



CASE STUDY

Transforming Digital Employee Experience (DEX) at a Global Sports Brand with 1E



Executive Summary

1E, in collaboration with its strong global partner network, is proud to implement the 1E platform and a wide range of tools with customers across the globe.

A multinational sports clothing brand has experienced the transformative power of 1E firsthand. This is in estate and smart asset management, self-service remediation, automated service desk operations, and implementing AI-powered support.

Read on to discover:

- How 1E's digital employee experience (DEX) platform helps enable an empathetic, personalized, and on-demand workplace
- The impact of measuring and scoring user experience metrics across a complex global estate
- How automated self-service tools and AI-powered support chat are breaking new ground



Introduction

1E and our global partner network implemented the 1E DEX platform at a multinational sports shoe, clothing, and accessories retailer. With operations spanning 55,000 computers and 25,000 retail devices, this global sportswear brand maintains a hybrid worldwide workforce operating from over 100 offices.

Why DEX?

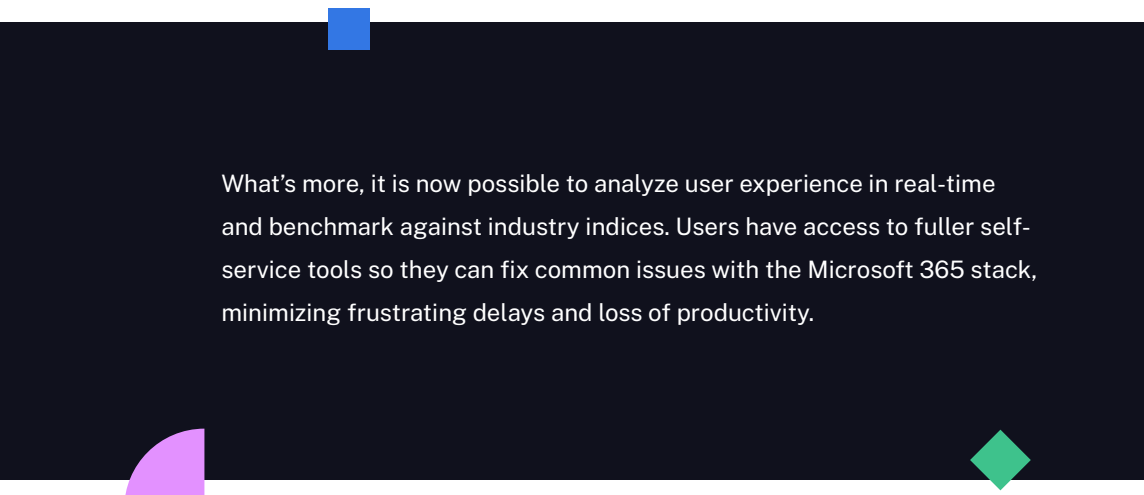
Digital employee experience (DEX) is critical as it reimagines workplace technology to align with the evolving needs of users and an on-demand workplace.

Since the pandemic, many global enterprises have adopted either fully remote or hybrid work models. This move brought IT departments to seek sustainable, long-term solutions for optimizing performance and achieving operational efficiencies. 1E's DEX tools enable customers to accelerate digital transformation, build personalized and remote workplaces, and enhance productivity and user experience.

Aligning IT to business goals

The role of IT is evolving. What was once considered a cost center now plays a pivotal role in driving company-wide employee productivity, closely aligned with other key business areas. IT now needs to generate outcomes that matter to company leaders. Leveraging 1E's modern automation and integrations has helped enhance efficiency in the service desk function at this multinational retail organization. The service desk operates in multiple languages, covering over 100 offices and several distribution centers globally.

The retail customer experience is intrinsically linked to the employee experience through end-to-end retail devices and support for global stores. Productivity loss in the retail sector can be costly. Using service automation, such as service desk chatbots and retail assistants, is a unique point of engagement. Such a complex worldwide infrastructure requires regional governance for office support as well as store support.



What's more, it is now possible to analyze user experience in real-time and benchmark against industry indices. Users have access to fuller self-service tools so they can fix common issues with the Microsoft 365 stack, minimizing frustrating delays and loss of productivity.

Empathetic employee experience

The 1E platform allows IT teams to proactively manage the user experience in real-time. Through a series of Experience Analytics dashboards, the end customer can keep track of Employee Sentiment, both from users and in store, across the estate. Qualitative and quantitative feedback can then drive more empathetic decision-making towards a better employee experience.

Automated real-time translation for live chat and automated support services help users achieve more, with less dependence on physical support agents. This sports retailer has spearheaded the introduction of AI-based personal assistants to deal with all types of employee queries, not just IT queries.

Virtual workspaces with a dedicated Digital Experience Office and Field Services Command Center allow teams to champion DEX in their own way. By taking charge of the employee experience, in tandem with automated service tools and real-time insights, employees can work together with IT to improve their digital experience.

What if each digital employee experience (DEX) was better than the last? The 1E platform helps IT teams improve end user experience, tighten security, reduce costs, and evolve operations from cost center to strategic enabler. Over one-third of the Fortune 100 rely on 1E's single-agent solution with real-time automation and remediation for more visibility, control, compliance, and observability. Now, all IT teams can provide exceptional employee experiences, increase efficiency, and reduce service delivery time. For more information, visit [1E.com](https://www.1e.com).



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