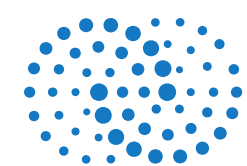
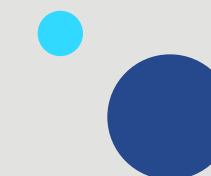


Proactive Observability

How to Calculate Your Digital Employee Experience Score



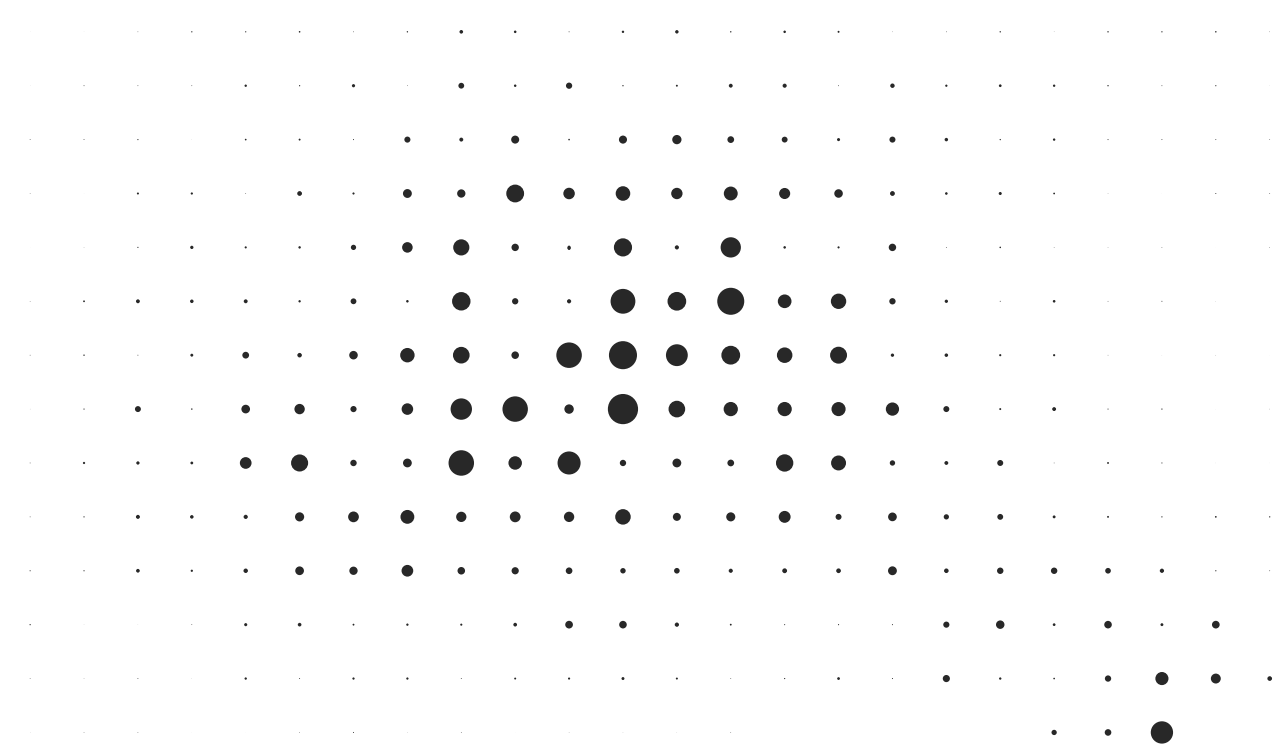
catchpoint.





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Why Enterprise Value a Digital Experience Score

A poor digital experience is detrimental to business, costing revenue and often lowering brand reputation.

Yet it can be difficult to figure out how to isolate the source issues, let alone fix them. Many organizations struggle with even tracking data that exposes true end-user experience.

If you're tired of sifting through data and reports that only tell part of the digital experience story, then It's time to try something new. Catchpoint's Digital Experience Score empowers some of the world's largest enterprises to quickly identify opportunities for improving their employee experience and making their workforce more productive.

