

Happiness Score™

Benchmark for IT and Service Experience

Q4 / 2020

A decorative graphic in the bottom right corner of the slide. It shows a light blue desk surface. On the desk, there is a blue rectangular pen holder with several small circular holes, containing a blue pen. Next to it is a blue stapler. The background of the slide is a solid light blue color.

Based on 979,061 responses



What is Happiness Score™?

Happiness Score™ is a measurement for overall IT and Service Experience and tells you "Why" something is happening.

Happiness Score™ Benchmark is data from 3 million end-user responses in over 130 countries. It's based on continuous measurement of all HappySignals customers.

You can easily compare your IT and Service Experience performance against other companies globally.

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How was this data collected

Where does the data come from?

Happiness Score™ data is collected from all HappySignals customers.

Most of these large organisations and enterprises have employees in several countries.

Among this group there are Managed Service Providers (MSP) who use HappySignals with their customers - enterprises and public sector organisations.

All responses are from IT end-users. It's their honest feeling about a service.

Feelings start to become facts when you have huge volumes of experience data. In this Happiness Score™ report we want to show what can be found from end-user experiences of almost 1 million responses.

How is this data gathered?

Service Management:

All the end-user responses about service management is asked immediately when tickets have been resolved. Surveys are always sent after each ticket, asking the employee to accept the resolution by rating the service experience. The average response rate with HappySignals is about 30%.

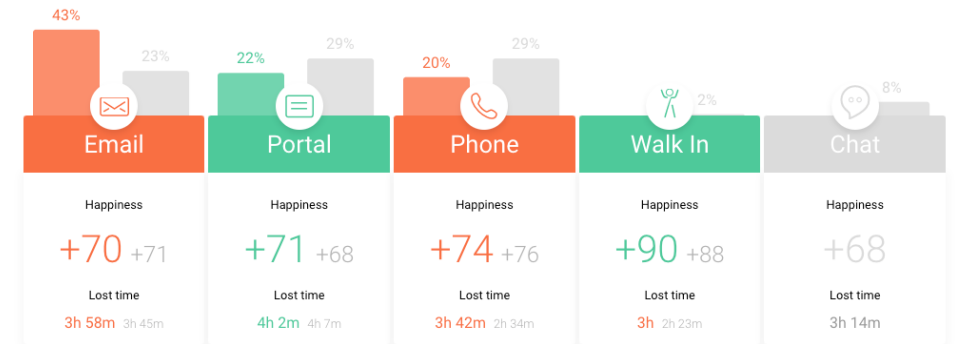
Additional survey to customers:

As a part of the Q4/2020 Happiness Score report we sent an additional survey to our customers, with 65% of customers giving their input.

The goal of the survey was to understand the ways of working with Experience Data.

If you are/would be our customer

In HappySignals you can compare your end-users experience to Happiness Score™ benchmark. This helps you to understand your employees' happiness in services and to recognize the areas that can be improved.



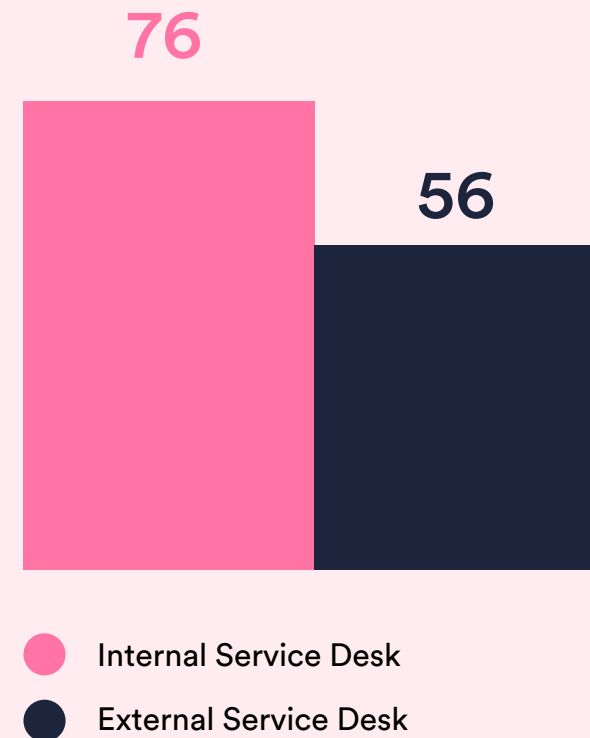
HappySignals

Example of customer views in the product. Grey is benchmark.

Agenda: Differences in internal and external service desks

- Overall Scores: Internal vs External
- CIO's priorities – how does that influence scores
- Differences in way of working
- Agreement models: Rewards vs Sactions
- Are agents getting different feedback?
- Channel usage and reassignments

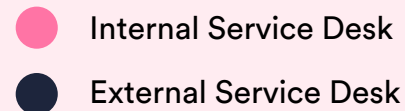
At the time of taking
HappySignals in to use
Internal Service Desks
have a 36% higher
score than External



