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Discover Meaningful Mobility

The Customer Experience:

BATTLEGROUND OF THE DIGITAL DISRUPTOR

Either an organization directly transforms the way it connects, communicates, and supports the new demographics made up of millennials, Gen X and Zers based upon an exceptional end user experience (any time, any place, any device, any app) or it will be disrupted by organizations that do.

It's not hard to see how companies like AirBnB, Amazon, or Uber transformed their marketplace and displaced established competitors. Every industry can benefit from this approach.

Part of getting ahead and disrupting a market is enabling a young workforce that demands mobility, transparency, and ease-of-use through cutting-edge technology. In other words, the customer experience matters. Deploying an enterprise digital workspace platform that delivers access, management, and messaging will go a long way to addressing the needs and expectations of millennial workers.
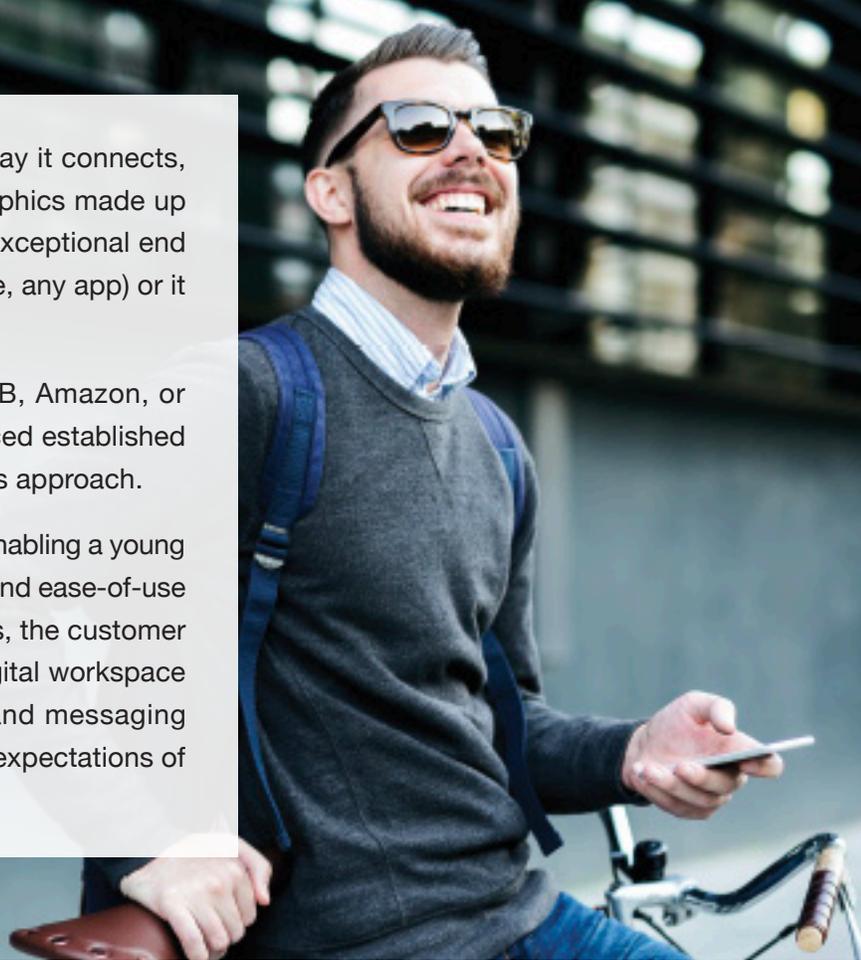
The New Demographics Are Driving Change

The age of IT consumerization has arrived. We can thank the millennial workforce in part for driving this change. According to the U.S. Census Bureau, millennials (those aged 18-35) now constitute the largest part of the workforce. This generation has grown up with the internet and is accustomed to having technology at their fingertips. Organizations must adapt to how millennials work and to their expectations, or risk suffering the consequences

financially. The flexibility of companies to adapt their internal structures to suit the new generation of workers is going to be key for the success of digital transformation in any industry.[1]

A recent study by Merrill Edge showed millennials have very different priorities compared to other generations, such as Gen X. With their focus on personal achievements, millennials want to work

at their dream job (42 percent of millennials vs. 23 percent of their older counterparts) and travel the world (37 percent vs. 21 percent)[2]. Another study by Creative Strategies[3] concluded that millennials favor collaboration, want to work flexible hours, and be able to use a smartphone for work in conjunction with their laptop or desktop. In addition, some millennials felt that it would be hard for them to work for an organization where the IT department restricts what can be done with a smartphone. Messaging is the preferred method of communication for millennials.