The Catchpoint Digital Experience Score is a field-proven metric that includes all the necessary data sources (such as device, network, and application performance data) that can impact end user experience. The metric provides IT teams with one simple measurement for understanding overall digital experience, with the additional ability to dive deeper into the details of how that metric was achieved. With the Digital Experience Score, IT teams can easily view a snapshot into the state of their digital workplace experience. This go-to metric provides immediate insight into where the biggest problems are located, without having to ask employees a single question.

Read this ebook to learn more about **how you can use the score to:**

- Keep a pulse on your workforce's digital experiences.
- Identify bottlenecks and find their root cause faster.
- Baseline and improve experiences to increase workforce productivity.



Keep a Pulse on Your Workforce's Digital Experience

The Catchpoint platform collects a wide range of metrics for the various components of the service delivery chain to help you identify the impact the device, network, and applications have on overall employee experience. Since looking at so many metrics can be cumbersome, Catchpoint's score provides IT teams one simple measurement to reduce the time spent standing the user experience.

A high experience score means there is very little or nothing impacting user experience. A low score, meanwhile, suggests there is a problem that should be handled. The score can be broken down into its constituent parts, allowing companies to get to the heart of experiences employees have with applications, networks, and devices. Armed with this information, teams can quickly identify the source of problems and fix issues before the situation can escalate and disrupt employee productivity.

With the scoring system, companies can get immediate answers to questions such as:

- What is causing the biggest slowdowns?
- Has a new service or component, such as a VPN, caused a significant digital experience baseline deviation?
- Are business-critical apps delivering their expected value?
- Are devices like laptops and desktops powerful enough to not get in the way of productivity?



“ If you have no real visibility into the quality of employee experience on the apps, networks, and devices they interact with everyday, **how can you make it any better?** ”

Fortune 1000 healthcare enterprise

How it works

The Catchpoint Digital Experience Score provides one single value which represents all essential drivers of end user digital experience. It is calculated as an average of the endpoint, network, and application scores. This metric provides a summary of overall end user experience.

Endpoint score

The endpoint score shows the impact an endpoint device is having on user experience. It is calculated by factoring in device-specific metrics such as CPU and memory utilization.

Network score

The network score shows the impact the network is having on user experience. It is calculated with various network measurements such as packet loss and round-trip time.

Application score

The application score shows the impact one or more applications are having on user experience. It is calculated using load times, perceived application performance, and additional factors such as errors or timeouts.

