



# A Smarter Strategy for User Empowerment

In the new era of IT, users are firmly in control. Serve them well.



## Introduction

Change is nothing new to CIOs and IT executives, but the pace of change today is truly unprecedented. The past few years have essentially been an era of inversion where virtually every aspect of IT's role in service delivery has been upended. For example:

- The traditional role of enterprise IT as a reactive, protective, “keep the lights on” agency is giving way to a new role as a service provider and business partner
- The CIO's charter is evolving from technical strategist—with a focus on cost control and risk avoidance—to business strategist and change agent
- “IT infrastructure” now refers to virtualized, automated, orchestrated groups of resources, not just physical systems
- “IT services” are changing from static offerings to a new world of dynamic services

The result of these inversions is that radical change—not just incremental improvement—is required of IT. That is why the majority of IT departments are now engaged in some form of transformation initiative, aimed at aligning IT with business priorities and accelerating the transition of IT into a true service provider.

**However, one critical element of an effective transformation strategy is still not adequately addressed in many IT transformation initiatives: the user.**

To put it simply, users are becoming empowered. Once viewed as “subjects” or “consumers” of IT services, users are asserting more control. In some cases they are able to dictate to IT which technologies and devices they will use, and when and where they will use them. The “workplace” is no longer where employees and contractors go to get their jobs done; it's wherever they happen to be. And end-user support services are no longer about fixing what is broken; they're about increasing end-user satisfaction and improving user-related business processes.

The result is that CIOs must now perform a delicate balancing act. They must find a way to grant users of IT services the flexibility they demand, but they must also ensure that IT retains control and compliance—while meeting business objectives.

To address these new challenges, Capgemini has developed a more complete, end-to-end, integrated approach to IT transformation—focused not just on the technical requirements of orchestrating IT services, but also on building a seamless, usercentric, connected workplace that meets the needs of users, IT, and the business. The result is **My Experience**, a new approach aimed at transforming today's IT into an outstanding business experience for the user.

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## A Closer Look: What Users Really Want

Ask an IT manager what users want today and most will simply say users want everything, right now. To categorize the key demands:

### **They want to be able to use any application on any device.**

Users are no longer willing to accept IT-imposed restrictions on the apps they download, the websites they visit, or the devices they use to get their jobs done. They now want access to business and personal applications from IT-supplied and personal devices, including everything from mobile devices, tablets, and laptops to wearable technology such as smart watches, pocket Tweets, and Google Glass.

### **They want access to all their data, all the time.**

Users aren't concerned that the “endpoint explosion” of mobile and desktop devices, combined with the proliferation of business and personal applications, has created a tidal wave of unstructured data that IT must somehow manage. They only know that they want fast and easy access to all their business and personal data, from any device at any location, 24/7.

### **They want strong security, but without disruption or inconvenience.**

Users do care about security risks, because they understand that a security breach can cause outages of key IT services and disrupt their ability to work. However, they are typically not willing to put up with security measures that limit their access to apps and data, that require extra effort on their part, or that result in sluggish network or website performance.

### **They want the support they need, when and where they need it.**

Users want everything they use to function flawlessly—and if something should go wrong they want the issue resolved immediately. When they need support, they want the process to be simple, flexible, and fast. They want a single portal to interact with IT; a variety of channels for getting the problem resolved (such as telephone, email, chat, video, or virtual assistants); and responsive on-site support when human assistance is required. In short, they want empowerment and self-governance.

### **They want IT to recognize that they're not all the same.**

Users want IT management to understand that the term “user” is extremely broad and somewhat demeaning. Many different personas fall beneath that umbrella. Users vary greatly in the types of jobs they're doing, the locations from which they're working, and the urgency with which they need their problems resolved. Users want IT to recognize these differences and supply services and support tailored to their particular needs.

These myriad requirements may appear, at first glance, to be out of sync with IT's charter of providing governance and control, out of touch with core business objectives, and possibly even out of alignment with reality.

However, on closer inspection, **what users want actually aligns quite well with business priorities** - if IT can find a way to deliver on the demands efficiently, cost-effectively, and with minimal risk. That is precisely what My Experience is designed to do.

## Serving Users in a Way that Serves the Business

Many forward-looking CIOs understand that creating a superior experience for users is critical to accomplishing business objectives. For them, the question is how.

What is the best strategy for giving users what they need without making excessive incremental investments, without marginalizing previous investments, and without increasing technical and business risk? How can the CIO align the user's need for choice with IT's need for control and the enterprise's need for cost containment and risk reduction? How can meeting the requirements of a new generation of users be reconciled with other business priorities?