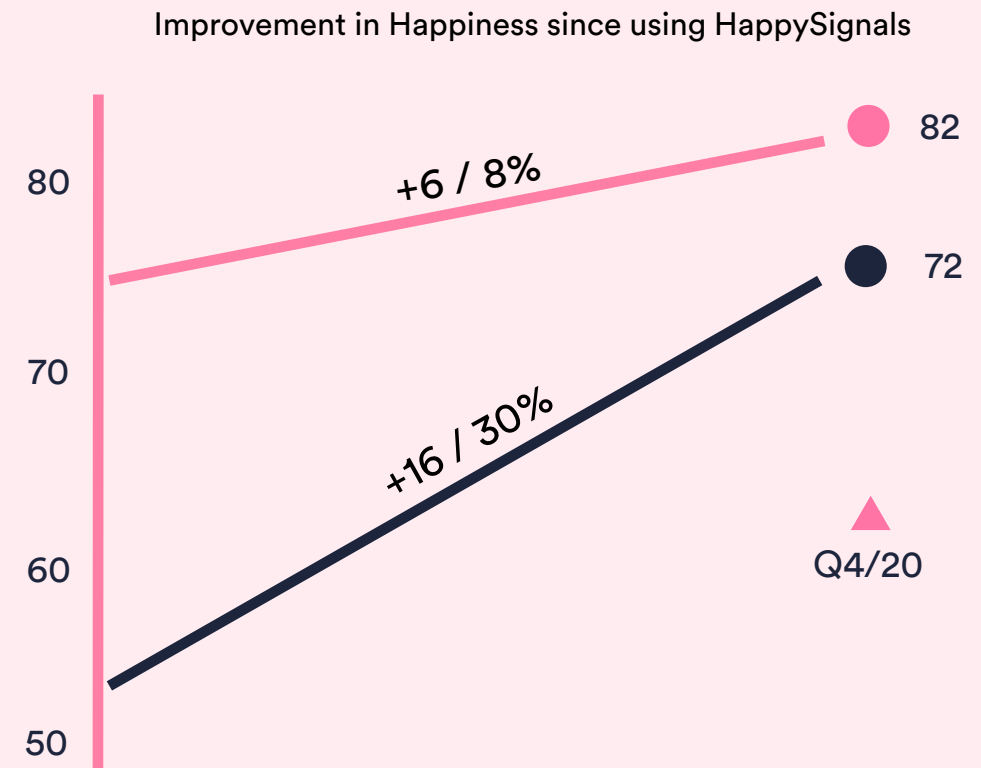
Based on Happiness Score™

External Service Desks are better at using experience data.

Happiness increase is 30%

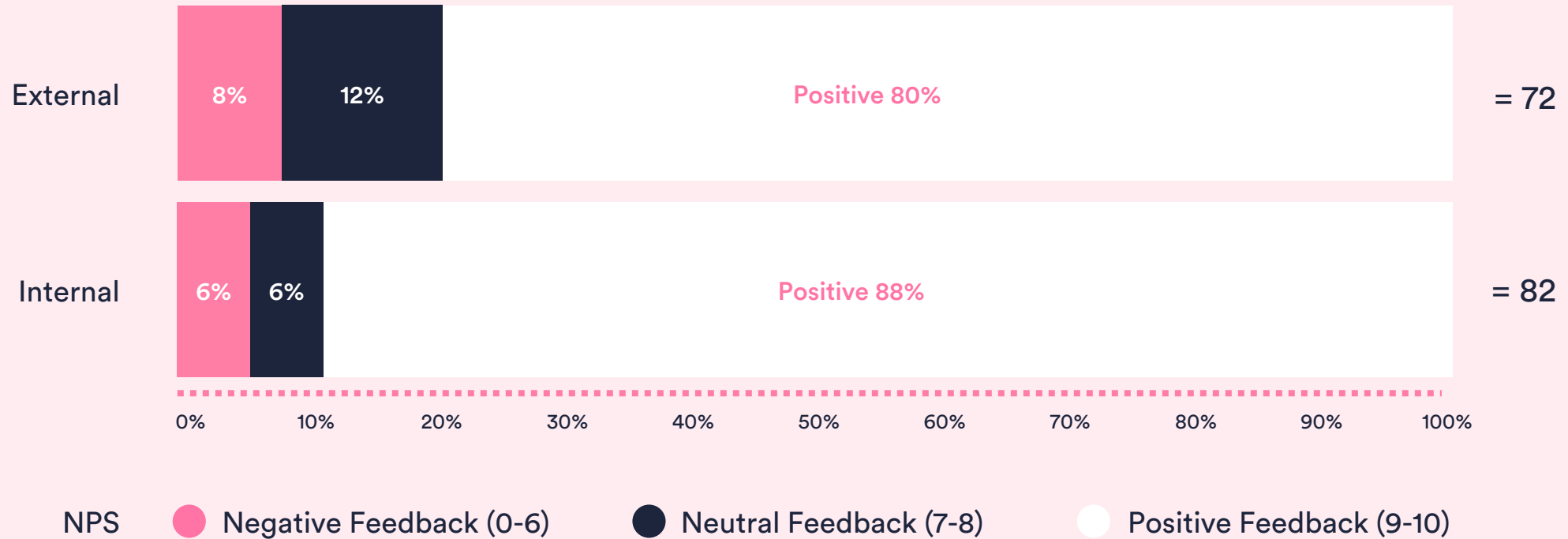


Based on Happiness Score™



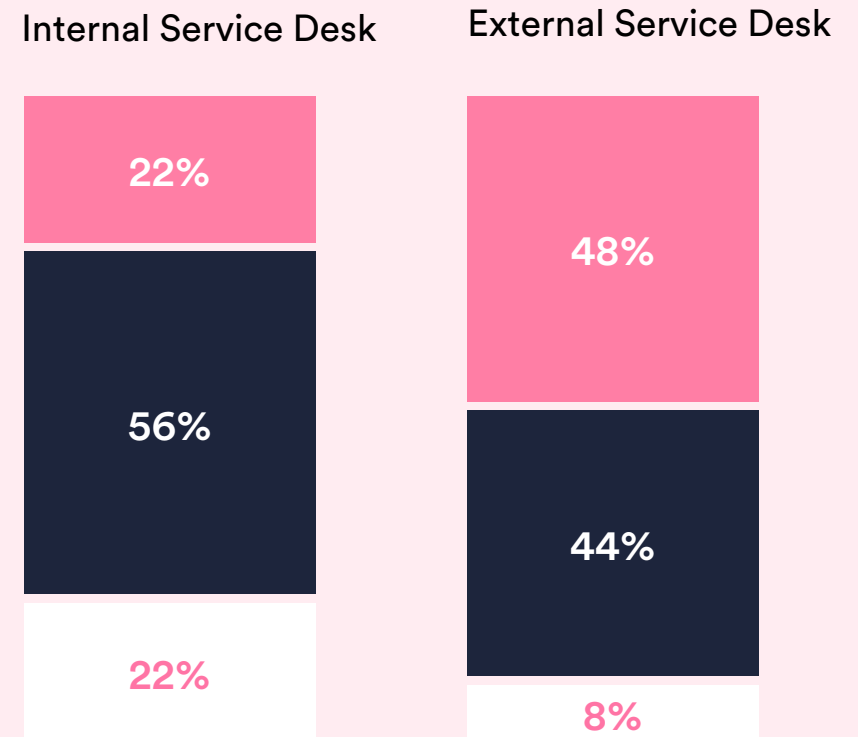
Internal IT Services get 88% Positive Feedback

Less than 10% of negative feedback (0-6 NPS) regardless of internal or external IT