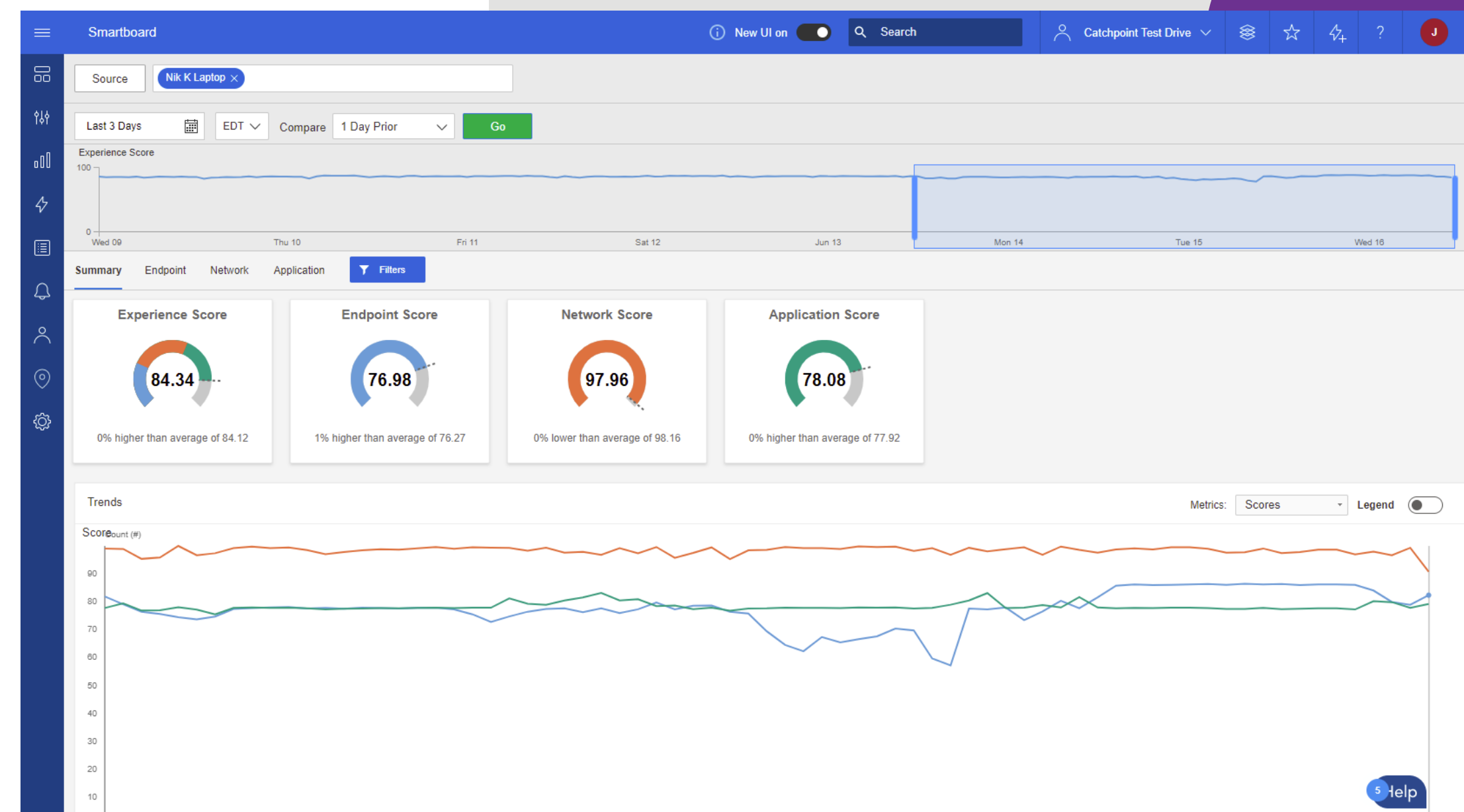


Figure 1: See your experience score in the Catchpoint dashboard



Identify Bottlenecks and Find Their **Root Cause Quickly**

IT teams often lack the right insights and tools to effectively diagnose and resolve end-user problems quickly. Many components are outside the enterprise's control. When there is an incident, there is very little insight into what went wrong, where.

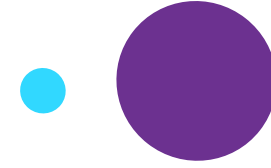
IT team members rely on their end users to provide information and can soon find themselves routing a problem to another team, mistakenly thinking "It must be the network or maybe it's something for the applications team to handle." Tickets get passed around and only by luck do they make it to someone who can fix the problem.

Catchpoint combines multiple data sources to give your helpdesk the insights to pinpoint the root cause, removing the trial-and-error approach. When you observe a drop in your experience score, you have the right data at your fingertips to drill down and investigate. Drive resolutions with much shorter fix times, and get your users up and running more quickly.



“ The experience score helps us measure, manage, and resolve the IT issues impacting our employees.”

Fortune 100 technology and manufacturing company



How it works

- Using the Experience Score as guidance, isolate the part of the delivery chain (endpoint, local network, WiFi, SaaS application, etc.) impacting performance.
- When the application score is low, drill down further to isolate the root cause. If the SaaS provider is at fault, easily share objective data with them for fast troubleshooting and resolution.
- When the device score is low, identify the endpoints experiencing failures and analyze commonalities and patterns. You can also check data from the user's device to see if issues like abnormally high CPU or memory usage are causing a delay.
- If the network score is low, troubleshoot quickly with path and route visualizations that highlight faulty interfaces and links in any network, leading to the root cause faster.

