Requests

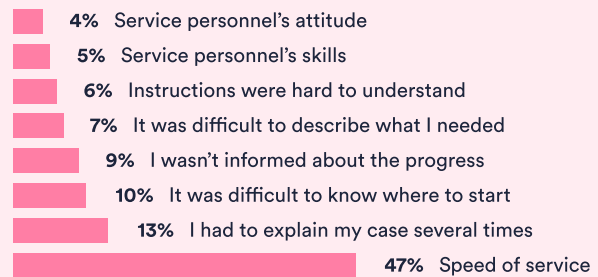
Positive factors when rating IT Requests

Positive Factors	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021
Speed of service	30 %	30 %	30 %	29%	29 %	29 %
Service Personnel's attitude	19 %	18 %	18 %	18 %	18 %	18 %
Service personnel's skills	17 %	17 %	17 %	17 %	17 %	17 %
I was informed about the progress	12 %	12 %	12 %	12 %	13 %	13 %
It was easy to describe what I wanted	12 %	12 %	12 %	12 %	12 %	12 %
Instructions were easy to understand	11 %	11 %	11 %	11 %	11 %	11 %

Based on over 3M end-user responses in the HappySignals Experience Management for IT Platform between 2019-2021

Top Neutral Factors

The top 2 neutral factors are the same as top 2 negative factors, related to speed of service and having to explain case several times.



Based on 218,941 responses for IT Requests

Neutral factors when rating IT Requests

Neutral Factors	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021
Speed of service	46 %	47 %	47 %	45 %	45 %	47 %
I had to explain my case several times	13 %	13 %	14 %	14 %	15 %	13 %
It was difficult to know where to start	8 %	9 %	8 %	10 %	9 %	10 %
I wasn't informed about the progress	9 %	10 %	10 %	8 %	9 %	9 %
It was difficult to describe what I needed	7 %	6 %	7 %	7 %	7 %	7 %
Instructions were hard to understand	6 %	6 %	6 %	6 %	6 %	6 %
Service personnel's skills	6 %	5 %	5 %	6 %	5 %	5 %
Service personnel's attitude	5 %	4 %	4 %	4 %	4 %	4 %

Based on over 3M end-user responses in the HappySignals Experience Management for IT Platform between 2019-2021

To avoid negative request scores, 3 key aspects to remember

When end-users are turning to IT with IT requests, a good score is much more likely if IT can:

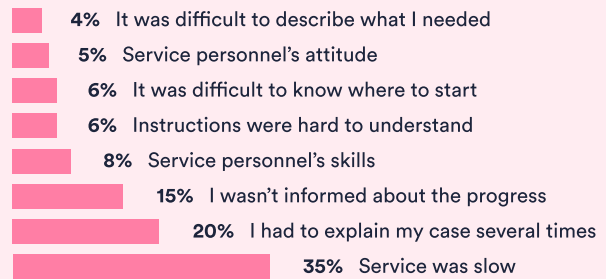
1. Provide fast service
2. Make sure it is easy for end-users to provide all relevant information
3. Keep end-users informed about progress

Keeping in mind that Service Portals constitute the first touchpoint in 51% of the requests, understanding the felt user experience in the portal is important.

In our global benchmark scores of all IT touchpoints, Portal as a tool received the lowest score of all of -26.

Top Negative Factors

When end-users submit IT requests, negative scores are likely if the service is slow and they have to explain the request several times.



