

Decision-making with Human-Centric IT Experience

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HappySignals



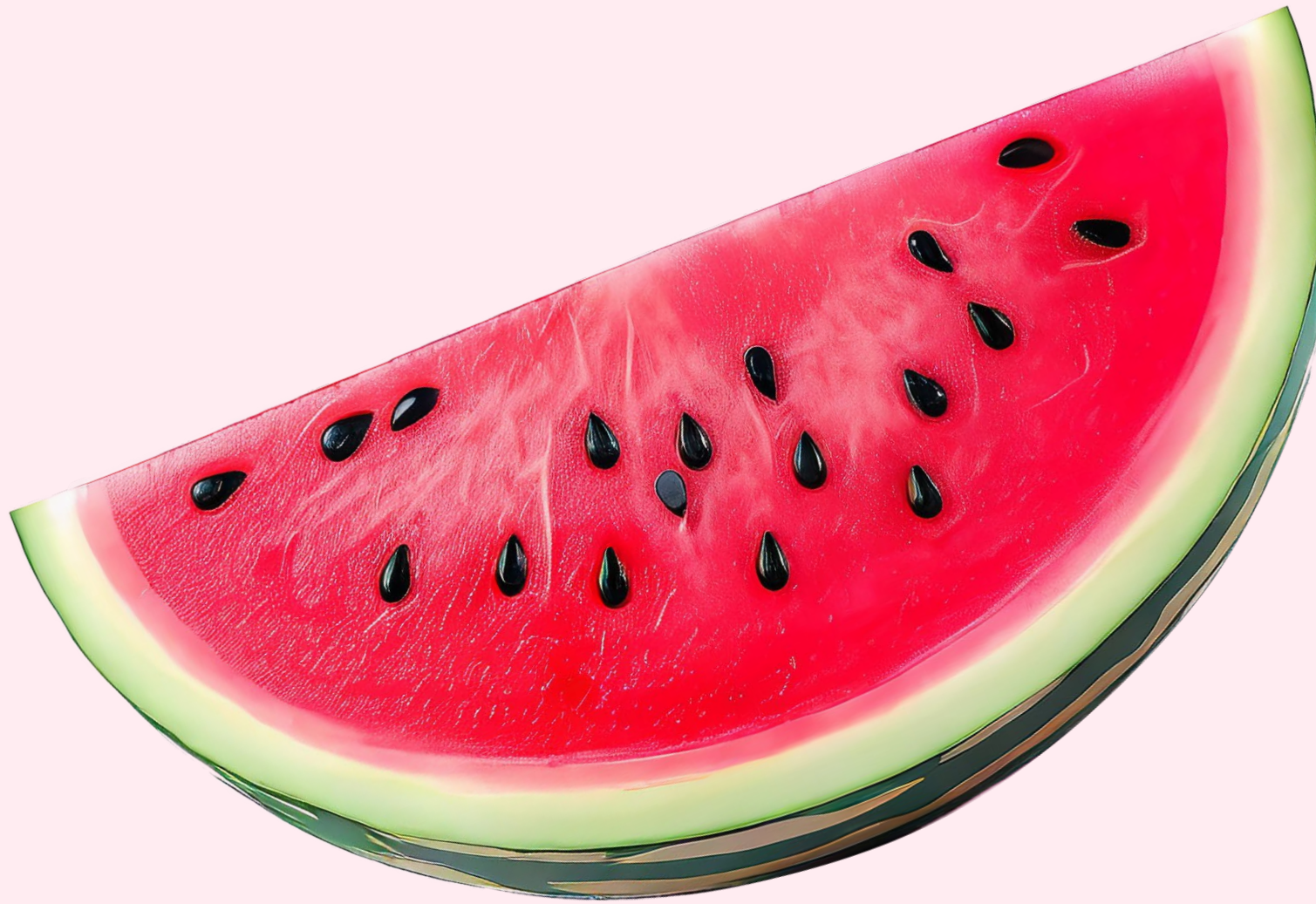


Frustration in IT Leadership





The Watermelon Effect



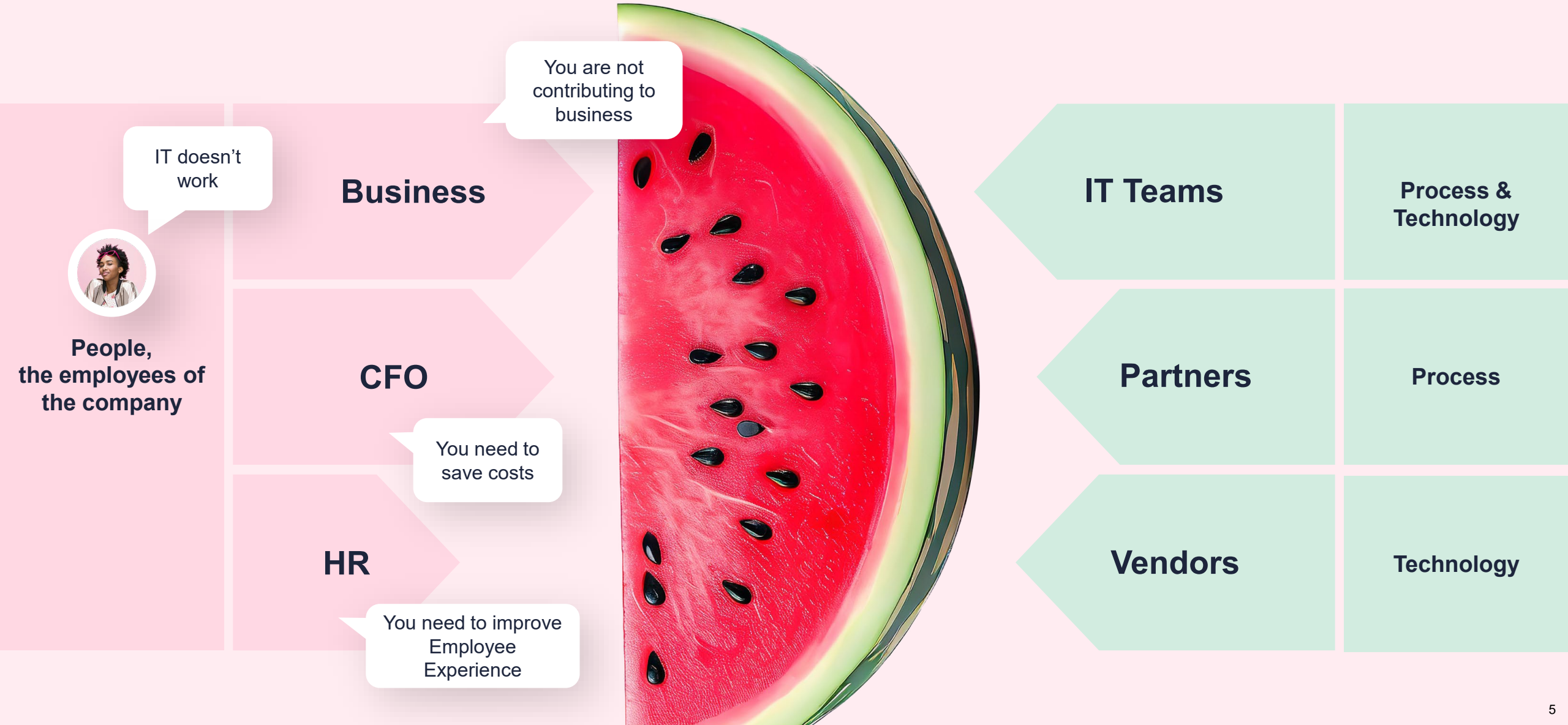


Old Way of Measuring IT





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Old Way of Measuring IT

How do we prove the value of IT to business?
How to be trusted by business?



People,
the employees of
the company

CFO

HR

CIO Office

IT Management Teams

BRM

IT Teams

Process &
Technology

Partners

Process

How do we lead IT teams, partners
and vendors with metrics that
matter to Business?

Technology



Human-Centric IT Experience

Simple metrics between IT and Business

Business

IT Teams

CFO

People

Happiness
How people feel
about IT?



Productivity
Where do people
lose time?

Partners

HR

Vendors

CIO Office

IT Management Teams



**Is Experience Management
expensive?**

No, not doing it is.

What if you don't do it?

End-user continue
to lose (a lot of)
work time



IT spends money
on things that
don't matter to
business

Employees leave
company because
of bad IT





With experience data you invest to things that matter

Role			Model			 	
Customer Success ...	+20	50	MacBook Pro 17"	+41	645		
Sales Development ...	+35	40	MacBook Pro 15"	+37	540		
Finance Assistant	+42	38	ThinkPad P1	+59	496		
Account Manager	+28	36	MacBook Air 13"	+18	480		
Sales Manager	-41	34	Precision 5500	+11	372		
Financial Advisor	+29	34	ThinkPad T14	+16	294		
Customer Success ...	+0	28	ThinkPad T15	+20	226		



