



# FROM METRICS TO OUTCOMES MONITORING AND MEASURING DIGITAL END-USER EXPERIENCE (DEX) FOR AN AMERICAN TECH GIANT



## Abstract

This White Paper explores how best organizations can measure the digital End-User experience across various channels and touchpoints that help provide real time insights into the performance and quality of the Digital Services.

# Executive Summary

In today's AI-first enterprise landscape, delivering a high-quality end-user experience has become a decisive factor in driving productivity, employee satisfaction and operational excellence. Traditional IT performance metrics often fail to capture the nuanced realities of how users engage with digital tools and services, creating a gap between system health and user experience.

To address this challenge, Infosys partnered with the leading global enterprise to conceptualize and implement a comprehensive **Digital End-User Experience (DEX) Measurement Framework**. This strategic initiative shifted the focus from reactive IT support to proactive experience management, enabling organizations to anticipate and resolve issues before they impacted productivity.

The framework integrated real-time telemetry, behavioral analytics and user sentiment to provide a comprehensive 360 - degree view

of digital experience across endpoints, applications, and services. By embedding experience-centric KPIs into IT operations, the client achieved faster issue resolution, data-driven decision-making, and targeted experience enhancements.

The implementation delivered measurable results, including improved employee satisfaction scores and enhanced visibility for IT leadership.

More importantly, it fostered a culture of continuous experience optimization, where technology evolved from being a mere tool to becoming a seamless enabler of productive work.

This White Paper explores the strategic rationale behind experience measurement, outlines the DEX framework, details the implementation journey and highlights the business impact achieved—offering actionable insights for organizations aiming to elevate their digital experience maturity.

## Problem Statement

The client, a global enterprise with a workforce of approximately 150,000 users spread across 180+ locations worldwide, was undergoing a large-scale digital workplace transformation. Despite having a mature IT infrastructure, they lacked the ability to effectively measure and manage the actual experience of their employees across digital service touchpoints.

Their existing IT operations relied heavily on traditional performance metrics such as system uptime and incident volumes, which failed to reflect how users truly experienced the digital environment. This created a disconnect between perceived service health and actual user satisfaction.

The key challenges included **fragmented visibility across endpoints and applications, inconsistent service quality, and a reactive support model** that often-addressed issues only after they were reported. These limitations led to stagnant employee experience scores, reduced productivity and limited insight for IT leadership to prioritize improvements or align digital services with business goals.

## Solution Overview

To address the fragmented visibility and reactive support model impacting digital experience, Infosys implemented a comprehensive **Digital End-User Experience (DEX) Measurement Framework** for the client. This framework marked a strategic shift from infrastructure-centric monitoring to a user-centric, insight-driven approach. Thus, capturing the true quality of digital interactions across endpoints, applications, and services.

## Framework

The DEX framework is structured around four core experience pillars:



**Service Experience:** Focuses on the quality of IT services and support provided to employees. It measures service responsiveness, resolution times, and alignment with user expectations to ensure seamless service delivery.



**Device Experience:** Evaluates the performance of employee devices covering boot times, application responsiveness, hardware health, and resource utilization. This helps identify device-related bottlenecks that impact productivity.



**Collaboration Experience:** Provides insights into employee engagement, collaboration, and productivity. It captures how effectively users interact with collaboration tools and platforms in their daily workflows.



**Information Finding Experience:** Measures how easily and efficiently employees can locate, access, and utilize relevant digital content, tools, and resources. Focuses on search efficiency, content accessibility and relevance of results.



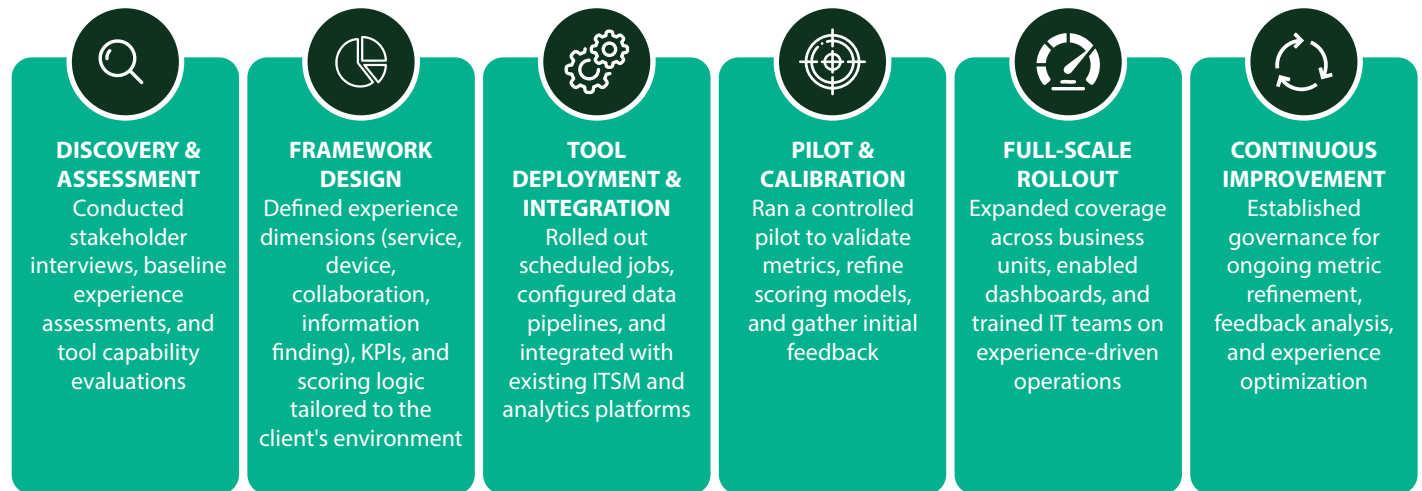
This solution aligns with the client’s broader digital workplace strategy, enhancing employee productivity and collaboration, improving user experience across devices and platforms, and fostering a culture of continuous improvement.

