The Latest HappySignals Experience Data Offers Valuable Insights for IT Service Providers

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Helsinki March 1st, 2023 – HappySignals, the leader in human-centric experience management for IT and creator of the IT Experience Management (ITXM™) Framework, today released **The Global IT Experience Benchmark Report (H2/2022)**. This biannual global benchmark report shares aggregated experience insights into various aspects of corporate IT performance – for both in-house and outsourced IT service providers – to inspire organizations to target their continual improvement efforts on what matters most.

If you're a CIO, IT leader, or service owner who needs to deliver great IT experiences to end-users in 2023, you must start making informed improvement decisions based on experience data. These superior experiences that result will drive better business operations and outcomes and ultimately improve the corporate bottom line.

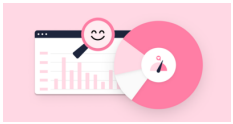
The Global IT Experience Benchmark Highlights

In the latest Global IT Experience Benchmark Report, some of the key experience insights include that:

- Ticket-based services (incidents and requests), Collaboration with IT, and Remote Work are still the highest-rated areas of IT.
- Employees rate Remote Work +37 points higher than their Office Environment even though they feel they lose more time with Remote Work than with Office Environment-related issues.
- IT support capabilities are important to what end-users think of IT as a whole. End-users most frequently selected IT Support Services (60%) and IT Personnel's Attitude (53%) as contributing factors to their positive overall IT experience rating. At the same time, 69% of respondents gave it as a contributing factor to their poor score.
- Western European end-users are still the most critical of their IT service providers' incident handling (scoring +72) despite losing less time (2h 41min) than the end-users in other regions.
- South American end-users are the happiest with their IT service providers' incident handling (+89) despite losing more time than end-users in all the other regions except Africa.
- North American end-users are the least happy with service requests and report losing over twice as much time with service requests as end-users in Western Europe.
- 79% of customers' service desk teams now have experience targets, while 18% have yet to set any.
- Customers are ceasing service provider sanctions, with this dropping from an 87% usage level in 2020 to 52%.
- 89% of customers identify improvement areas using experience data.
- 89% of customers feel happier end-users are a key benefit of experience management. 64% cite better IT teams focus, better decision-making based on data, and more motivated IT employees.
- 80% of employee perceived lost time with IT incidents comes from only 13% of tickets.
- Each time a ticket is reassigned, end-user happiness decreases by nearly eight points, and end-users perceive they lose an average of 1 hour and 49 minutes of work time per additional reassignment.

These insights are based on 1,642,555 pieces of end-user feedback collected between January-December 2022 by customers that use the HappySignals IT Experience Management Platform. These customers include large enterprises, public sector organizations, and Managed Service Providers (MSPs) who use the HappySignals Platform with their customers. About 60% of HappySignals customers

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are using outsourced service desk providers.

It's important to appreciate that these insights relate to organizations already investing in improvements to address end-user experience issues rather than reflecting "average" IT organizations still reliant on traditional IT metrics.

"In recent years, customers have moved from making small service desk improvements to bigger budgeting decisions based on experience data. I believe this is the future of experience management – using the experience data for IT decision-making." said Sami Kallio, CEO, HappySignals.

How the Experience Data is Gathered

HappySignals IT Experience Management Platform connects operational data from customers' IT service management (ITSM) platforms. HappySignals surveys ask questions related to:

- **Happiness:** where end-users rate how happy they are with the measured IT area (e.g. recent ticket-based service experience, enterprise applications, or mobile devices on a scale from 0-10. The NPS model is then used to derive the Happiness rating.
- **Productivity:**where end-users estimate how much work time they lost, i.e. productivity, due to the measured IT area.

End-users can also select the factors that influenced their Happiness rating from a list of suggested reasons.

For press materials, click here.

About HappySignals

HappySignals is the leading SaaS company for IT Experience Management, empowering enterprises to change their culture to be more open, outcome-focused, and data-driven. The HappySignals Platform enables IT leaders to get a real-time understanding of the experiences they are delivering to end-users. Using HappySignals, customers can make informed decisions that increase employee happiness and productivity.

Established in 2014 and based in Helsinki, Finland, HappySignals discovers the experiences of over a million employees in 130 countries. Our customers have been able to make employees happier and increase productivity by 26% on average. For more information, visit www.happysignals.com.

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