External Service Desks more often have end- user experience as a main target

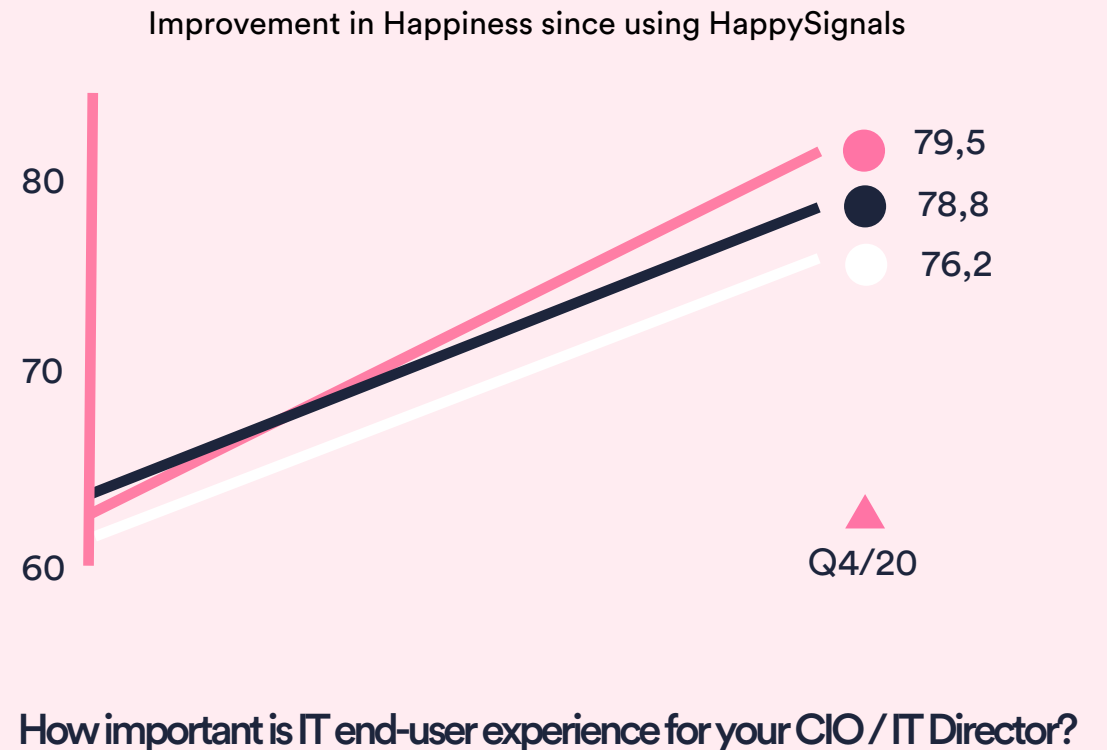
- Main target
- Important but not the main target
- Somewhat important



How important is IT end-user experience for your CIO / IT Director?

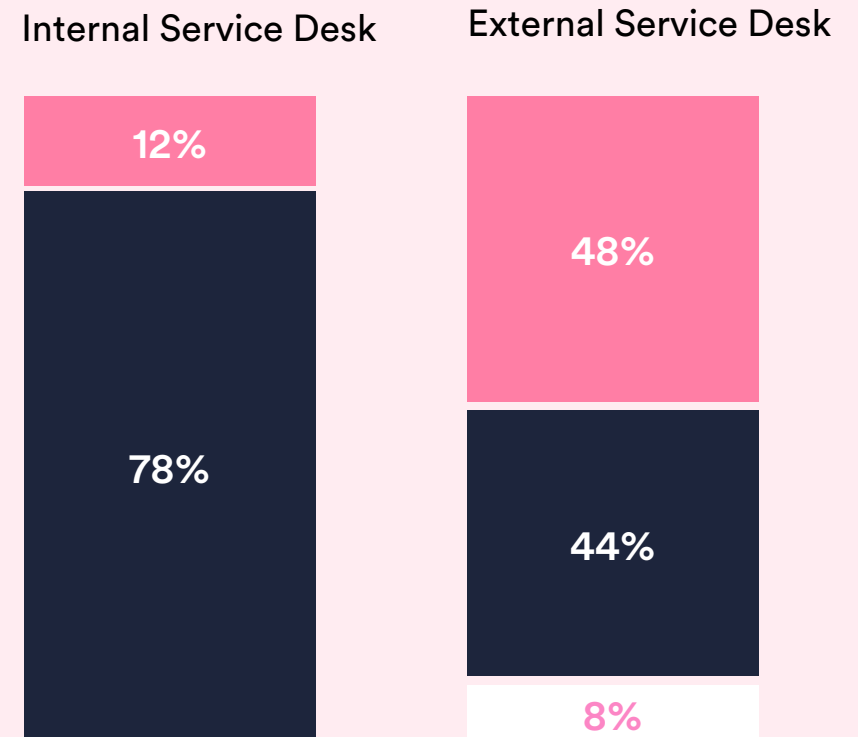
If experience is CIO's main target that helps to improve the happiness of End-users

- Main target
- Important but not the main target
- Somewhat important



External Service Desks are **more systematic** in using experience data to find improvement areas

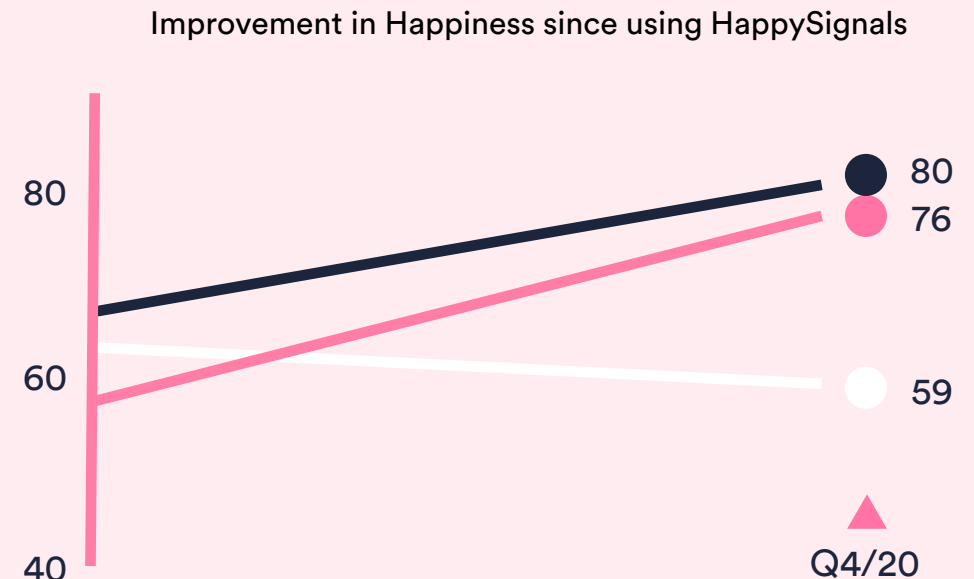
-  We have a model/process to find areas for improvement
-  Sometimes, but not systematically
-  Rarely or never



Do you recognise development areas by using experience data?