Based on 218,941 responses for IT Requests

Negative factors when rating IT Requests

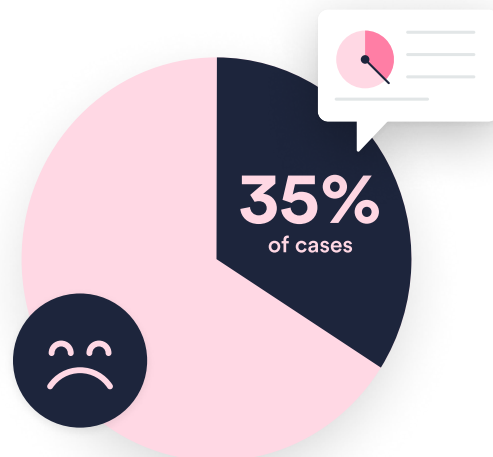
Negative Factors	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021
Service was slow	34 %	35 %	34 %	33 %	33 %	35 %
I had to explain my case several times	20 %	20 %	20 %	20 %	20 %	20 %
I wasn't informed about the progress	13 %	15 %	16 %	16 %	16 %	15 %
Service personnel's skills	11 %	10 %	10 %	10 %	10 %	8 %
Instructions were hard to understand	6 %	7 %	6 %	6 %	7 %	6 %
It was difficult to know where to start	6 %	5 %	5 %	6 %	6 %	6 %
Service personnel's attitude	5 %	5 %	5 %	5 %	6 %	5 %
It was difficult to describe what I needed	4 %	4 %	3 %	4 %	4 %	4 %

Based on over 3M end-user responses in the HappySignals Experience Management for IT Platform between 2019-2021

Speed matters when dealing with IT requests

35% complained about slow service when rating their experience with an IT request negatively.

Based on 218,941 responses for IT requests



IT Requests: Channels used

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
Chat	2%	2%	3%	3%	3%	3%
Email	15%	15%	14%	14%	15%	14%
Phone	22%	21%	20%	19%	19%	18%
Portal	45%	43%	40%	40%	47%	51%
Walk in	1%	2%	2%	1%	2%	2%

* 1.12.2020-31.5.2021

Incidents: Channel Happiness

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
Chat	74	72	72	75	75	76
Email	73	72	74	76	76	77
Phone	81	82	84	85	84	86
Portal	74	73	75	77	76	79
Walk in	92	92	91	92	93	93

* 1.12.2020-31.5.2021

Incidents: Channel Lost Time

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
Chat	2h 29min	2h 11min	2h 7min	1h 59min	1h 58min	2h 1min
Email	2h 43min	2h 36min	2h 37min	2h 36min	2h 29min	2h 36min
Phone	1h 0min	59min	58min	55min	57min	56min
Portal	2h 59min	3h 0min	2h 58min	2h 55min	3h 17min	3h 12min
Walk in	45min	54min	53min	53min	1h 5min	1h 6min

* 1.12.2020-31.5.2021

IT Requests: Reassignments frequency

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

Reassignment count	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
0	61%	61%	63%	65%	66%	69%
1	26%	25%	25%	25%	24%	22%
2	6%	5%	5%	5%	5%	5%
3	2%	2%	2%	2%	2%	1%
4	1%	1%	1%	1%	1%	1%

* 1.12.2020-31.5.2021

IT Requests: Reassignments Happiness

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

Reassignment count	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
0	79	79	80	80	80	82
1	75	76	76	77	78	79
2	66	63	65	69	68	69
3	64	63	64	65	62	63
4	50	51	55	57	56	59

* 1.12.2020-31.5.2021

IT Requests: Reassignments Lost time

Results are based on HappySignals customers' data, rolling 6-month average ending at the end of the indicated quarter.

Reassignment count	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020	H1/2021*
0	1h 43min	1h 41min	1h 54min	2h 4min	1h 59min	2h 4min
1	2h 38min	2h 32min	2h 41min	2h 42min	2h 40min	2h 50min
2	3h 56min	4h 19min	4h 19min	3h 45min	3h 51min	4h 12min
3	5h 5min	4h 23min	4h 32min	5h 5min	5h 16min	4h 59min
4	5h 48min	5h 28min	5h 44min	6h 0min	6h 15min	5h 53min

* 1.12.2020-31.5.2021

What type of IT end-users are the most common?

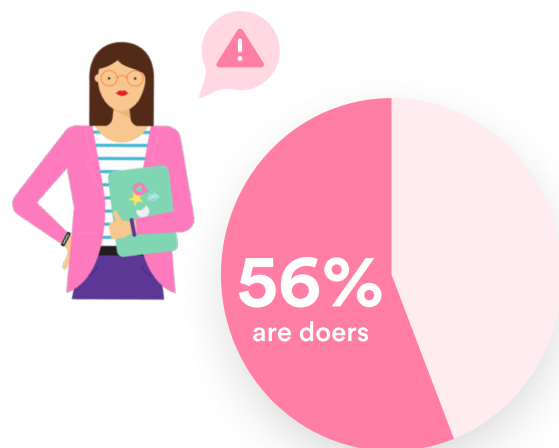
HappySignals captures 4 distinct types of IT end-user support profiles - Doer, Prioritiser, Supported, and Trier.