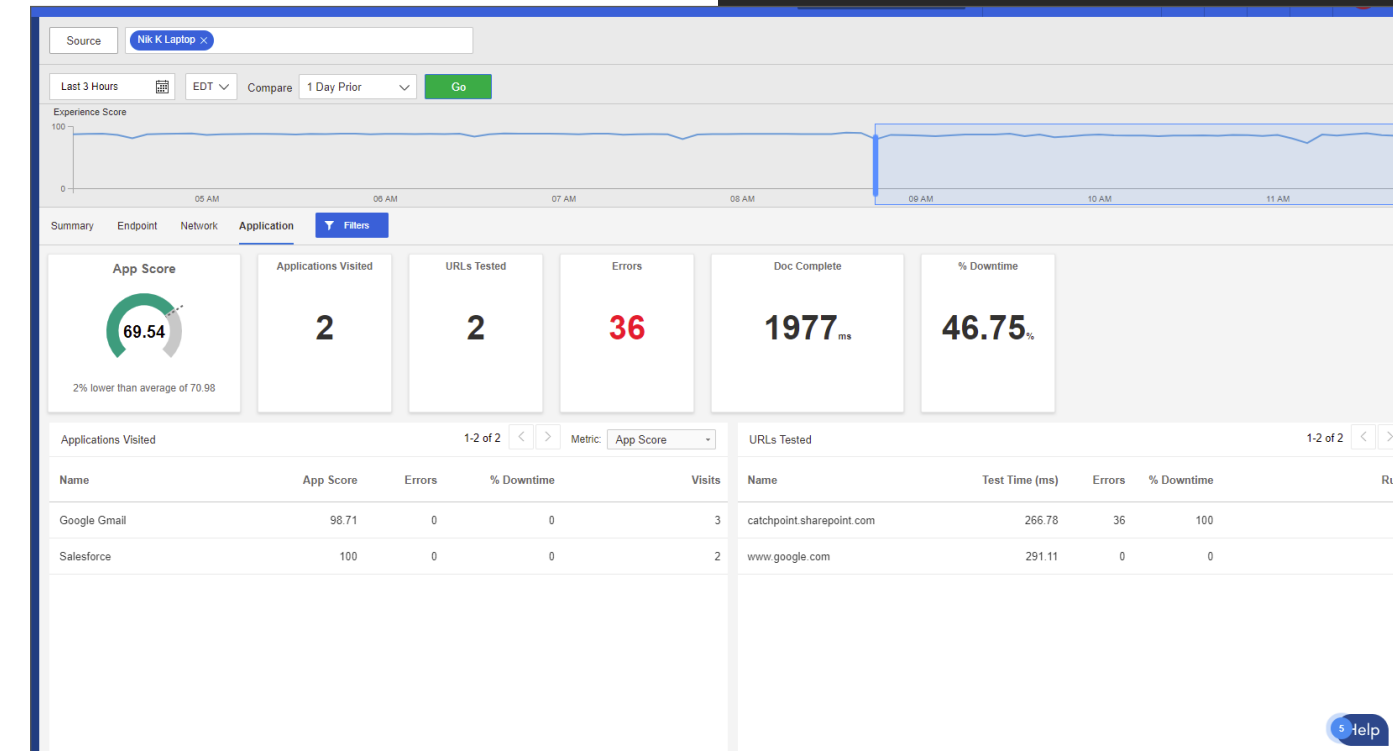