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Do you recognise development areas by using experience data?

The best results are seen by IT that first focuses on Experience



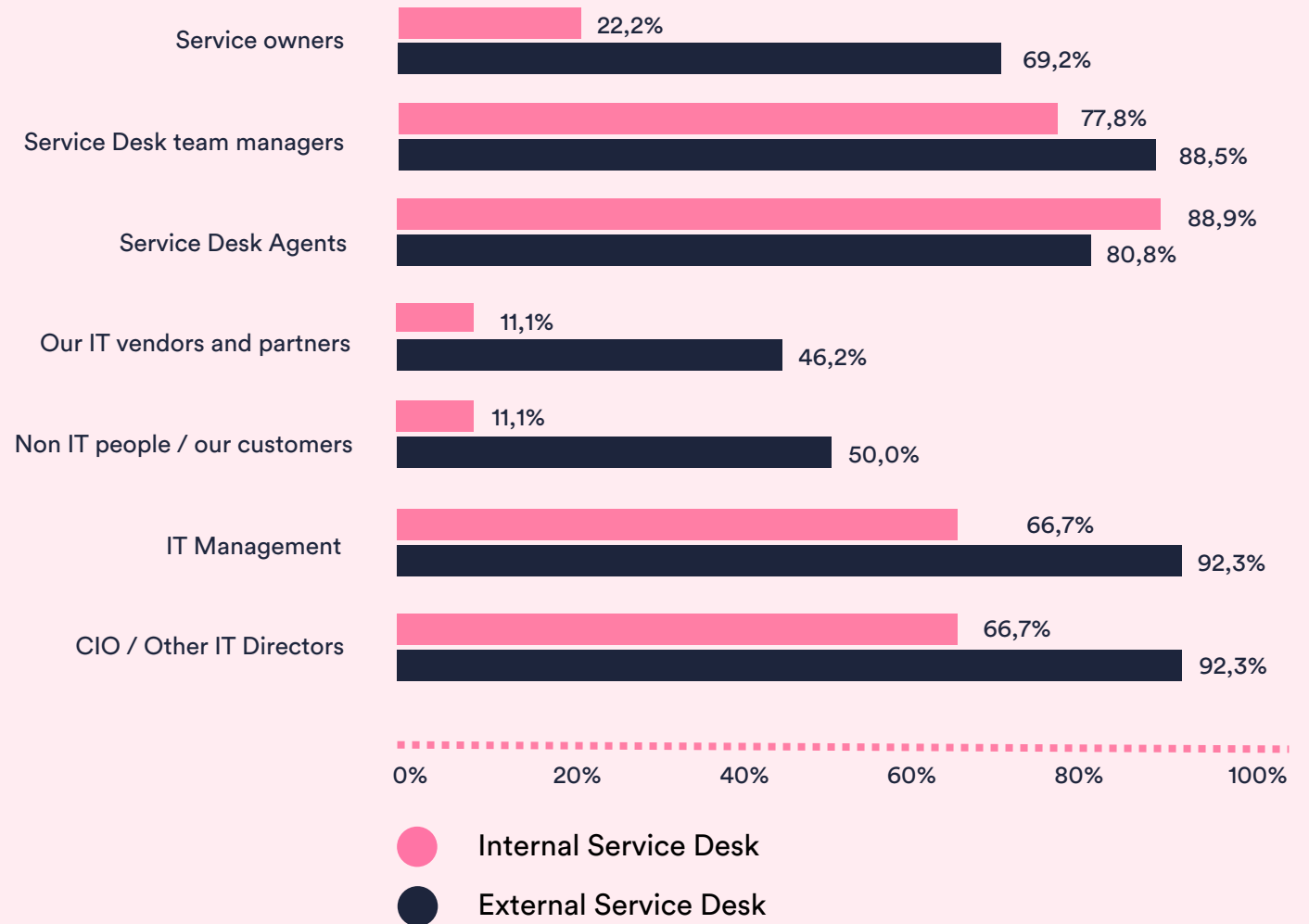
Start by identifying development needs with experience data. Do this together with all stakeholders.

Strengthen your Insights/case with hard data from event data.