Each profile has different needs and wants when interacting with IT support and services.



56% of end-users contacting service desks are "Doers"

Doers are capable of solving IT-related problems themselves. People often ask Doers for help. Sometimes Doers will even try to teach others to solve problems themselves. Hence when asking for support, Doers want expert help.



Percentage of end-users per Support Profile

Support Profile	Q1/2017*	Q1/2018	Q1/2019	Q1/2020	H1/2021
Doer	49%	58%	60%	56%	56%
Prioritiser	38%	23%	21%	21%	20%
Supported	10%	14%	14%	15%	17%
Trier	3%	6%	5%	7%	8%

* In 2017 most customers were from Finland

When you can't ask a friend, you ask IT instead?

During the last Happiness Score™ Report measurement period, the share of tickets submitted by untechnical employees grew by 8%.

It is the type of end-users that might feel more comfortable asking a colleague for help in the office, than turning to IT.

When remote work became the norm, it was naturally much harder for these untechnical persons to ask their colleagues for help.

Another possible reason for untechnical end-users increased share of interactions with IT could be a result of devices at home not being set up the same way, requiring things like a secure VPN, access to files remotely etc. Issues that were very common in Q2/2020.

Untechnical employees logged more IT incident tickets during Covid-19

8% more untechnical people (Supported and Triers) contacted IT Service Desks during the pandemic than before.

We believe this is because peer support is not as readily accessible as it was when everybody was in the office together.

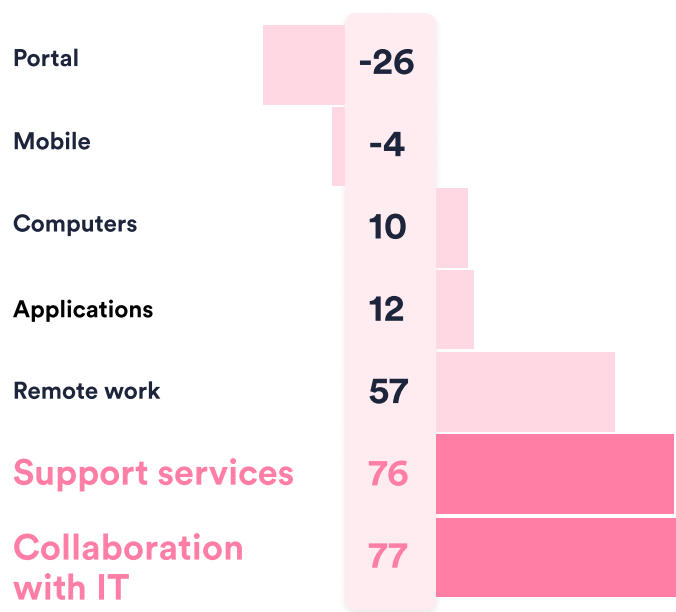


Based on 423,510 responses for IT incidents

Across all profiles, human interaction is valued highly

Service Personnels' skills and attitude, alongside speed of service, have consistently been the most commonly linked factors for a good score.