People-First approach to IT decision making

Focus on Meaningful Problems to Solve



Fix related issues

People

Process

Technology

Model

↑ ↓

MacBook Pro 15"	+30	114
MacBook Pro 17"	+35	111
MacBook Air 13"	+10	105
Precision 5500	-2	82
ThinkPad P1	+20	80
ThinkPad T14	+13	62
ThinkPad T15	+37	60



People-First approach to IT decision making

Model



MacBook Pro 17"	+41	↑ 14	645
MacBook Pro 15"	+37	↑ 12	540
ThinkPad P1	+59	↑ 24	496
MacBook Air 13"	+18	↑ 12	480
Precision 5500	+11	↑ 11	372
ThinkPad T14	+16	↑ 9	294



What's happening

Between May 20, 2024, and May 20, 2025, employee happiness was **+32**. The trend is strongly upward, based on 3,841 responses during this period.

People

Process

Technology

Validate value
via Experience



Verify via metrics

People First Approach



People



Process

Technology

**But this is the reality
about what data we have**



People

Process

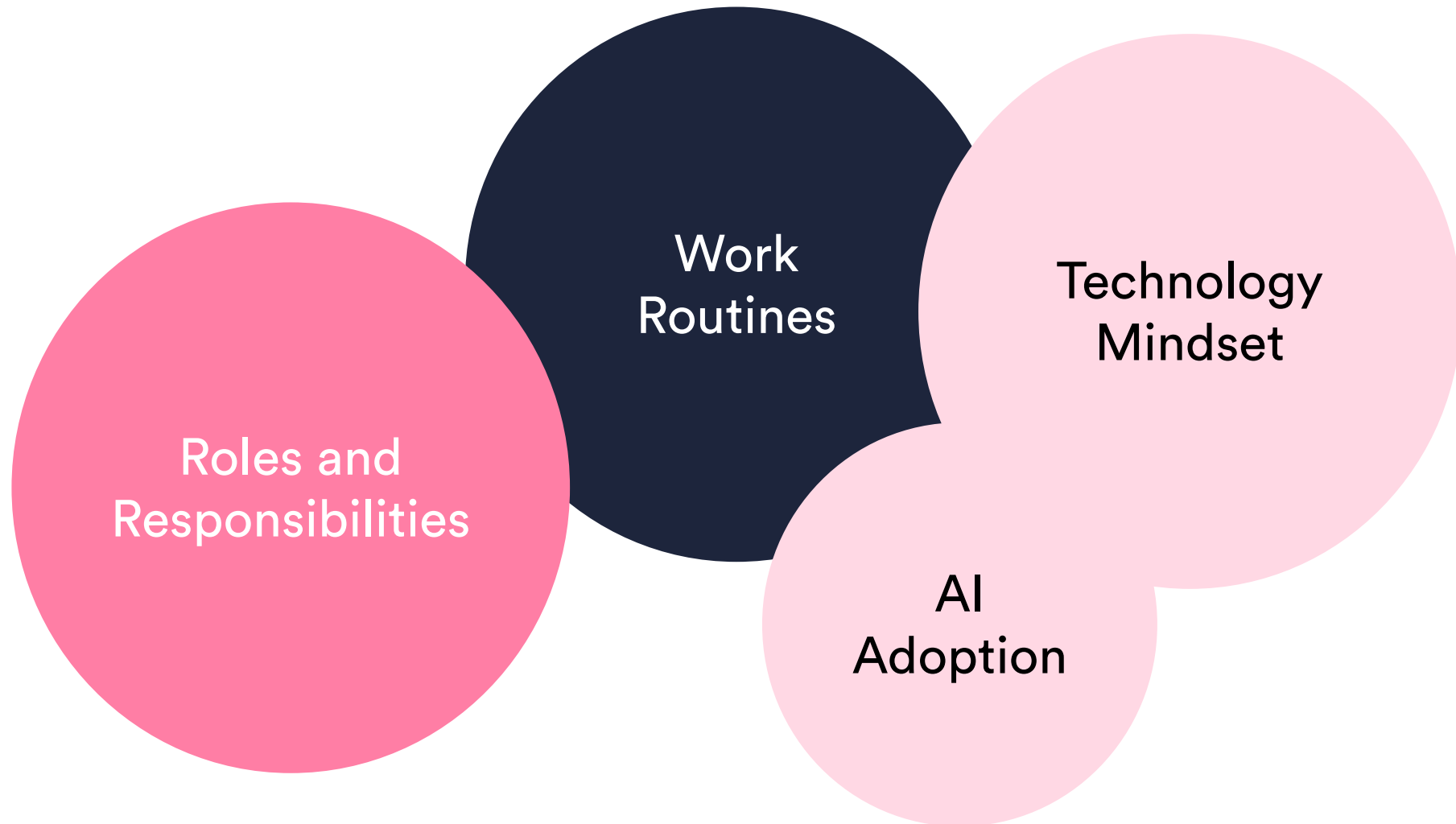
Technology







Areas of Employee data





Attitude towards AI

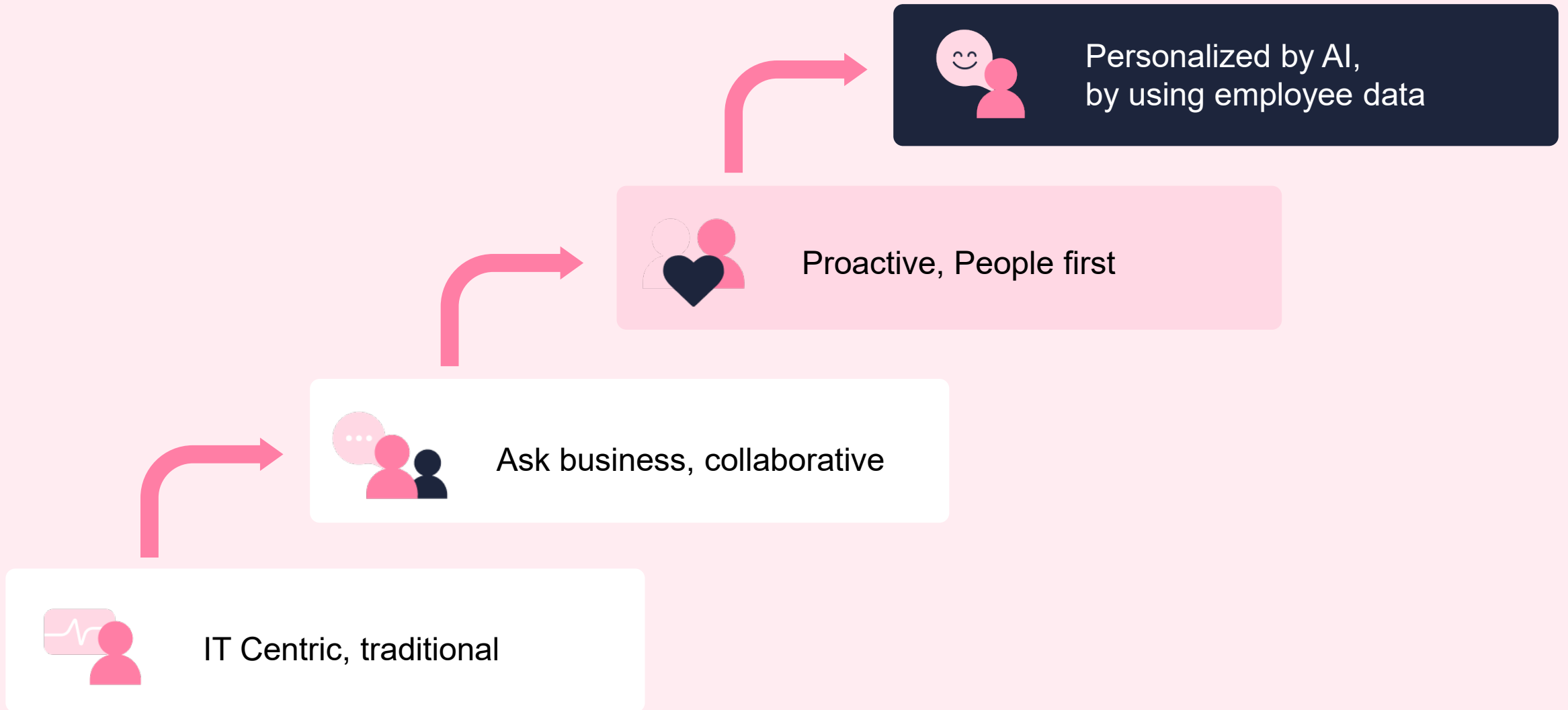
Employee group	Responses	Happiness
Excited about using AI	3132	+80
Would like to learn to use AI more	9456	+78
Not interested in AI	4469	+73
Do not trust AI	5684	+38

Are
employees
ready?

How people
experience
AI?