The DEX Measurement Framework was architected and implemented leveraging the capabilities of Infosys ESM Café—a modular, scalable, and intelligent enterprise service management platform. Infosys ESM Café served as the backbone for orchestrating telemetry collection, experience scoring, dashboarding, and ITSM integration.



## Technology Stack and Methodology

The framework leverages a combination of Experience Monitoring tools (e.g., Nextthink, Aternity), custom analytics pipelines, integration with ITSM platforms, light weight survey tools, and in-app feedback mechanisms to ensure scalability, interoperability, and actionable insights. The implementation followed a structured, phased approach to ensure alignment with business goals and minimize disruption:



## Timelines







The implementation followed a structured, product-centric approach, with priorities defined based on customer requirements. These were mapped quarter-on-quarter, aligning with available capacity and business impact. This phased rollout enabled focused execution, clear visibility into deliverables, and flexibility to adapt based on evolving needs and user feedback.





# Outcomes and Benefits

The deployment of the Digital End-User Experience (DEX) Measurement Framework brought transformative changes to the client's IT operations, shifting from reactive support to proactive experience management. Key outcomes included:

Category	Key Highlights
 Unified Experience Measurement	<ul style="list-style-type: none"><li>● Integrated 100+ KEIs across 4 touchpoints</li><li>● Delivered a quantifiable Digital Experience Score</li><li>● Standardized tracking of service delivery</li></ul>
 Holistic Visibility	<ul style="list-style-type: none"><li>● One-Stop Dashboard for consolidated experience view</li><li>● Enabled cross-channel correlation analysis</li></ul>
 Innovative Framework Design	<ul style="list-style-type: none"><li>● Four-pillar model: Service, Device, Work, Connectivity</li><li>● Fostered alignment across IT and business teams</li></ul>
 Proactive Engagement	<ul style="list-style-type: none"><li>● Real-time visibility into user experience via telemetry</li><li>● Reduced reliance on reactive surveys</li></ul>
 Actionable Insights	<ul style="list-style-type: none"><li>● Trend analysis with drilldowns for root cause</li><li>● Enabled 30+ targeted actions; improved service &amp; device performance by 20% QoQ</li></ul>
 Benchmarking & Strategic Alignment	<ul style="list-style-type: none"><li>● Industry and internal benchmark comparisons</li><li>● Informed strategic decisions with experience maturity insights</li></ul>



## Conclusion

The implementation of the Digital End-User Experience (DEX) Measurement Framework marked a pivotal shift in how the client understands, manages, and enhances employee experience in the ww workplace. It enabled deeper visibility into user interactions, accelerated issue resolution, and aligned IT operations with strategic business goals.

By quantifying experience across service, device, collaboration, and information dimensions—and leveraging real-time dashboards and benchmarking insights—the framework empowered both IT and business teams to make informed decisions and drive continuous improvement.

## The Way Forward

The future of Digital Employee Experience (DEX) is increasingly intelligent and predictive. To build on the success of this initiative, the following next steps are recommended:

Initiative	Description
Expand Framework Coverage	Extending experience scoring to additional business units and digital services.
Integrate Predictive Analytics	Use AI/ML models to forecast experience degradation and automate preventive actions.
Continuous Improvement	Embed feedback loops into daily workflows to monitor scores, identify gaps, and iterate quickly.

## About the Author



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Hari is a seasoned business leader and IT specialist with over 20 years' experience in service delivery and program management. He heads Digital Workplace Services initiatives, driving improved employee experience and innovation through Agentic AI. Hari has consistently delivered major transformation projects that effectively align technology with business goals and enhance user satisfaction.



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