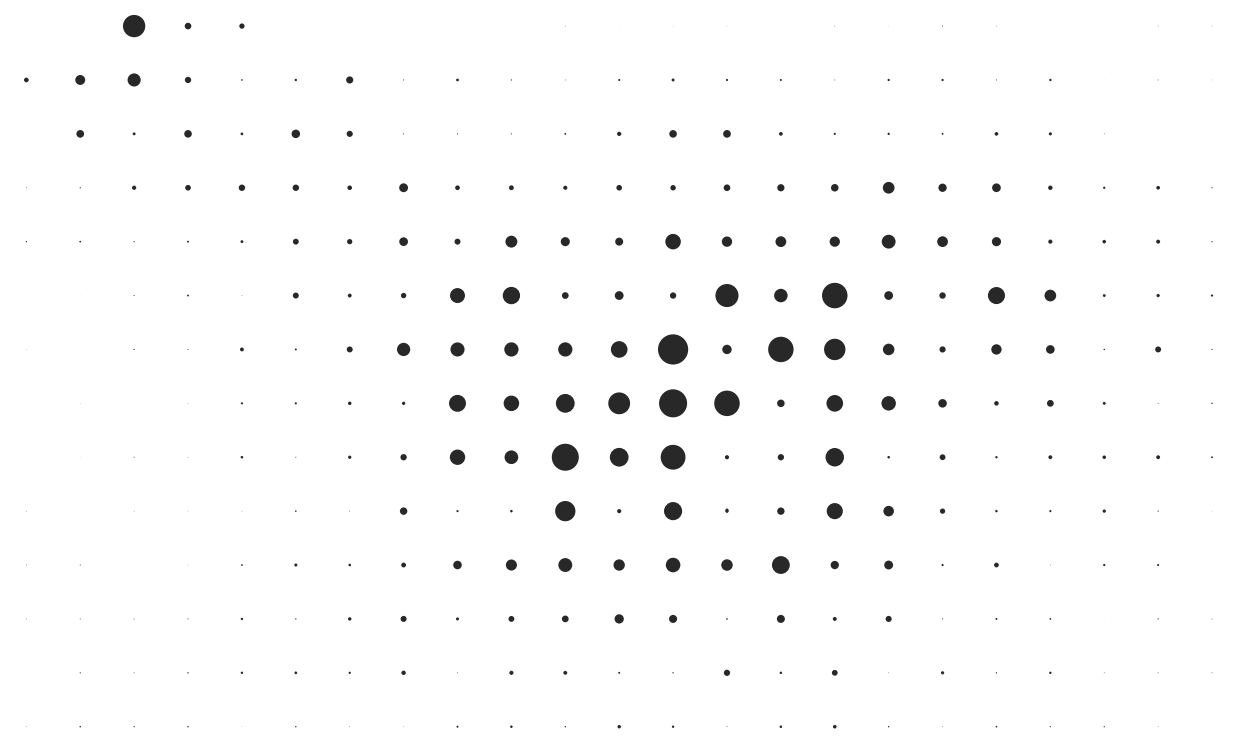