Choose appropriate Action

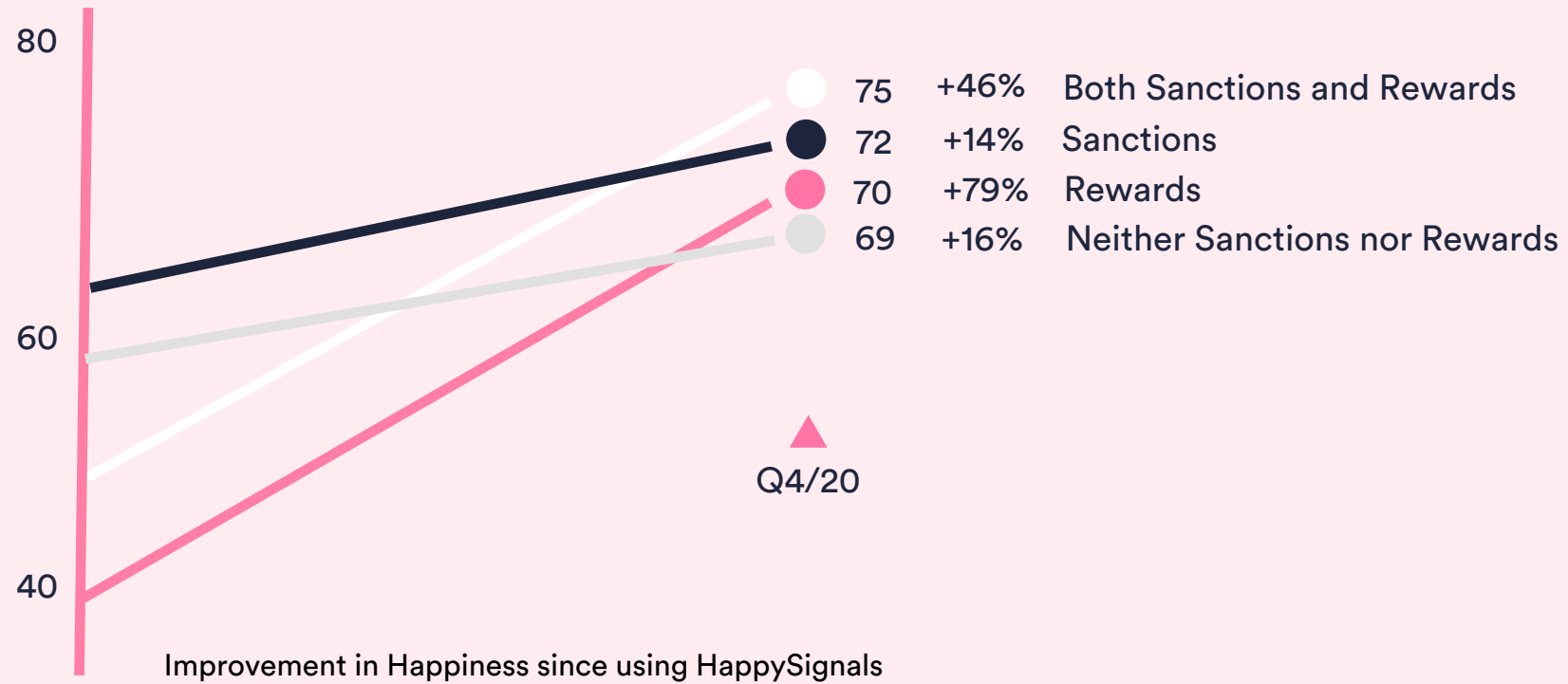
External Service Desks are much better at sharing experience data across the organisation

Experience feedback data is continuously shared to

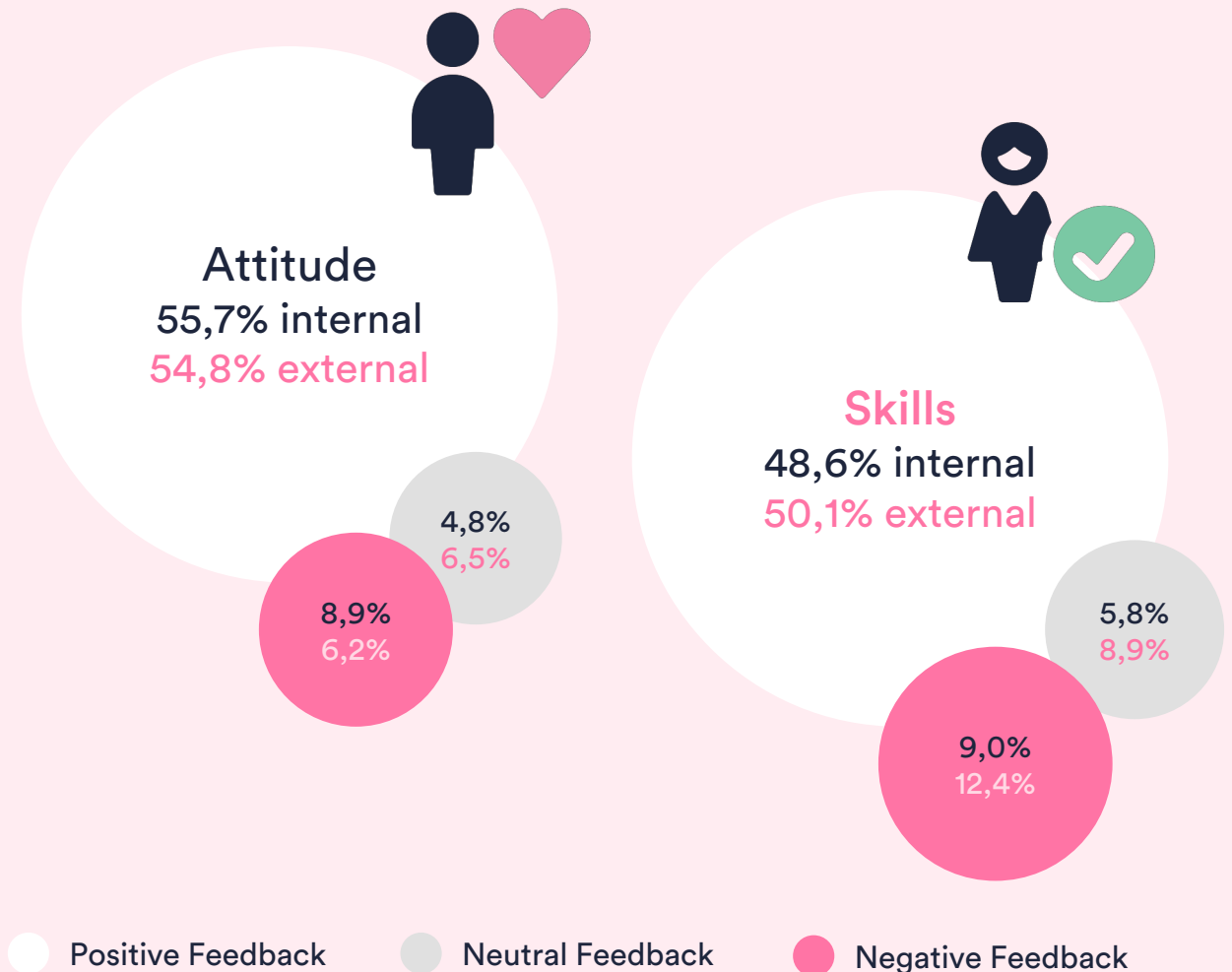


Based on Happiness Score™ and 406,247 responses.