To fully address these issues, Capgemini has built the My Experience approach on three foundational pillars:

### 1. Creating an end-to-end value chain.

The user's overall experience is multi-faceted, with many variables and dependencies—from the accessibility of apps and services on their devices to the responsiveness of the agents manning the service desk. Capgemini is the one service provider that provides integrated, end-to-end solutions that address every aspect of the user experience.

### 2. Integration with existing technologies and projects.

The IT department already has made enormous investments in service-delivery infrastructure and end-user support resources. Moreover, most IT departments are already engaged in IT transformation initiatives and cannot afford to have these projects delayed or derailed by a new focus on the user's experience. Capgemini has responded by ensuring that the technologies used to implement My Experience integrate with foundational technologies and support rather than compete with existing transformation strategies.

### 3. Personalized, user-centric services, aligned to business priorities.

The user experience itself should be tailored to the needs of individual users. But at the same time, initiatives aimed at enhancing the user experience should be personalized at the organization level. Capgemini offers clients the benefit of its sector-wide expertise and knowledge, combined with technical know-how and a strong partner ecosystem, to create services tailored to each client's business processes and business objectives.

Through these core tenets, My Experience fully delivers on the promise of service integration and bridges the gap between user priorities and business priorities. The next sections take a closer look at the specific offerings within the My Experience portfolio and the business benefits they deliver.

## My Experience: An Integrated Portfolio Designed to Delight Users

My Experience focuses on two interrelated areas that directly impact the user's experience: the **workplace**, which includes the devices and applications people use in their day-to-day jobs; and the **support services** provided by IT to ensure employees and contractors are able to do their jobs effectively.

Capgemini has created two broad categories of service offerings to address these areas: **My Workspace**, which provides a single portal through which individual users can access any IT service, from any device, at any time, from anywhere; and **My Support**, a series of offerings that bring a new level of choice and flexibility to user-centric support. Each of the offerings complements and adds value to the other offerings, creating the end-to-end value chain described above.

While it is beyond the charter of this paper to examine these offerings in detail, the sections below provide a high-level overview, followed by a discussion of the business benefits the offerings deliver. Detailed information about each service offering can be found at [www.capgemini.com](http://www.capgemini.com).

### End - User Services: My Experience portfolio



**Figure 1:** My Experience creates a seamless work environment that merges any-app/any-device flexibility with responsive, adaptive support for a superior user experience.

### My Workspace

The My Workspace offering provides a single portal through which users can access all their applications and data, using virtually any device, at any time. It also provides a unified way to access support services across multiple channels, including voice, text, chat, email, and biometrics.

### Introducing... My Workspace

A single, secure portal through which users can interact with their entire work environment.

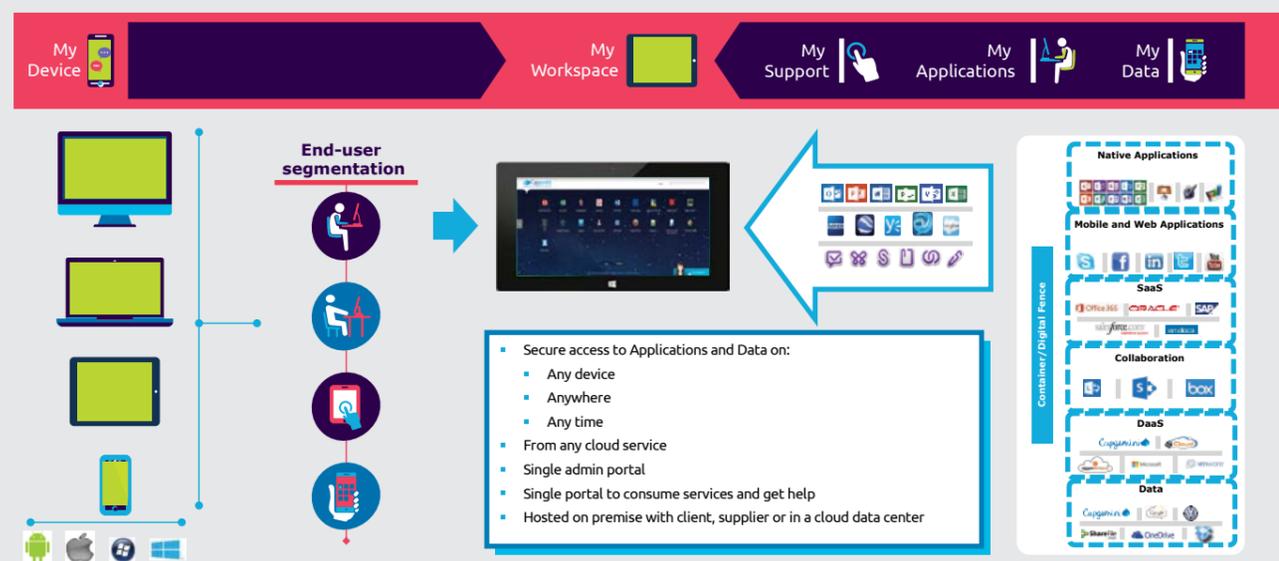


Figure 2: My Workspace brings order to the chaos of IT service delivery, merging the convenience of a single portal for accessing IT services with the flexibility to choose among many service and support delivery options.