Figure 2:
See your application score

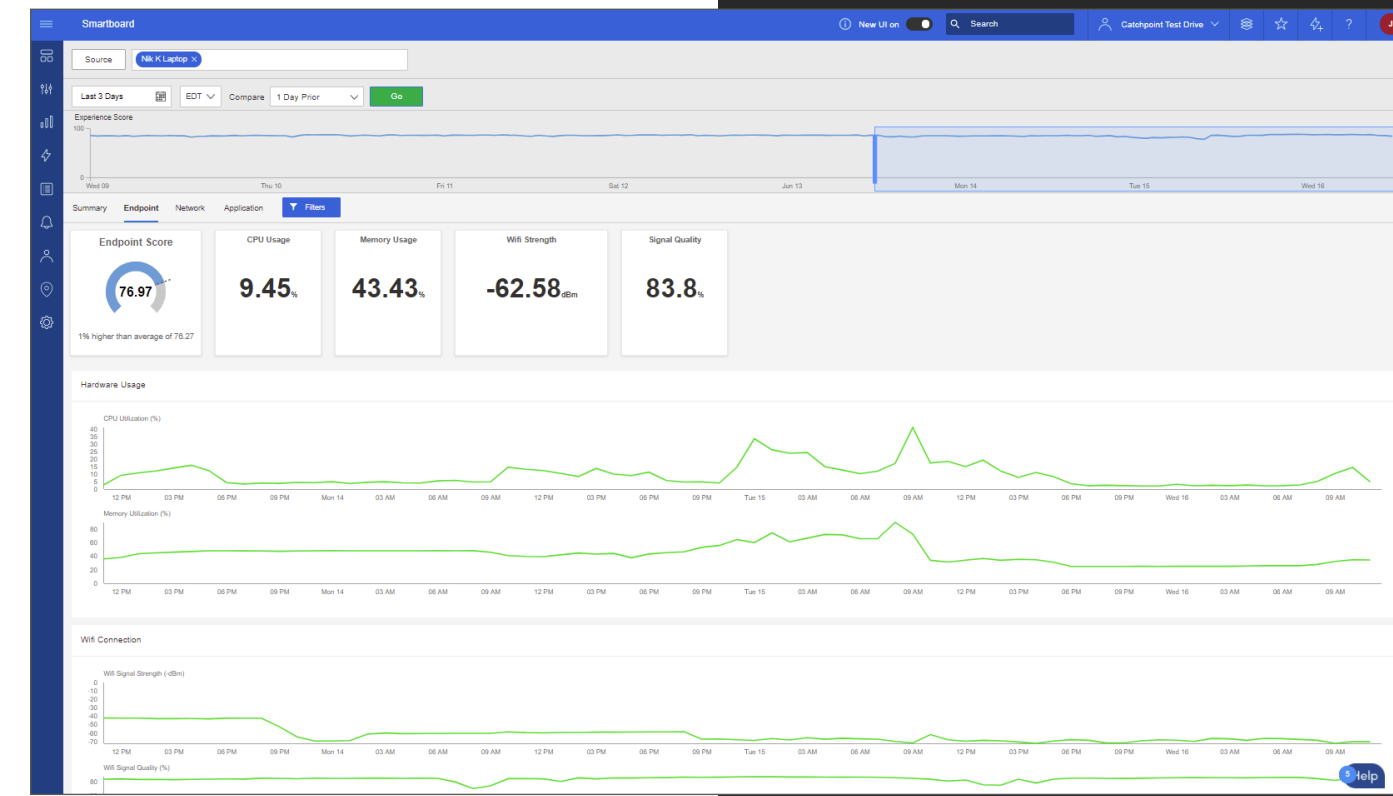


Figure 3:
See your endpoint score

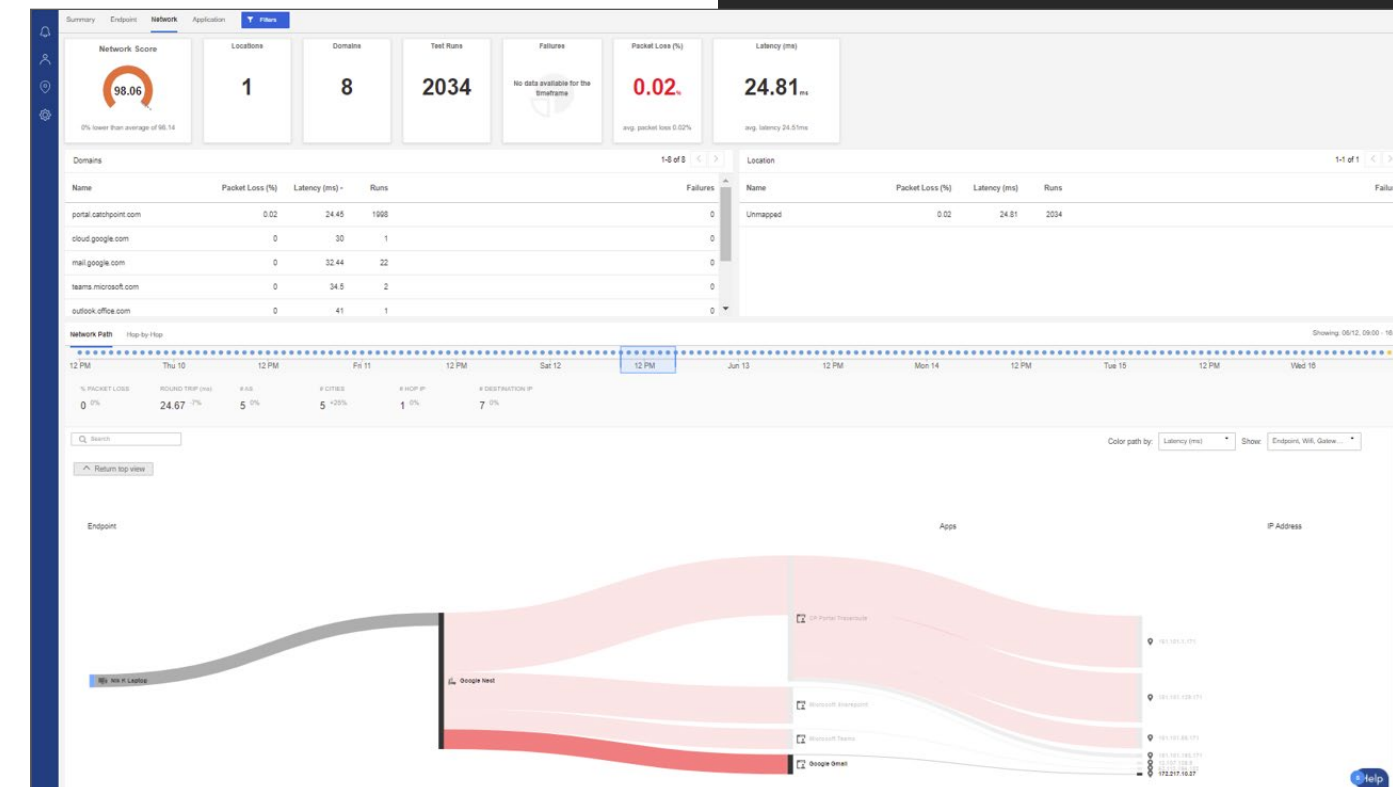


Figure 4:
See your network score

Baseline and Improve Your Experience Scores to **Increase Your Workforce's Productivity**

The Digital Experience Score equips business with a way to benchmark experiences online. It can be tracked over time as a key performance indicator (KPI).

Knowing that any issues related to applications, networks, and endpoints impact the score, it is critical to be able to see how each component performs over time. To truly get an accurate measurement of your digital employee experience over time you can implement these steps:

- Establish a starting point or baseline to know where you stand by looking at your data trends over time.
- Benchmark the data you have collected.
- Once the data has been reviewed, identify areas for improvement.



“Implementing the scoring system lets us focus on what really matters, how services are experienced from our employee’s perspective, and how we can make that experience better.”

Fortune 500 consumer goods enterprise

How it works

- Track your Digital Experience Score in the Catchpoint platform, over time, so you can spot anomalies.
- Build reports to track trends and changes.
- Create a report showing the overall availability and responses times on a monthly, quarterly, and yearly basis.
- Benchmark internally (e.g., one region against another).