If end-users are not happy with your external service provider, **the best way to improve is through rewards**

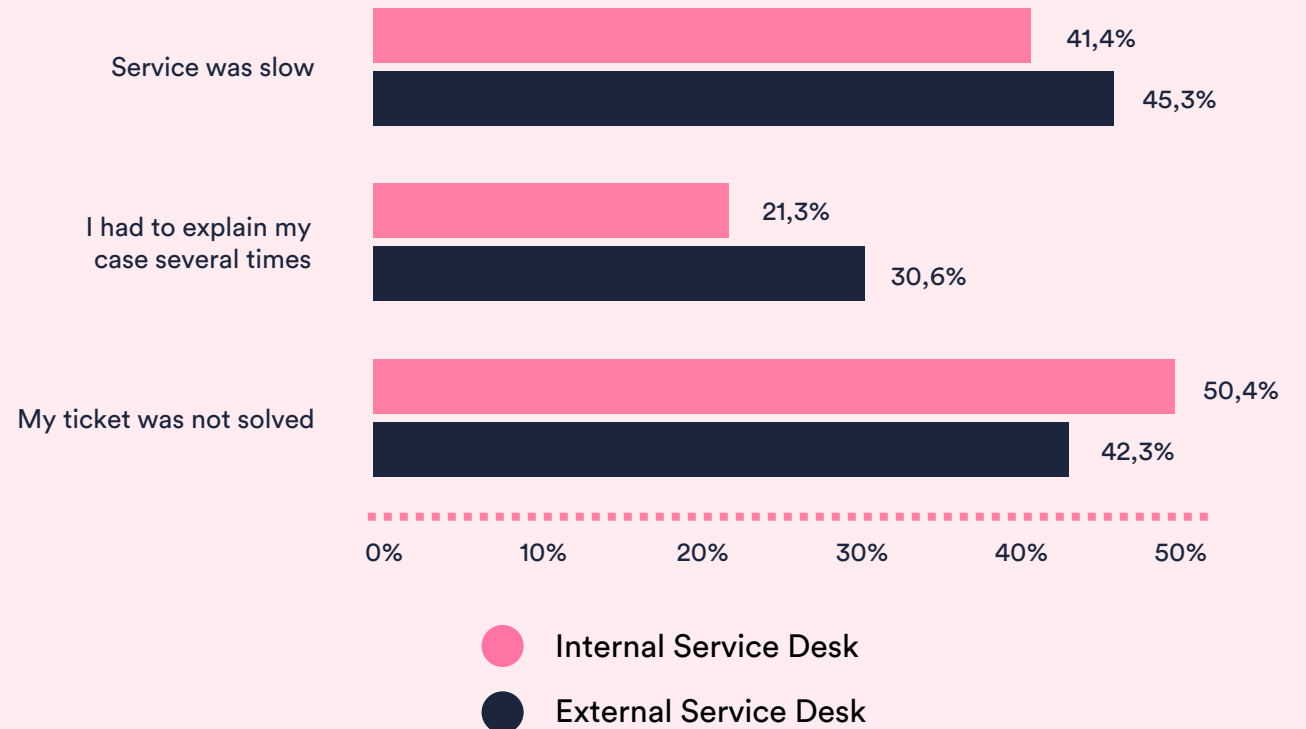


End-users value service agents, regardless of them being external or internal personnel



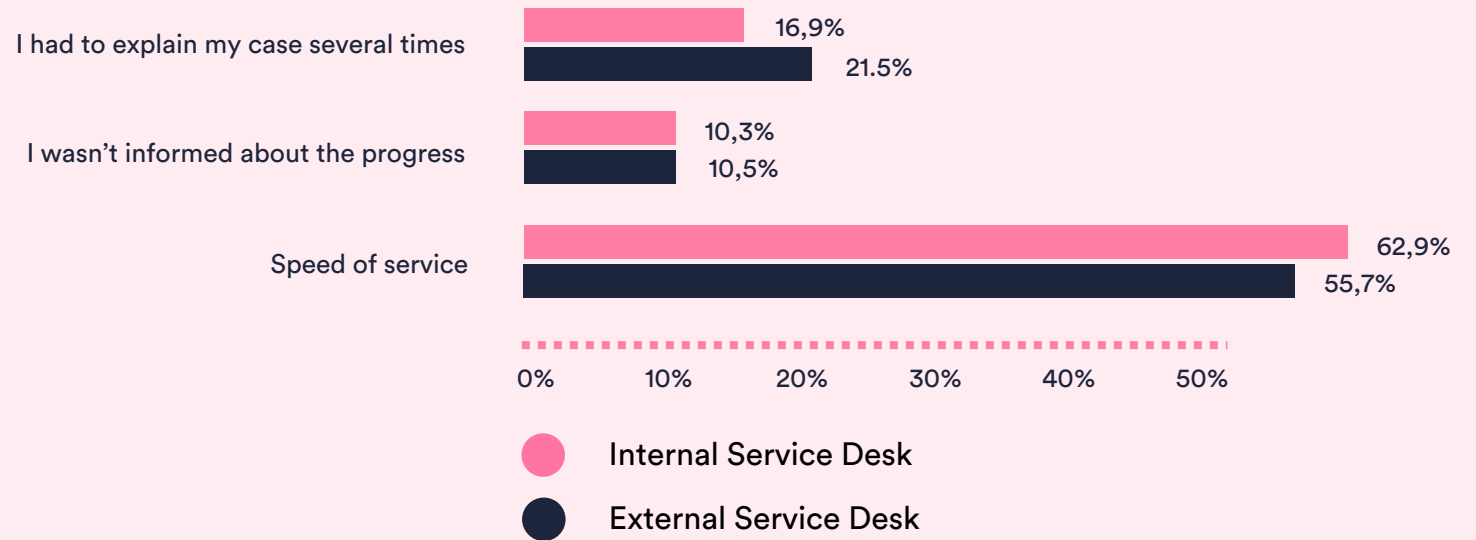
Based on Happiness Score™ and 406,247 responses.

