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**CASE STUDY**

# Microland Improved DEX Score to Enhance Employee Experience & Increase Productivity for One of the Largest Banks in Saudi Arabia Using Digital Experience Management Analytics Tool

## About Customer

The client is one of the largest and leading banks in Saudi Arabia. There are around 12,000 users across Saudi Arabia with 680+ Branches and 3200 ATMs spread across Kingdom of Saudi Arabia (KSA).

## Business Challenges

- No means of measuring the Digital Experience of a user or device
- Pressure for ticket resolution time reduction & automation
- Non-availability of Self-help or Self-heal tools/processes to remediate issues automatically or by the user themselves

## Microland Solution

The client already had the NexThink tool, which is a Digital Experience Management Analytics tool predominantly being used by the other support teams. Microland recommended extending the tool for IT support. Using the existing NexThink tool, we analyzed the automation requirements of the client and worked towards reducing ticket counts and enhancing user experience.

Along with the NexThink tool, we leveraged the DEX module to analyze and showcase the Digital Experience. The team at Microland also ensured reduction of top call drivers using NexThink ACT, and used the Campaign tool to implement remote actions and user campaigns.

As part of the Continuous Service Improvements and Value Adds as a trusted partner, Microland provided the following solutions using the NexThink tool:

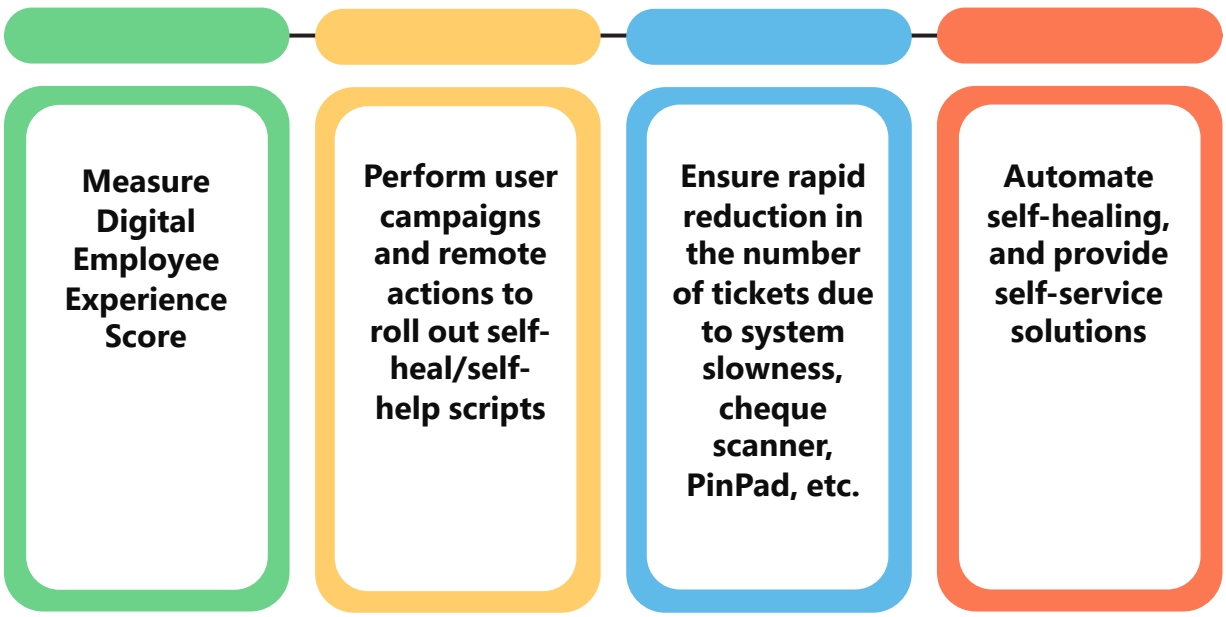
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- **DEX Improvement:** Re-configured valid parameter settings for an accurate reading to enhance the device performance score - score improved from 7.16 to 8.14
- **System Slowness:** Utilizing NexThink tool, identified PCs having slowness due to resource constraints.
- **Campaign:** Using the NexThink campaign module, the password expiry campaign has been rolled out for users to reset their password before expiry. 3,759 users changed their password proactively post the password expiry (campaign covering 6.1K devices) – the recurring task is scheduled; the user gets a campaign before 10 days of password expiry (password expiry is set for 90 days)
- **Self-help/Self-heal (ACT module):** Using NexThink remote action, "Software Re-installation (Branch cheque scanner software) and Device/Driver re-configuration/re-reinstallation (PinPad printer)" have been developed and rolled out.

## Business Benefits Delivered

With the solution provided by Microland, the client is able to:




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