

# Digital Podcast Show Notes

## Episode 40 with Tim Flower

**Hosts: Barclay Rae, Ian Aitchison**

**Guest: Tim Flower**

### **Greetings section**

BR: Welcome, and I hate technology.

IA: Today's trivia news... Finland drinks the most coffee in the world, per head. And in England there was longer life and reduced mortality when Tea was introduced, because people boiled water.

BR: Today's guest... hello Tim Flower!

AB: Director of Business Transformation at Nexthink. I started in customer support and IBM, then moved to distributed desktop and helpdesk, then after 20 years moved to Nexthink and enjoying helping sales reps and customers get value from Nexthink tech. And I host the Digital Experience (DEX) Podcast.

BR: thanks for joining

### **Detail section**

BR: To start, what is the difference between Digital Experience vs other experiences?

TF: Think about pre-pandemic, experience was desk and office and coffee machine. Now our office is much more a software office. If our zoom call drops, I cannot work. Our digital experiences also drive frustration and that can cause me to leave, if it is bad. My individual experience becomes a company problem.

IA: And when things fail it is more stressful?

TF : Yes we have noticed a perception gap between what IT delivers and what employees receive. But also a gap visible between employees and employers, and a rise of a new software category (maybe called BossWare). Monitoring application usage, screenshots and even camera access. Employers are wary.

IA: this is the old model 'beatings continue until morale improves'?

TF: It's old school mentality, but interest in this has definitely peaked.

BR: that is the old way for sure, but are we saying many orgs are working this old way?

TF: I'd like to see what types of org are doing this by vertical.

BR: you see different organisations focussing in different areas, transactions vs outcomes. What is the driver to make that difference and move to new ways?

TF: As I shifted into more evangelist roles you see how IT sees their own role. Is it about being cheaper and faster? Or are they there to serve the business and focus on business results.

IA: Focussing on Quality vs Volume. What about XLAs, is that being adopted?

TF: Yes, its a current hot topic, but the definition is variable. And if Experience only measured as Sentiment then it is very hard to write an agreement based on Feelings. I could have an agreement to provide an environment to help you feel a certain way. But we dont see a lot of adoption yet.

BR: Where I come from, the A in XLAs is the challenge. I like SLAs that work, with experience-level metrics wrapped around them. And that includes outcome based metrics. I'm not sure that everyone is ready for XLAs yet as agreements.

TF: An XLA takes a village, it takes a broad commitment.

IA: But you can still measure all parts? Quantitative and qualitative?

TF: Yes, so remember that only 50% of people contact the service desk. An XLA needs to include detected metrics not reported metrics.

BR: What kind of metrics would you expect to see used?

TF: First, merging employee sentiment with technical metrics. Did it work and are you satisfied. I visited a customer where different business units were delivering totally different applications that had zero integration. So each worked fine, but the employee was using notepad all the time to move data back and forth between the tools. That's where you need a score for usability.

IA: Boat, rowing analogy for experience

BR: How can XLA and experience be wider adopted?

TF: Focus on using data on compelling events - such as the incoming return to work. Also have IT and HR start to partner together.

IA: Gartner have made Experience focus part of their ITSM strategic roadmap.

TF: IT can start asking non-technology questions to start gauging real experience.

BR: where in a couple of years - what will be key metrics?

TF: over time, people will get comfortable with XLAs and measuring experience metrics to improve it.

IA: Ideally, that leads to also detecting and removing the cause of fires before they happen.

BR: is it about recovery from failure?

TF: It is about 'what is the value in improving my experience score' and applying incentives to improve the experience score.

### **Tim's Recommended Drink**

- Jack Daniels and Californian Cabernet

### **Useful Links**

DEX Hub: <https://dex.nextthink.com/>

The DEX Show: <https://dex.nextthink.com/podcast/>

Twitter: <https://twitter.com/proactiveitguy>

LinkedIn: <https://www.linkedin.com/in/proactiveit-guy>

### **Bar Bio**

Tim's a Director of Business Transformation at Nextthink. He's also a proactive IT guy, a podcast host and - according to Twitter - a reformed IT arsonist! (I wish we'd asked him about that one). Anything around Digital Experience gets Tim's fire started these days, and the only thing that can put that fire out is a Jack Daniels (if he's riding his Harley), or a fine smooth red wine. Thanks for coming on the podcast Tim!