Top 3 negative feedback factors shows the negative impact of reassignments in external service desks



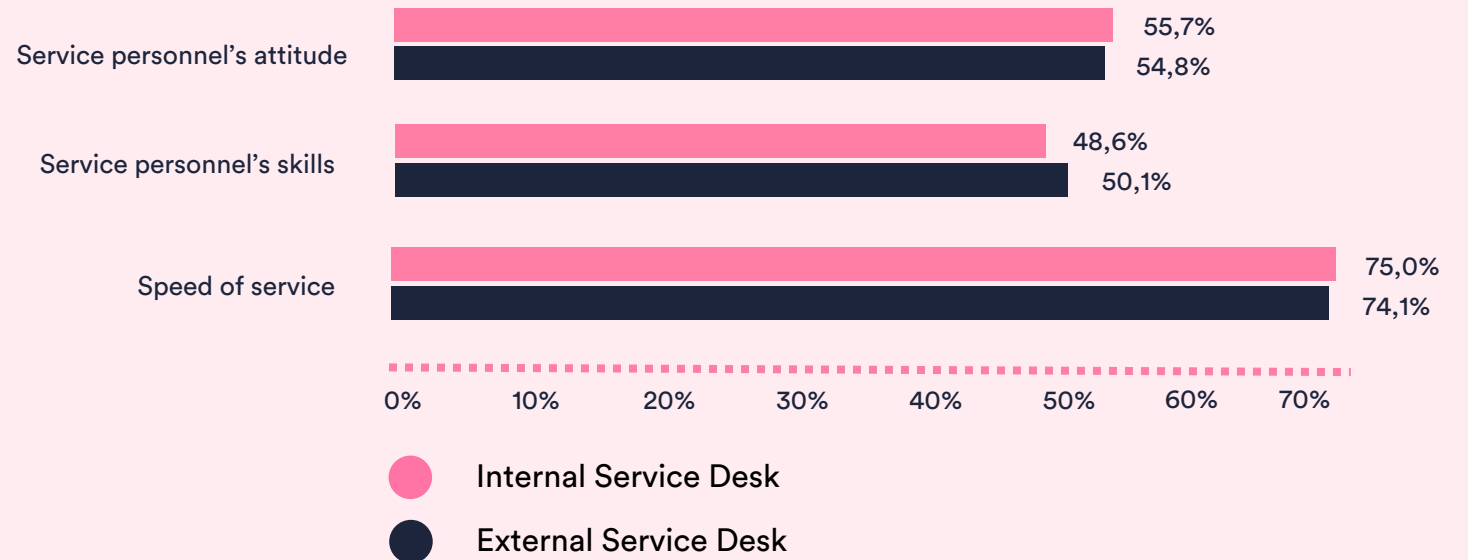
Based on Happiness Score™ and 406,247 responses.

Top 3 reasons for a neutral score show ticket bouncing is more often an issue with external service desks



Based on Happiness Score™ and 406,247 responses.

3 main factors for positive feedback are the same regardless of internal or external IT

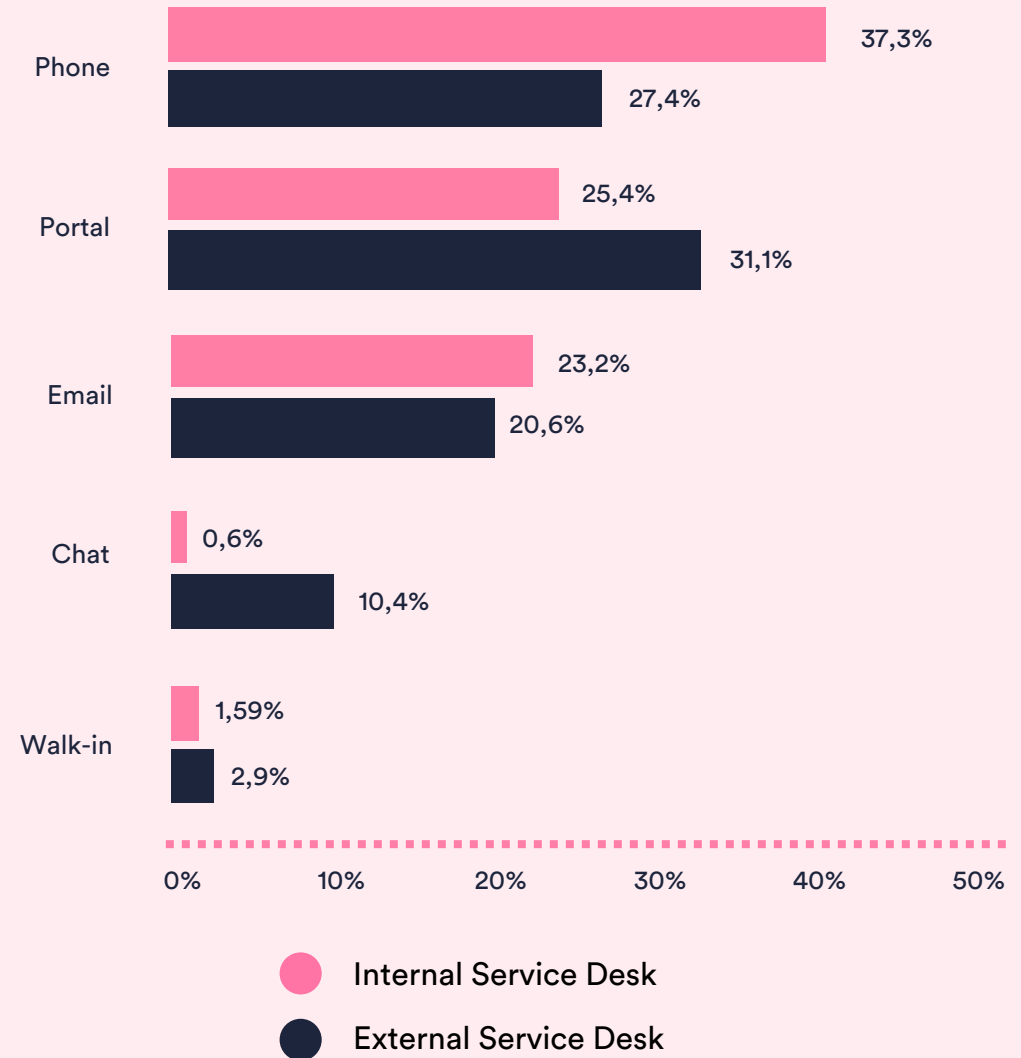


Based on Happiness Score™ and 406,247 responses.

End-Users of Internal Service Desks use the Phone much more and chat much less.