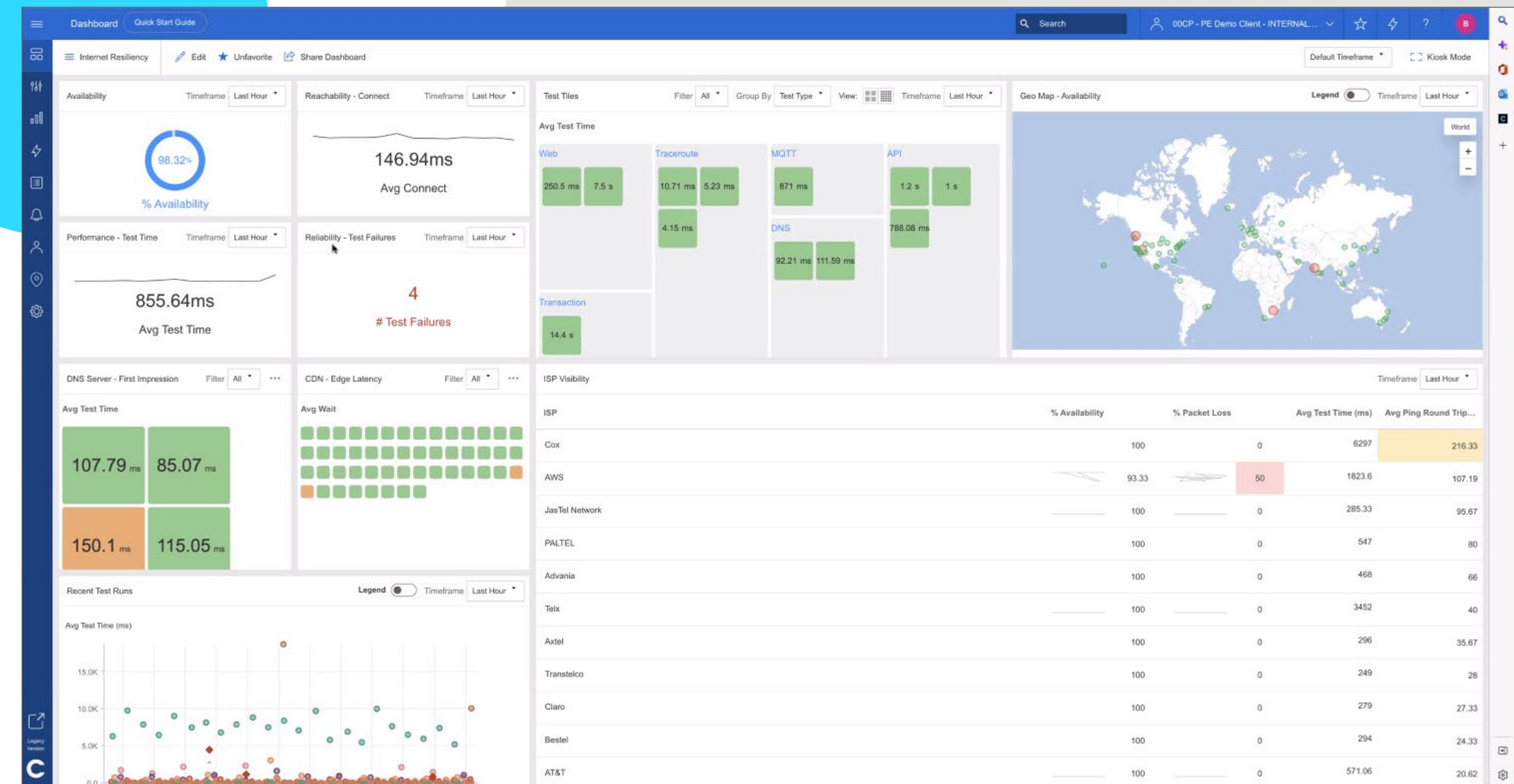


Figure 5: Track the right data over time to benchmark

Conclusion

How does the Digital Experience Score help IT teams deliver better service, faster? Essentially, the Score allows for proactive evaluation of the digital employee experience of every individual employee with one single metric. A high score indicates that no further action is necessary while a low score suggests there is an issue that needs to be investigated. From there, you can quickly drill down to determine whether the fault lies with the application, network, or endpoint. With the Digital Experience Score, shrink mean time to resolution and get your users back up and running, fast to ultimately drive greater business productivity at scale.

Catch issues before they impact your business

www.catchpoint.com/digital-employee-experience