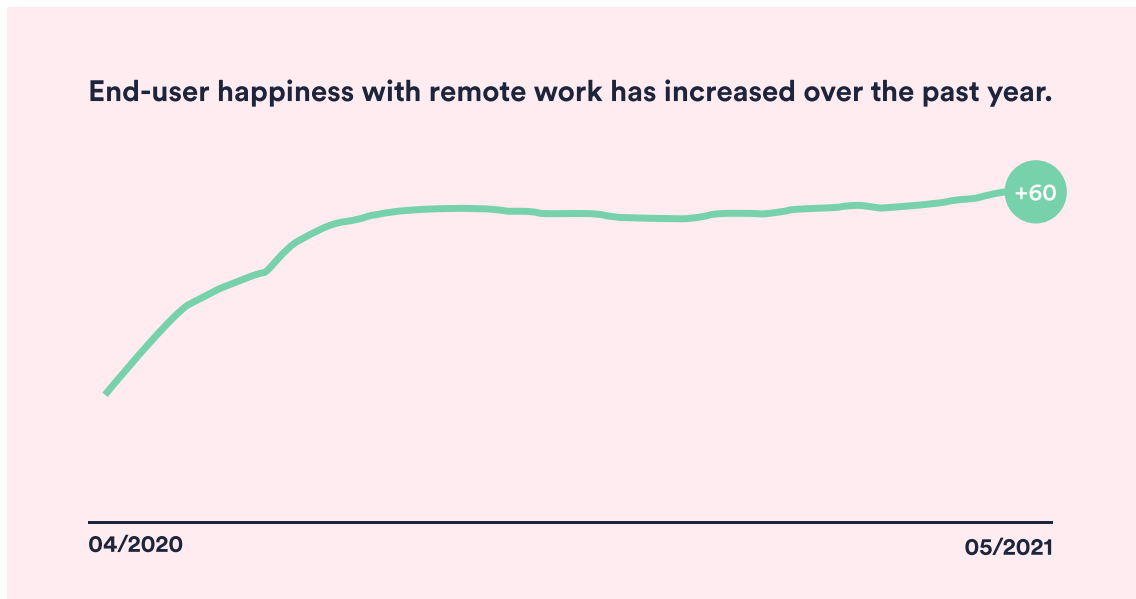
That human touch is visible when comparing end-user happiness across all measured IT touchpoints.



Remote work



A Year of Remote Work



We made the Remote Work survey available to our customers in the beginning of the pandemic. As the results started coming in, it was interesting to see certain changes as the months went by.

In the beginning, people were most unhappy with VPN access and their internet connection. Once IT got those connection issues sorted, but as remote work continued, the ergonomics of the home office started to be the issue. End-users were missing their second screen and other office equipment that they did not have access to at home.

When equipment, connections and other material needs were met, the collaboration challenges with colleagues started to get more attention from end-users.

We have already seen in the IT incident and request data, that human interaction is highly valued by end-users. As people realise that collaborating in person may not go back to what it was before, best practices for collaboration in a remote setting seem more important than before.

How was this data gathered?

HappySignals created the survey to measure the Remote Work Experience in March 2020.

Since then, we have gathered 321,935 responses. In this report, we use 120,409 responses from December 2020 to May 2021.

There are 39 times more employees that say remote work is efficient than there are employees saying that is inefficient



Reasons for positive remote work experience

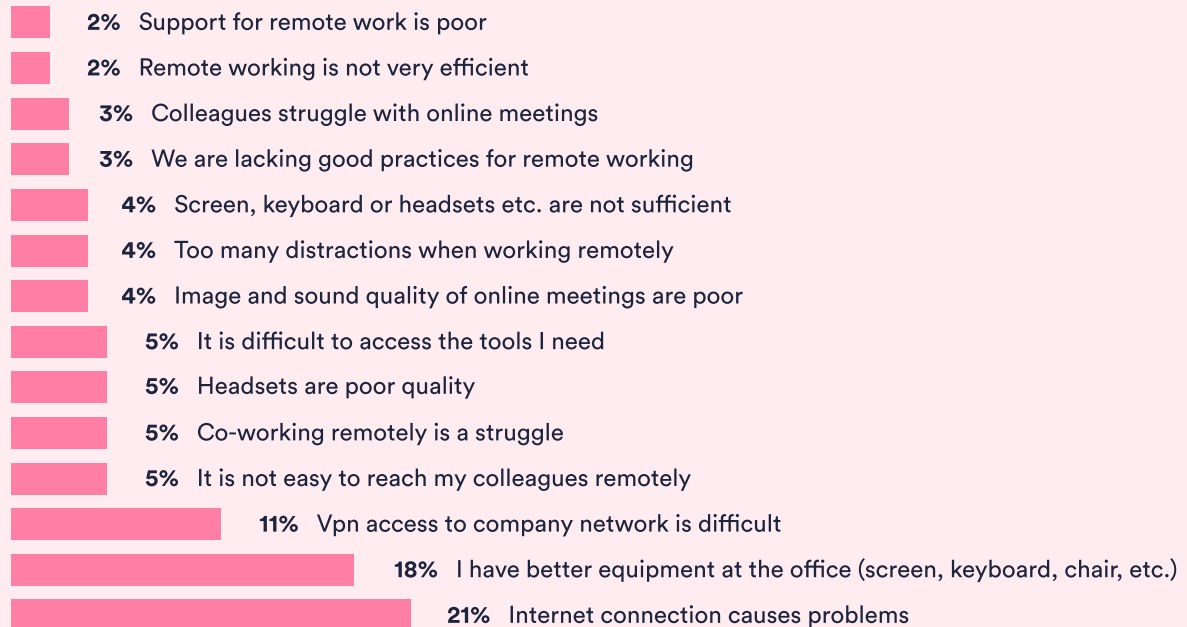
Top factors for end-users to be happy with remote work are related to interpersonal aspects.