### My Support

The My Support offerings provide flexible, personalized, user-centric support through automated self-help services, multiple communication channels, interaction via mobile devices, robust knowledge management, tailored on-site support services, and more. The portfolio includes three distinct yet related service offerings:

- **Digital Service Centre:** Capgemini's price-competitive management offering provides service desk capabilities and a single point of entry to all IT services. It focuses on a variety of digital communication channels for IT Incidents, automates service request fulfillment, and is available through multiple channels, from any device, based on user preferences.

### Digital Service Centre

The single point of entry to multi-channel IT services

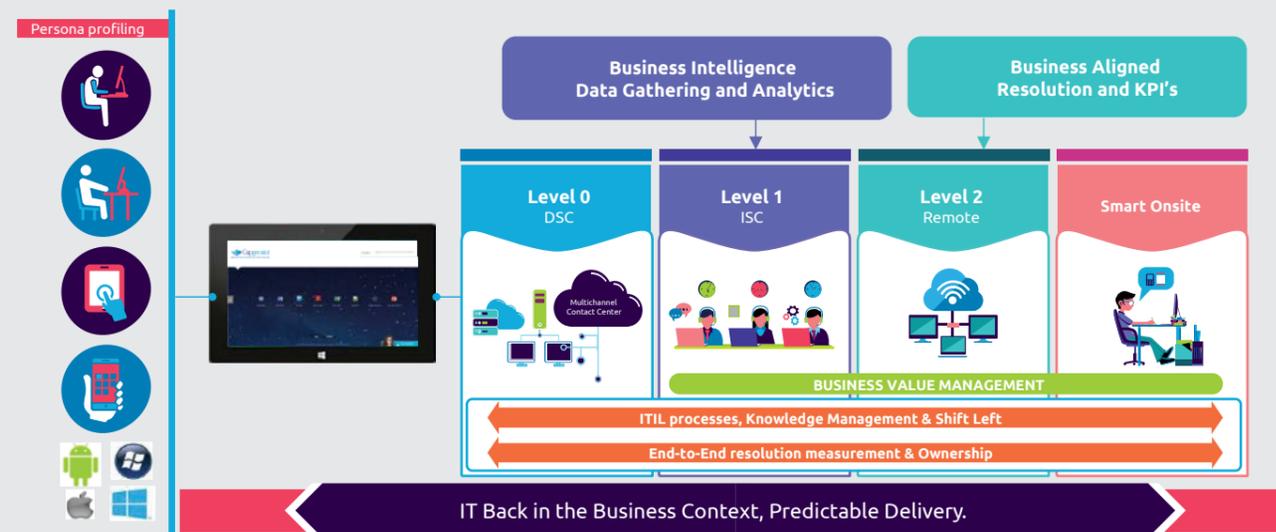


Figure 3: The Digital Service Centre offering harnesses multiple channels to personalize and expedite support services.

- **Intelligent Service Centre:** This unique service offering adds a business process focus to the capabilities of the Digital Service Centre, giving clients the ability to use powerful, sophisticated analytics to drive continuous improvement of both the service desk operational model and the entire IT ecosystem.

### Intelligent Service Centre

Linking IT consumption to business outcomes to drive continuous improvement



┌ Adds analytics to the Digital Service Centre to fuel continuous improvement in business processes ┐

Figure 5: The Intelligent Service Centre brings analytics and a business process focus to service desk operations.

- **Distributed Smart Services:** Capgemini provides on-site support when and where it's needed, via knowledgeable staff using globally consistent processes, tools, and methodologies to support IT services at virtually any location around the globe.

## Introducing... Distributed Smart Services

On-site support delivered when, where, and how you need it.



**Figure 5:** The Distributed Smart Services offering personalizes on-site support at the organization level through a wide array of options.