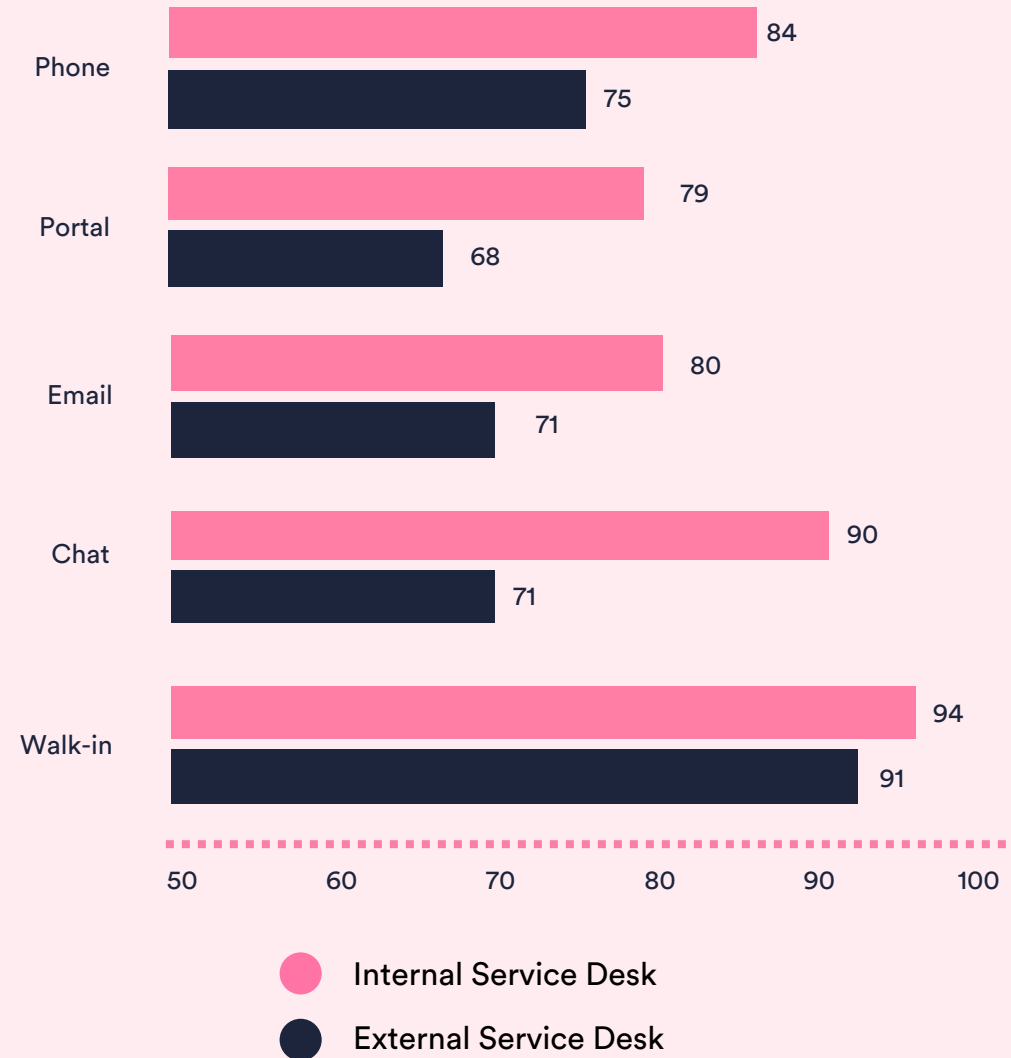
Based on Happiness Score™ and 406,247 responses.



Regardless of channel, Internal Service Desks have higher end-user Happiness Scores™



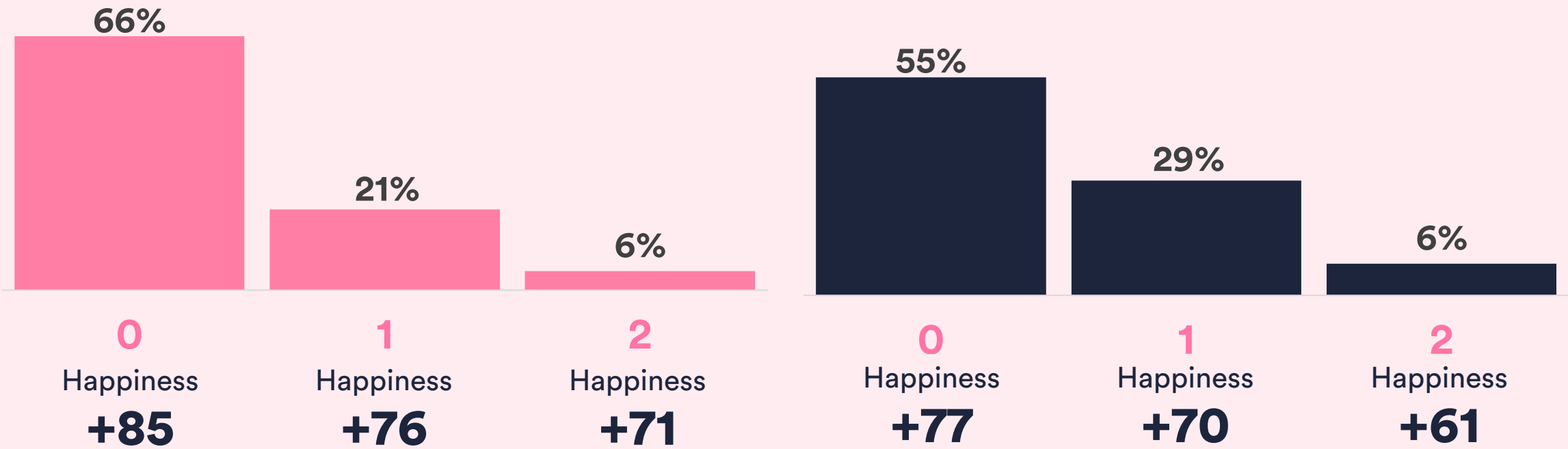
Based on Happiness Score™ and 406,247 responses.



External Service Desks resolve
20% less tickets on first line than
internal Service Desks



External Service Desks resolve less tickets on first line than Internal Service Desks



Conclusions

1. External service desks approach experience management in a more structured way and because of that, they are able to increase happiness by 30%.
2. Internal Service Desks should make more decisions based on Experience data in order to really improve their end-user experience.
3. In outsourcing agreements, rewards have a greater impact than sanctions.
4. Internal Service Desks are able to solve 20% more tickets on first line than External ones. This has a huge impact on employee experience and efficiency.

Read the rest in our report when it's out next Monday!