



nexthink

ABN AMRO

IT Wins Praise from Board for Proactive Experience Management

Learn how this popular Dutch bank was able to keep their employees productive and happy after the global pandemic hit.

ABN AMRO is one of the Netherlands' most successful banks. They offer a full range of products and services to retail, private, and corporate clients. They also understand that the secret ingredients for a loyal customer base comes from a workforce that is happy and productive. Like many businesses, once COVID-19 hit ABN had to quickly pivot and transition thousands of employees into a new remote digital environment. Turning to Nexthink they were able to proactively diagnose and fix their remote IT problems and keep their employees feeling connected and cared for.

This is their story...

FOCUSING ON THE HUMAN FACTOR AT ABN AMRO

The employee experience is a central part of ABN AMRO's business philosophy, something that every department takes pride in and responsibility for. "The ABN philosophy has always been about reinventing employee experience. Human Resources, Facility Management, IT support—we all take a collective interest in the human factor here" says Martijn Cappel (Lead, Experience Teams Digital Workplace, ABN AMRO).

For IT, this means that the Digital Workplace Team is focused on delivering quality IT services based on XLAs (experience level agreements) which measure both hard, technical metrics with subjective, end-user feedback data. Working off XLAs helps ABN's IT department better understand how employees value their work tools and IT services.

"We don't want to deliver cool technologies just for the sake of it, we want to deliver tech that makes sense for our people's needs," adds Cappel.

TURNING A PROBLEM INTO AN OPPORTUNITY

ABN's IT department was familiar with Nextthink's Digital Experience Management platform before the global pandemic started, but they would soon rediscover its versatility in the spring of 2020. "We often used Nextthink's Engage capabilities to help troubleshoot common end-user problems and to proactively communicate with employees before any planned digital disruptions," says Jelmer Berendsen, Nextthink Enablement Lead at ABN's Digital Workplace team.

After COVID-19 hit, ABN was forced to transition many of their employees offsite which put unfamiliar stress on the IT team. "We were set up to work from home (in the past), but not for thousands of employees" recounts Daan Tuijnman, Product Owner OBI (Operational Business Intelligence), Digital Workplace, ABN AMRO.

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Daan Tuijnman

Product Owner OBI, Digital Workplace, ABN AMRO

IT's stress quickly disappeared thanks to Nextthink's digital experience dashboards and remote actions. Cappel's team was able to gain immediate visibility into the number of ABN's active devices connecting to the VPN and safeguard against any data taxing the network. "We have been able to transport this information to a streaming data set in Power BI, which our management team can access on their phones and see how many users connect to the network each day. This data refreshes every 15 minutes, giving them near real-time information," adds Tuijnman.

The ability to track workplace deployments as they happen permitted IT to better throttle their data and minimize bandwidth traffic. Since switching to a work-from-anywhere (WFA) model, employees have been able to connect to the VPN and work just as efficiently as they once did in the office.

ACTIONABLE EMPLOYEE EXPERIENCE INSIGHT

ABN's IT team also leveraged Nextthink Engage to identify underperforming devices and connect directly with remote employees. "We were interested in better understanding our remote users, checking in on their wellbeing, and seeing if they needed different digital tools and support," says Berendsen. IT turned to Nextthink's automated campaigns to target certain subsets of users with helpful, on-screen surveys and messages. Their efforts quickly paid off—employees responded in record numbers and the IT team was able to collect meaningful feedback on their colleagues' computing experiences and wellbeing. ABN's board soon took an interest in this unique ability and Cappel's team found themselves briefing the company's directors and working alongside Human Resources to support ABN's employee wellness initiatives.

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Jelmer Berendsen

Nextthink Enablement Lead, Digital Workplace, ABN AMRO

MAINTAINING THE FUTURE WORK-FROM-ANYWHERE MODEL

Central to the latest round of Nexthink advancements is Experience Optimization, a ground breaking set of capabilities that provides clear, prioritized guidance on how to improve and optimize digital work across an organization. For the first time, IT professionals can see what issues they need to address first, understand the likely causes behind those problems, and quickly act with absolute certainty. Nexthink's latest proactive digital experience features are helping ABN's IT to manage their complicated distributed digital environment.

ABN AMRO's IT team is a forward-thinking group committed to improving their company's digital experience and using Nexthink every step of the way. "We're excited about what Nexthink is doing with these latest developments—we're going to be able to gain visibility into issues, correlate them and problem solve, ideally before an employee even notices they have occurred. This will help our employees remain productive and engaged, while IT focuses on future digital transformation" - Cappel.

NEXTHINK

Nexthink is the leader in digital employee experience management software. The company gives IT leaders unprecedented insight into employees' daily experiences of technology at the device level – freeing IT to progress from reactive problem solving to proactive optimization. Nexthink enables its more than 1,000 customers to provide better digital experiences to more than 10 million employees. Dual headquartered in Lausanne, Switzerland and Boston, Massachusetts, Nexthink has 9 offices worldwide.

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Martijn Cappel

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