Understanding what is important to millennials is key to attracting and retaining them. While there are a variety of things that generally drive a millennial's decision about where to work and how long to work there, allowable technologies play a key role in determining if a millennial chooses to work for an organization. If you want to attract and retain millennials (and to some extent Gen Zers), you must take advantage of new technology and have a solid mobility strategy in place.

## Emphasize Customer Experience

To effectively compete for the new demographic coveted by digital disrupters, millennials and Gen Zers become an organization's target customer. IT should take a customer-centric view both internally and externally as you plan and deploy your core technologies. It is important to keep the following in mind.

Mobility Matters

Mobile devices have become ubiquitous in both our personal and business lives. Organizations must embrace their employees' use of mobile devices, whether they are personal or company issued. Millennials consider mobility a lifestyle, not just a tool. A balance must be struck between connectivity to corporate applications and security. Protecting sensitive company information is paramount, but with a large employment pool of millennials and younger workers, the need to embrace a strategy of connectivity via mobile technology is critical to an organization's success. Organizational mobility has become a must-have to compete effectively, both externally as well as in attracting and retaining younger employees who demand it.

Millennials Are the Largest Generation in the Workforce and Growing[4]

53.5 MILLION MILLENNIALS

52.7 MILLION GEN XERS

44.6 MILLION BOOMERS
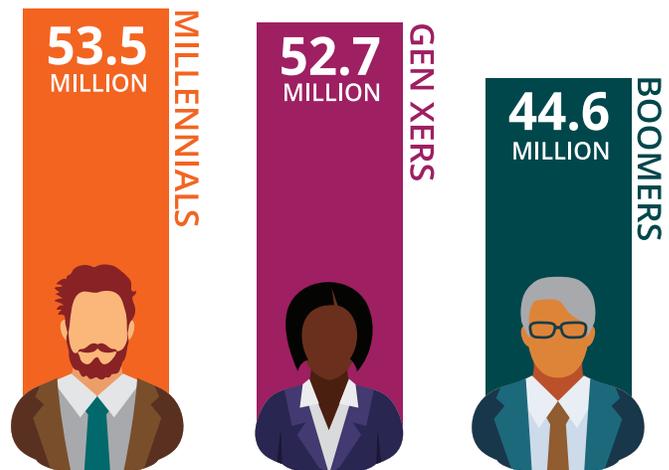
Organizations should find ways to deliver mobile platforms for their core applications. One way to do this is via the cloud. Cloud computing creates a more flexible, mobile work culture, enables workers to learn the latest technologies, and fosters an environment of collaboration — all of which are attractive to younger workers. The cloud can help organizations deliver enterprise mobile applications that match the functionality of traditional enterprise applications to the expectations of mobile users, who demand context with full functionality and flexible access to critical business processes.

Technology Transparency

To millennials, technology matters, but it can't be hard to use. They demand intuitively obvious navigation, as reading a manual is a foreign concept. Business critical applications must be simple to use. From a transparency perspective, millennials expect to be provided access to key information and tools necessary to do their job. They want to be trusted to use the information correctly and without a lot of complex manipulation or navigation. Millennials expect the same functionality and access to data from both their desktop and mobile devices.

Consider mobilizing your core business applications such that they can easily be accessed from mobile devices, and provide the same level of access while keeping navigation simple and intuitive. Leveraging a single sign-on to provide unified access to all key applications keeps things simple, which millennials appreciate.

Retailing Experience for Internal Users

Think about what your employees experience when they go shopping on the weekend and how easy retailers have made it for them. You should provide them the same thing at work.

Consider the apps your employees use: Ensuring a consistent look and feel makes for a more productive employee experience. They know what to expect, the navigation is consistent, and it's similarly branded. This also appeals greatly to your millennial workers. They are used to using technology, but making things simple and consistent enables them to embrace the brand as well as be productive.

Make sure all your apps, whether they are in-house, cloud-based, or mobile, deliver a similar experience. That approach promotes transparency and personalization, which contribute to a great customer experience. Rethinking your IT to serve your internal customers better leads to increased employee retention, not to mention greater productivity, which propel the business forward.