Based on 120,409 responses on remote work

Reasons for neutral remote work experience

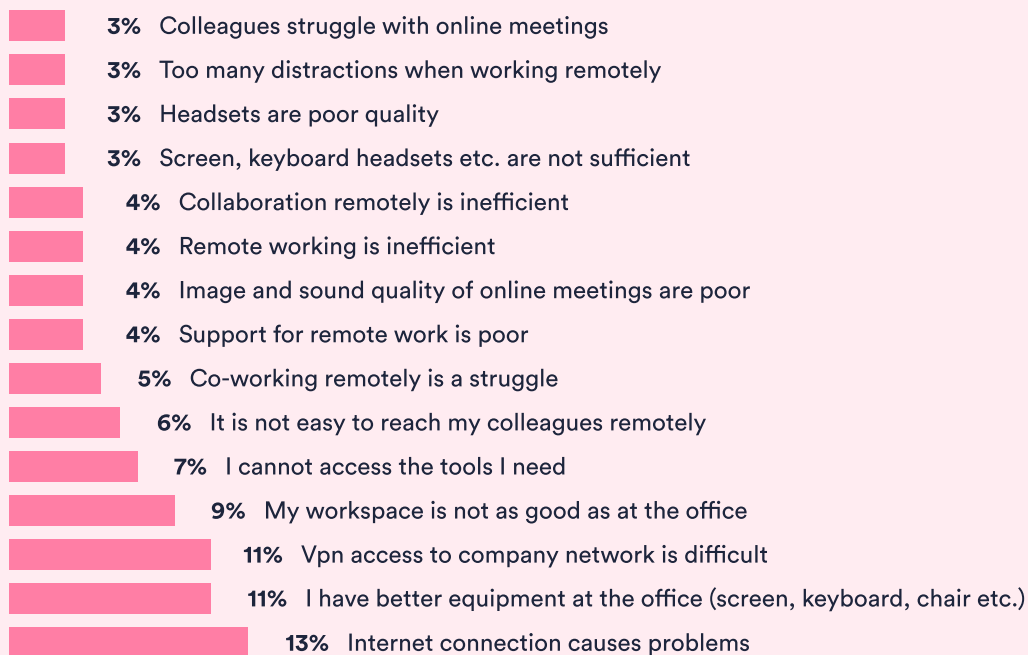
Top 3 factors for neutral feedback are the same as they are for negative feedback



Based on 120,409 responses on remote work

Reasons for negative remote work experience

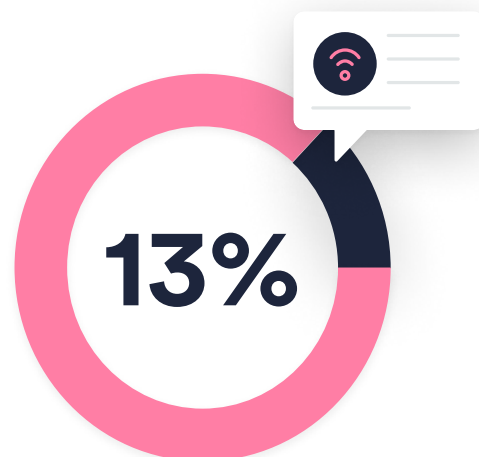
The reasons for negative feedback in relation to remote work have slightly changed since the first half of 2020 but connection issues and workspace ergonomics are still on the top.