## Advantages of the My Experience Approach

Through its groundbreaking new approach, My Experience, Capgemini is uniquely capable of empowering users while delivering a wide spectrum of benefits to IT and to the business. To summarize the advantages:

### Benefits for the User

#### Consistency

No matter where they're located, or which device they prefer to use, or which applications they're accessing, they can depend on consistently fast, responsive service and support. Whether they're interacting with a real agent or a virtual agent, via text or email or instant messaging, they'll get the answers and resolutions they need.

#### Flexibility

Users can work with the devices and applications they prefer, any time and from anywhere, and get the support they need when and how they want it.

#### Personalization

With My Experience, digital support offerings can be tailored to the specific needs of multiple roles, geographies, and priority levels. The result is that users always feel like agents are in tune with their specific personas and requirements, and respond in a way that makes sense given the level of urgency for each specific situation. Equally important, the front line is constantly capturing, managing, and analyzing data from multiple sources—not only technical knowledge but also the company's business process intelligence—so that user issues and requests can be prioritized and fulfilled according to the business impact.

#### Higher satisfaction

With My Experience, users are more productive, more engaged, and have higher job satisfaction, because they can finally work their way, the most effective way, without impacting (and some cases even enhancing) IT security or control. Users can be untethered from a traditional desktop environment, and they have fewer restrictions and limitations imposed by IT and corporate policies. Bottom line: users love it.

## Benefits for IT

### Lower costs, higher TCO reduction

My Experience offerings are modular in design and use fully documented, standard interfaces, which facilitates integration with existing IT assets and reduces TCO. Each offering provides cost savings in other areas: for example, with My Workspace, employees and contractors can use their personal devices for business activities, which can translate to fewer devices purchased by the IT department. And the combination of the Digital Service Centre and the Intelligent Service Centre has proven to increase the adoption of automation and self-service by up to 40%, which in turn reduces user incidents by as much as 30%, lowering overall support costs.

### More agility/flexibility

My Experience offerings give IT the agility to select among hybrid, private, or public clouds, to deploy quickly using industry standards, and to minimize the capital investment required to improve the quality and flexibility of IT services and support offerings. Standardization also helps expand deployment options so that My Experience offerings can be hosted on-premises, by a hosting services provider, or in a cloud data Centre.

### Stronger security

Through the use of a containerized environment, IT can provide complete separation of corporate and personal data on devices, securing corporate resources and maintaining employee privacy. Used in conjunction with advanced, lifecycle security measures such as secure web gateways, malware and content analysis systems, encrypted traffic management, web filters, and security analytics, the containerized environment can deliver the strong defenses required by the enterprise.

### Simple to deploy and use

My Experience offerings can be deployed quickly using proven methodologies and are customizable to meet the specific requirements of multiple personas. Capgemini has the global capability of delivering the offerings as fully managed services, and can deliver the entire enterprise software stack as an integrated, tested, proven solution.

### Transparency

My Experience offerings are uniquely capable of providing a high level of visibility into IT consumption patterns and user behavior through constant monitoring of the entire environment. You get constant relevant reporting on public, hosted, and private cloud resources, as well as reports on internal and external consumption patterns. And Capgemini will help you mine this data and transform it into business intelligence that can guide continuous improvement in your business processes.

### An enhanced reputation

The self-service portal, browser-based applications, software as a service and streaming technologies used within My Experience offerings all serve to dramatically improve the speed with which services can be provisioned and issues resolved. This improves the reputation of IT in the eyes of key stakeholders.

## Benefits for the Business

### Higher workforce productivity

Users spend less time reporting incidents and waiting for resolution, so they have more time to do their jobs. They have unified access to all their applications and data, so there is no more switching from one device to another. And My Experience can create a consistent experience and consistently high user satisfaction across departments, lines of business, remote branches, and even merged or acquired business entities.

### Meaningful performance reporting on critical business processes

The metrics and analytics delivered by the Intelligent Service Centre allow clients to identify and promote best practices across the organization, link IT consumption patterns with business outcomes, and become more innovative in service delivery mechanisms.

### Alignment with digital transformation strategies

My Experience offerings can give you a quick win on the road to IT transformation. For example, the Digital Service Centre gives you a fast, cost-efficient way to accelerate your move to digital support services—and all the business benefits that accrue from giving your user base more complete access to digital tools and services. And by providing tangible results quickly, My Experience offerings can build support for the overall transformation/ digitization strategy among employees, IT management, and business leaders.



## Explore the Possibilities

Contact your local Capgemini representative today and get the details about the My Experience portfolio of service offerings, including My Workspace, Digital Service Centre, Intelligent Service Centre, and Distributed Smart Services. Or visit **[www.capgemini.com](http://www.capgemini.com)** for additional information about the full spectrum of Capgemini services.

## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2016 global revenues of EUR 12.5 billion.

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