Simplify App Access and Management with an Integrated Digital Workspace

Now that you understand that for your organization to thrive both externally, and internally, it is imperative to deliver a great customer experience, let's look at a type of solution that can help enable the transformation to a more digitally enabled workplace. What is needed is a common platform, such as VMware® Workspace™ ONE™ that delivers and manages any app on any device by integrating identity, application, and enterprise mobility management. Delivering a digital workspace that provides mobile and cloud app access from a common platform is ideal for addressing the expectations of tech savvy millennials.

Provide Anytime/Anywhere/Any App Connectivity

In providing connectivity to employees in the digital workspace, it's important to provide workers access to work applications (including core applications) anytime, anywhere, and from any device. However, from an IT perspective, it's best to do this in a controlled, secure manner.

Think of this as consumer-based consumption of corporate resources. A digital workspace that provides a common platform for any app makes it simple to access (single sign-on) all the corporate applications (legacy, cloud, or mobile) from a single environment.

Bridge the Gap Between Legacy Windows Apps and Next-Gen Apps

Using a digital workspace, such as VMware® Workspace™ ONE™, you can deliver any application from the latest mobile cloud apps to legacy enterprise apps using a built-in app catalog. Just add your apps to the library, set the correct security policies in terms of who has access to what, and millennials can quickly add apps to their environment — delivering a centralized, secure device-independent platform. As you transform your legacy applications to next-generation applications, your millennial workers can safely be productive from anywhere, from any device.

Ensure Better Security/Control and Flexibility

Strong security requires a solid virtualization technology that provides secure hosted virtual apps and desktops, enabling users to work on highly sensitive and confidential information without compromising corporate data. Millennials can access their virtual apps and desktops regardless of where they are or the device types they are using, enabling them the flexibility to be productive wherever they find themselves.

Improve Enterprise Mobility Management

With the proliferation of mobile devices (BYOD) that millennials expect to use in the workspace, it's important to not only provide a great mobile experience, but also to maintain proper security. With a digital workspace that delivers smooth on-boarding capabilities for mobile devices, millennials can easily add their devices in a self-service manner, while utilizing invisible security policies that protect your sensitive corporate data. Wouldn't you rather have your data under your control than risk younger workers going around the system to get their work done?

Agility, Agility, Agility

The three most important words in real estate are location, location, location. When it comes to your digital workspace, it's agility, agility, agility. Achieving agility in today's fast-paced world requires not only the ability for users to be able to quickly react to business needs (having ubiquitous access to business applications and tools), but also the ability for IT to focus on next-generation applications to support new business initiatives — especially around mobile and big data.

Starting with a customer-centric attitude is a great way to begin this transformation. Helping your customers (end-users and line-of-business peers) be more productive and self-servicing can help you begin to focus on more strategic priorities and achieve the goal of attracting and retaining valuable millennial workers.

[1] BNamericas, "Listening to Millennials Key to Digital Transformation," Oct 25, 2017.
[2] Bank of America, "Merrill Edge Report – Spring 2017" May 19, 2017.
[3] Techpinions, "Millennials will Drive the Digital Transformation of the Workplace," May 24, 2017.
[4] Pew Research Center, "Millennials Surpass Gen Xers as the Largest Generation in U.S. Labor Force," May 11, 2015.

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Partner Sourcing To Free Up Resources

Many companies are partnering with IT solution providers to help serve as a "force multiplier" to help them accelerate their digital transformation journey. Improving the customer experience for your end-user requires focus and resources. Working with a partner to manage the day-to-day break-fix and mundane operational tasks associated with your legacy infrastructure is a cost-effective way to get faster time-to-value when it comes to developing and deploying next-generation applications and environments. The bulk of your budget and resources can be used for more strategic projects.

Conclusion

In the past organizations would say, "It's all about the customer," but in reality, it was still all about the company. IT existed to provide core business application services and end-user support, but often made their own choices in terms of what technology to use, what architectures to deploy, etc. This was often done at the expense of the end-user experience. Today, siloed infrastructure with disparate interfaces, multiple tool sets, etc., not only creates a dysfunctional user experience, but also creates complexity, adds cost, and ultimately slows down the organizational velocity — which is a recipe for disaster in today's modern, fast-paced digital economy. Focusing on the customer (internal end-users) and anticipating their expectations will lead to a more agile, productive workforce.

Deliver a Great Customer Experience with Tech Orchard

Tech Orchard is a mobile IT company driven to help organizations discover meaningful uses for mobility. We offer Mobile Strategy, Policy Development, Enterprise Mobility Management (EMM), Wireless Expense Management (WEM) and Customized Productivity Training to provide your company with a unique set of tools tailored to address mobile trends and challenges specific to your organization.

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