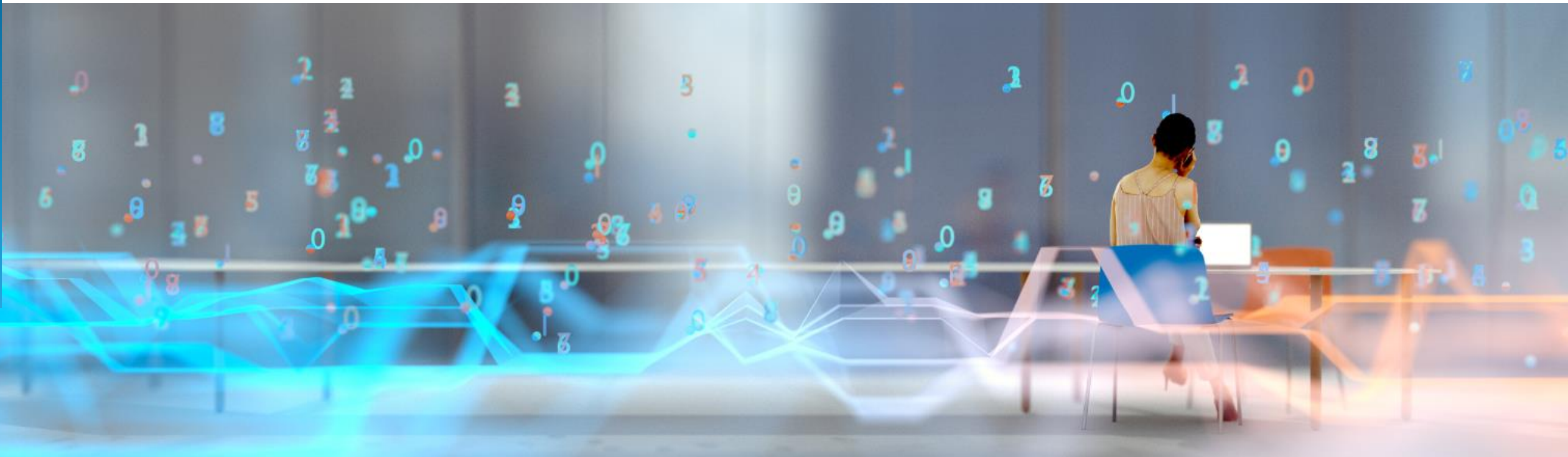


Shifting Gears: Embracing Experience Level Agreements (XLAs) for Experience Excellence

December 2023: Complimentary Abstract / Table of Contents



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Introduction

Organizations often place a higher emphasis on Customer Experience (CX), which remains pivotal in shaping brand equity and revenue, and overlook EX, which can bring the next level of differentiation for organizations. Navigating the path to achieving a superior EX is not without its hurdles, with one of the primary challenges being the establishment of an appropriate performance measurement model. Moreover, as the needs of the workforce evolve, the demand for a holistic performance measurement model becomes paramount, one that effectively captures all the facets of EX.

In the ever-evolving landscape of employee-centricity and service excellence, Experience Level Agreements (XLAs) are emerging as a transformative paradigm, redefining how organizations measure and prioritize EX. With organizations increasingly recognizing the impact of user experience on overall success, XLAs are positioned as the future of experience measurement, as they not only mitigate the challenges associated with traditional methods but also elevate the same to unravel true EX.

In this report, we focus on:

- EX measurement in the face of changing workforce dynamics
- Overview of XLAs
- Enterprise guide to XLA adoption

Scope of this report



Geography
Global



Industry
All industries



Services
Digital workplace
services

Overview and abbreviated summary of key messages

This report explores EX measurement in the face of changing workforce dynamics, offer insights into XLAs, and helps enterprises in understanding and approaching XLAs by adopting a three-pronged strategy.

Some of the findings in this report, among others, are:

EX measurement amidst changing workforce needs

- Organizations need to shift to a holistic approach that recognizes the interconnectedness of customer and employee experiences
- Modern workplaces need a comprehensive performance measurement model blending outcome and output metrics, as traditional measures fall short in capturing employees' needs and expectations

Overview of XLAs

- XLAs are designed to augment SLAs and provide the EX-centric metrics that are outcome-oriented and focus on the actual impact of service
- XLAs offer a solution to the challenges associated with conventional approaches to EX measurement such as watermelon effect
- XLAs gauge the diverse aspects shaping EX including service quality, device and application performance, and user sentiments

Enterprise guide to XLA adoption

- Organizations can improve the overall EX by initiating their XLA journey through adherence to the 3A framework
- Organizations should initially assess certain factors which are good indicators of EX health, to determine the urgency of initiating their journey toward XLAs transformation
- Organizations can then accomplish the transformation through a 4-step process and accelerate the value realization by adhering to certain best practices and recommendations

The report provides insights about XLAs and helps enterprises in approaching XLAs by adopting a three-pronged strategy; below are four charts to illustrate the depth of the report