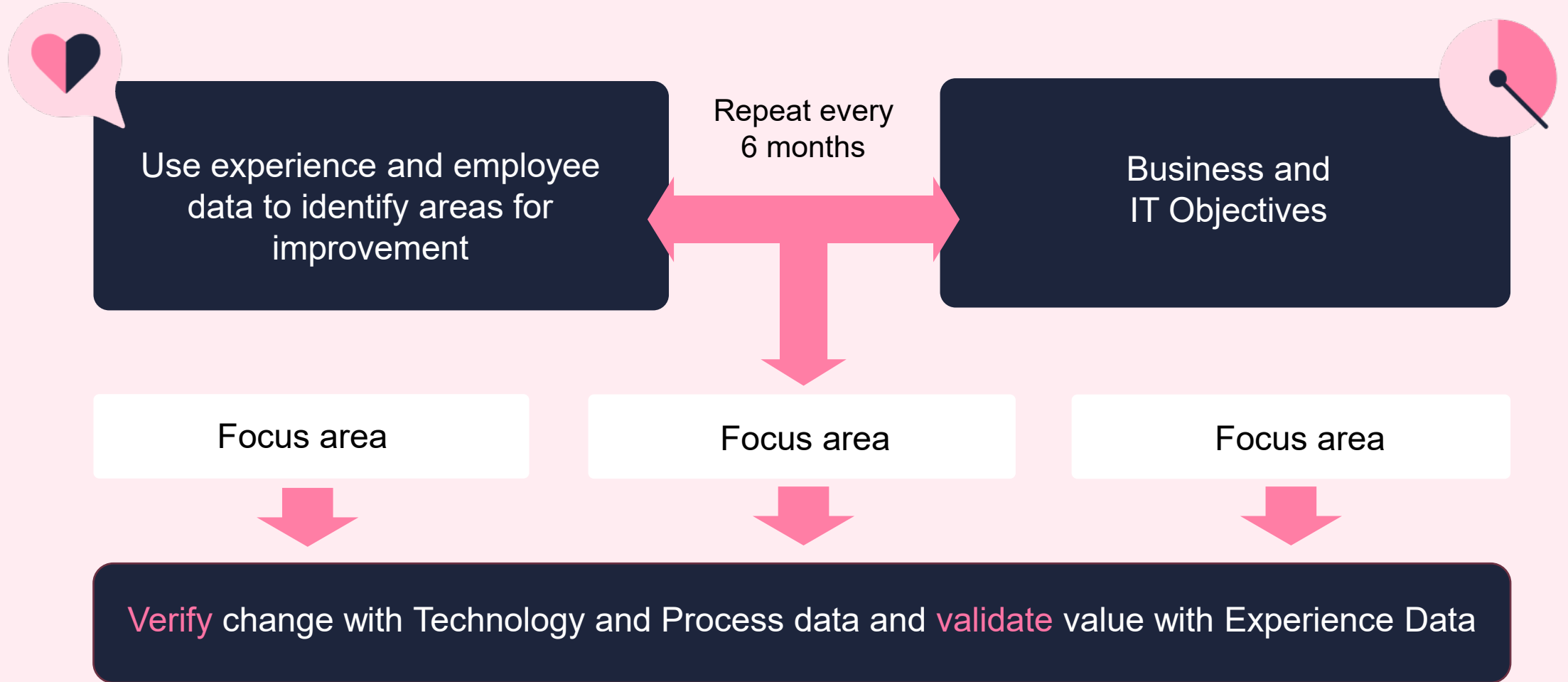


How Human-Centric IT is?





Focus. Fix. Validate. Repeat.





Human-Centric IT Experience

26%

Higher
End-User
Productivity

24%
Improved IT
Experience

Comparison to Global IT
Experience Benchmark

12M

Responses from +130 countries

Biggest benefits for your Organization?

Happier end-users

89%

Better focus for IT teams

64%

IT can make better decisions

64%

More motivated IT employees

64%

Ability to show clear value to business

57%

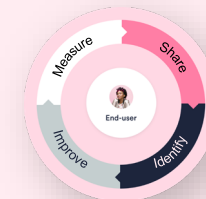
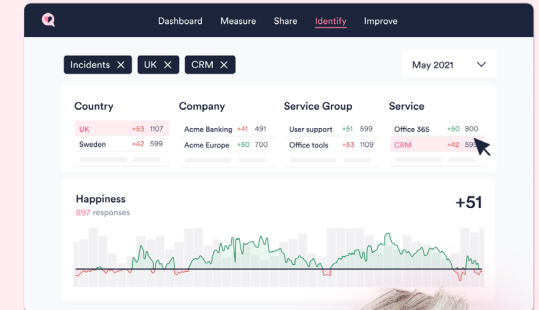
More productive end-users

57%

Better collaboration with partners

55%

Out-of-the-box Product and Framework



**ITXM
Framework**
A research-backed approach
of proven practices





Thank you!



Leading Employee Experience Management Platform for IT

