Business-Centric
Best Practices
Maximize DEX Organizational Value

1. Define a DEX Strategy Aligned to Business Goals
Treat DEX as a strategic initiative—not a toolset. Align goals with broader digital transformation, operational excellence, and workforce enablement strategies. Ensure DEX outcomes support KPIs like time-to-resolution, employee satisfaction, and workforce agility.

2. Establish Experience-Driven Governance
Develop governance frameworks that incorporate both technical metrics and employee sentiment. Define who owns DEX, how performance is measured (e.g., XLAs), and what success looks like across IT, HR, and business units.

3. Baseline and Benchmark Digital Experience
Start with a comprehensive evaluation of current digital experiences. Capture technical metrics, support ticket volumes, and employee sentiment to establish a data-driven baseline for future measurement and ROI tracking.

4. Combine Observability with Sentiment Insights
Integrate system telemetry (device, application, network) with real-time employee feedback. DEX performance should reflect both how systems behave and how employees perceive their experience using them.

5. Embed Proactive Monitoring and Automation
Deploy AI-powered monitoring and automation across endpoints to identify and remediate experience-impacting issues before users are affected. This shifts IT from reactive response to preemptive action.

6. Foster Cross-Functional Collaboration
Break down silos between IT, HR, Facilities, and Operations. DEX success is rooted in joint ownership and shared objectives across departments that shape employee experience.

7. Prioritize Employee-Centric Design
Use design-thinking principles to shape digital environments around the needs and workflows of employees. Tools and systems should serve people—not the other way around.

8. Implement XLAs to Drive Experience Outcomes
Move beyond traditional SLAs. Develop Experience Level Agreements (XLAs) that hold teams accountable to employee satisfaction, issue resolution time, and experience consistency across work environments.

9. Build a Culture of Continuous Improvement
Make DEX optimization a sustained initiative. Regularly review experience data, solicit feedback, and refine interventions. DEX is not a one-time fix but an ongoing organizational capability.

10. Quantify and Communicate Business Value
Track and report on the tangible benefits of DEX—reduced support costs, increased employee productivity, improved retention, and elevated IT performance. Position DEX as a strategic enabler in executive conversations.