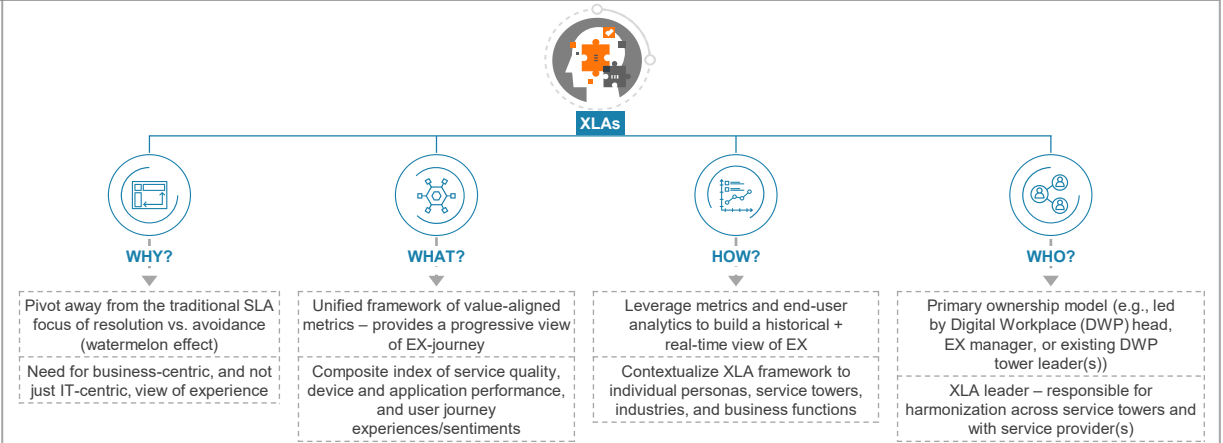
Journey to EX is ridden with challenges

In an Everest Group poll, we identified five key challenges associated with EX improvement efforts; difficulty in performance measurement has often been highlighted by clients as the biggest roadblock to experience improvement.

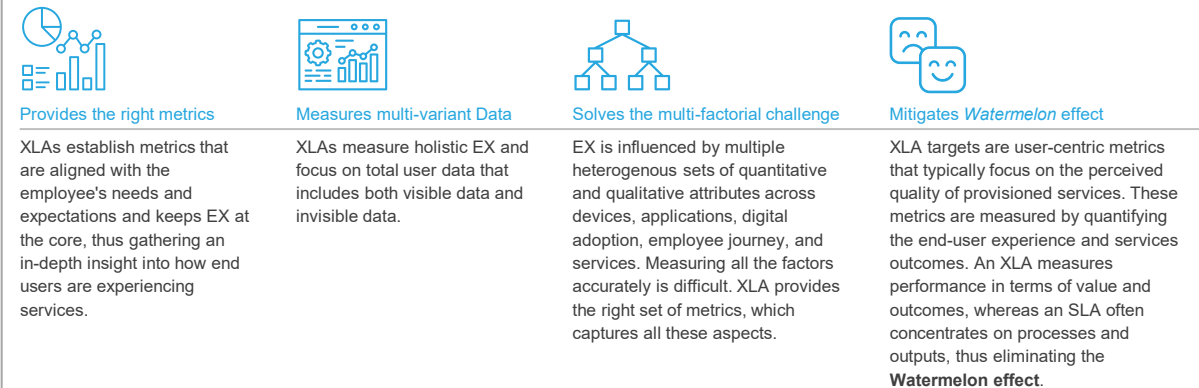


Forward looking leaders also acknowledge that performance measurement is the biggest challenge being faced right now.

Understanding XLAs better

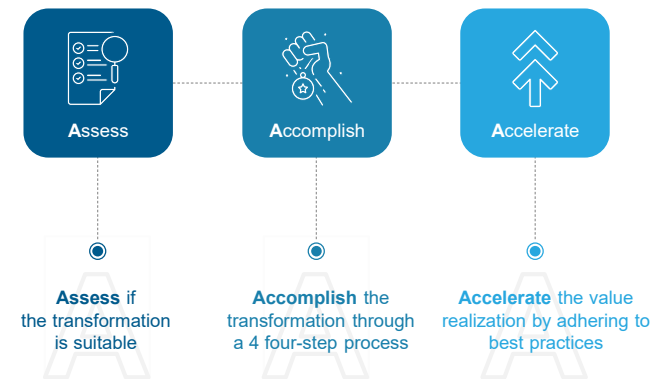


Challenges addressed through XLAs



Three-pronged approach to embark on XLA transformation journey

Organizations can improve the overall EX by initiating their XLA journey through adherence to the 3A framework:



Research calendar

Digital Workplace

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Workplace Communication and Collaboration (WCC) Services – Provider Compendium 2023	January 2023
Workplace Communication and Collaboration (WCC): Enabling Employee Engagement and Belongingness with Metaverse Adoption	March 2023
Digital Workplace Enterprise Pulse 2023: from Provider to True Partner – the Road not Taken	March 2023
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Shifting Gears: Embracing Experience Level Agreements (XLAs) for Experience Excellence	December 2023
Unified Communication & Collaboration (UCC) Specialist Services Peak Matrix® Assessment 2024	Q1 2024
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