Based on 120,409 responses on remote work

Bad internet connection is the biggest reason for not liking remote work

Based on 120,409 responses on remote work



Happy countries are less happy with IT

Comparison between country happiness and end-user ratings for IT services

When we looked at the country specific happiness with remote work, we started wondering why certain regions and countries were scoring remote work in a certain way.

Crossing the data between "Happiest Countries in the World 2021" and our Happiness Score™ with our own data around IT Happiness, an interesting pattern showed up.

There is a negative relationship between how happy people say they are in their countries, and how they score happiness regarding IT services.

End-users are impacted by their environment, and the way they rate IT services is not only reflective of service quality.

Using benchmark data to compare changes in country and IT happiness, can lead IT to make better decisions in allocating more or less resources to certain locations.

The happier the country, the lower the happiness with Remote Work.

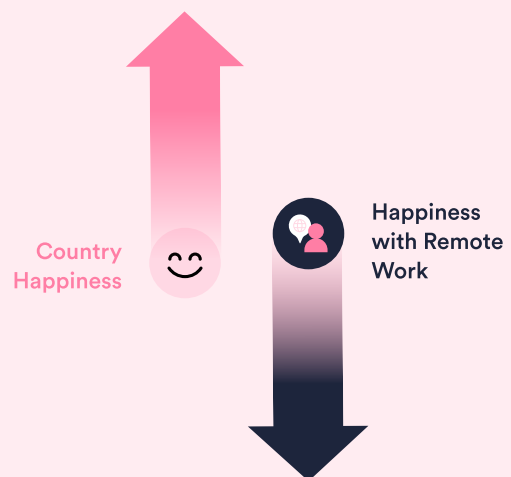
Countries happiest with remote work

1. Ukraine
2. China
3. Philippines
4. Thailand
5. Mexico

Countries least happy with remote work

1. Sweden
2. Norway
3. Belgium
4. Netherlands
5. Germany

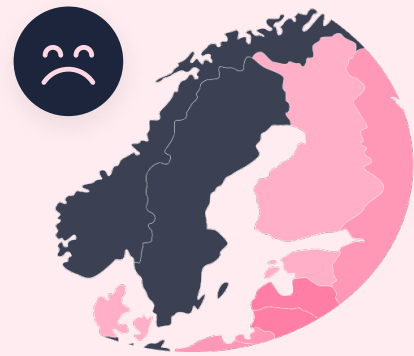
There is an inverse relationship between country happiness and happiness with Remote Work.



Based on 120,409 responses on remote work

End-users working in Sweden and Norway are least happy with remote work

Based on 120,409 responses on remote work



As Remote Work continued month after month, end-user expectations shifted

It has been interesting to see how expectations regarding remote work have shifted over the months. In the beginning, connection problems were common. Then IT took care of those.

After a few months, employees started noticing how their productivity and comfort was impacted by the home office environment.

Now after a year of working remotely and realising that for many remote work is likely to continue in one way or another, the expectations towards collaboration practices are rising.

Spring 2020

My internet and VPN connection is poor.

Ergonomics at home are not as good as in the office.

Spring 2021

If this is going to last, we really need to figure this out.

HappySignals terminology

Terms used in the report	Definition
Happiness	End-user satisfaction with internal IT services on a 10 point scale
Productivity	End-user perception of lost time with IT incidents/requests
Factors	Happiness + Productivity + Factors
Happiness Score™	Combined system for measurement and representation of end-user happiness and productivity in relation to internal IT services and support.
HappySignals Experience Management Platform for IT	SaaS platform that integrates with ITSM tools to bring together IT end-user feedback with operational data.

Happiness Score™ H1/2021

More information at
HappySignals.com

