



Improving the Digital Employee Experience with Hub Services

Digital Employee Experience (DEX)

“The sum of all the perceptions that employees have about working with the technology they use to complete their daily work and manage their relationship with their employer across the lifecycle of their employment.

Forrester blogs. “Digital Employee Experience Is Not A Tool — It’s A Perception.” May 2022.

Employee experience (EX) is top of mind for many organizations looking to overcome the competitive nature of today’s talent acquisition environment. VMware Workspace ONE Intelligent Hub and Hub services help customers create a robust, seamless digital experience, from initial onboarding and provisioning through an employee’s time at their organization. VMware Workspace ONE customers can activate Hub services to enable their workforce to access, discover and connect with corporate resources, teams and workflows within a company.

The modern employee experience

Onboarding employees and managing their access to important apps and data is a pain point for business leaders, and many organizations have looked to technology solutions to improve employee experience (EX). “Employee experience” as an initiative is the way that employees interact with their organization throughout the employee lifecycle. With the rise of hybrid and remote models, solving EX challenges has included improving the digital employee experience (DEX), reducing friction between a candidate or employee and the technologies they use in their work.

However, the speed with which organizations have been bringing on technology has caused vendor catalogs to reach a critical mass, where resources are spread across too many applications. Instead of improving the employee experience, it becomes more complicated and decentralized. Thirty-four percent of business leaders have invested in six or more tools to meet their EX goals, and employees are more often indicating that their organizations offer too many separate tools and applications.

When employee experience is dependent on so many different applications, how does an organization decide where to start? It starts with access and how employees interact with their access point. VMware Intelligent Hub services enhance the way that VMware customers help workers find and use key corporate applications and resources.

“Sixty percent of surveyed global IT decision-makers and influencers expect to have a comprehensive DEX solution that includes delivery, monitoring, analysis and remediation in the next six months to two years.”

Forrester Consulting study commissioned by VMware Inc. “Optimizing Digital Employee Experience For Anywhere Work.” April 2022.

“More than 80% of respondents report their organizations are implementing, piloting, or have implemented a dedicated digital employee experience platform.”

Forrester Consulting study commissioned by VMware Inc. “Optimizing Digital Employee Experience For Anywhere Work.” April 2022.

Laying groundwork with Intelligent Hub

VMware Workspace ONE Intelligent Hub is at the core of the Anywhere Workspace, delivering a seamless digital employee experience across any device or application. Throughout the employee lifecycle, Intelligent Hub enables workers to access everyday corporate resources, internal communication channels, and self-service support and troubleshooting portals. In addition to the end-user benefits, customers who activate Hub services within the Intelligent Hub can provide a more robust experience for their organization. If employees are frustrated by technology, they become disengaged and less productive at work. Utilizing Hub services to customize your employee experience can help organizations overcome this and push employee experience metrics even higher.

Winning over workers with Hub Services

Intelligent Hub allows organizations to deliver amazing employee experiences, and Hub services empower administrators to create a more personalized experience and further reduce friction between the user and their applications, resulting in a more engaged and effective employee. Leverage these Intelligent Hub services to get the most out of your deployment:

1. **App catalog** – Intelligent Hub comes with a unified app catalog that allows employees to access all kinds of applications from any device. With single sign-on, those applications can be accessed securely and quickly through Intelligent Hub, no unique log-in process required.
2. **Custom branding** – Apply your company branding, color schemes and logos to your instance of Intelligent Hub. Those choices can be applied to the Intelligent Hub interface and application icon on any device your employees use.
3. **Self-service support** – Take pressure off support staff and empower employees to remediate common issues with Self-Service IT support. Manage devices, install and update applications, and find guidance to fix IT problems without contacting the service desk.
4. **Notifications** – Reach your employees with the information that matters. Target groups of employees based on their needs and communicate such key benefits as information, upcoming downtimes, training requirements, and other important messages. Take this functionality even further with Workspace ONE Intelligence, automate services behind surveys to collect periodic experience feedback, manage application licenses, and provide proactive support based on performance triggers.
5. **Custom home tab** – Encourage additional engagement with core corporate web pages by tailoring the Intelligent Hub home tab to your business. Give employees access to the corporate intranet from their device of choice or customize the URL to align with current initiatives.

6. **Templates** – Hub services allows organizations to create persona-based versions of Intelligent Hub that provide a curated, custom-branded experience based on role, location or employee stage. Some organizations use this for mergers and acquisitions or to deploy Intelligent Hub to employees before their first day (i.e., onboarding view).



Empower



Connect



Remediate

Intelligent Hub services gives your organization the tools to **empower** your employees to do more from any device, **connect** to the resources they need, and **remediate** IT issues quickly within Intelligent Hub.

Getting started

Features such as these can help organizations develop a strong IT environment for their remote and hybrid workers, fostering a better relationship with their employees and increasing retention. The broad array of security and accessibility options, near-complete customizability of the interface, and integration with other Workspace ONE features give organizations complete control over their employees' experience with corporate resources.

For further guidance on how to enable Hub services and optimize how these services are applied within your organization, check out [5 Quick Wins for Workspace ONE Hub Services](#) and [Workspace ONE Hub Services documentation](#). To learn more about digital employee experience and its importance, visit the [DEX homepage on vmware.com](#).