



12.3.2019

# Employee Sentiment Study

## Microsoft Managed Desktop Users and Non-Users

 Microsoft + qualtrics.<sup>XM</sup>

# Project background

## Objectives

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Microsoft sought to understand the experiences and satisfaction of Microsoft Managed Desktop users compared to those of non-users.

## Approach

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Four customer organizations were invited to participate based on the size, status, and duration of their Microsoft Managed Desktop deployment. Two customer organizations opted in to participate during the set timeline of the study. The participating customers are located in EMEA and APAC, respectively.

Qualtrics conducted a branded study with a prize draw for participation. For each participating customer organization, Qualtrics studied Microsoft Managed Desktop users and a control group of non-users within the same company. Non-Microsoft Managed Desktop computing environments included Windows 7 and iPad.

Data in this deck represents 477 total responses (345 Microsoft Managed Desktop user and 132 non-user nonuser responses).

# Employee sentiments of responding Microsoft Managed Desktop users vs. non-users

## Key takeaways

15%

**Increase in employee engagement.**

Responding Microsoft Managed Desktop users felt 15% more pride, advocacy, and achievement at work, on average, than responding non-users.

31%

**Improvement in employee effectiveness.**

Responding users were 31% more likely to agree that they have the necessary tools and technology to get their work done effectively.

59%

**Accelerated employee impact.**

Responding users were 59% more likely to agree that their PC experience lets them better serve their customers and work more productively.

121%

**Increase in employer ratings and brand image.**

Responding users were 121% more likely to feel valued by their company as a result of their PC experience.

74

**Point increase in PC experience recommendation rates.**

Responding users rated their experiences as ones they would recommend 74 points higher than responding non-users.

80%

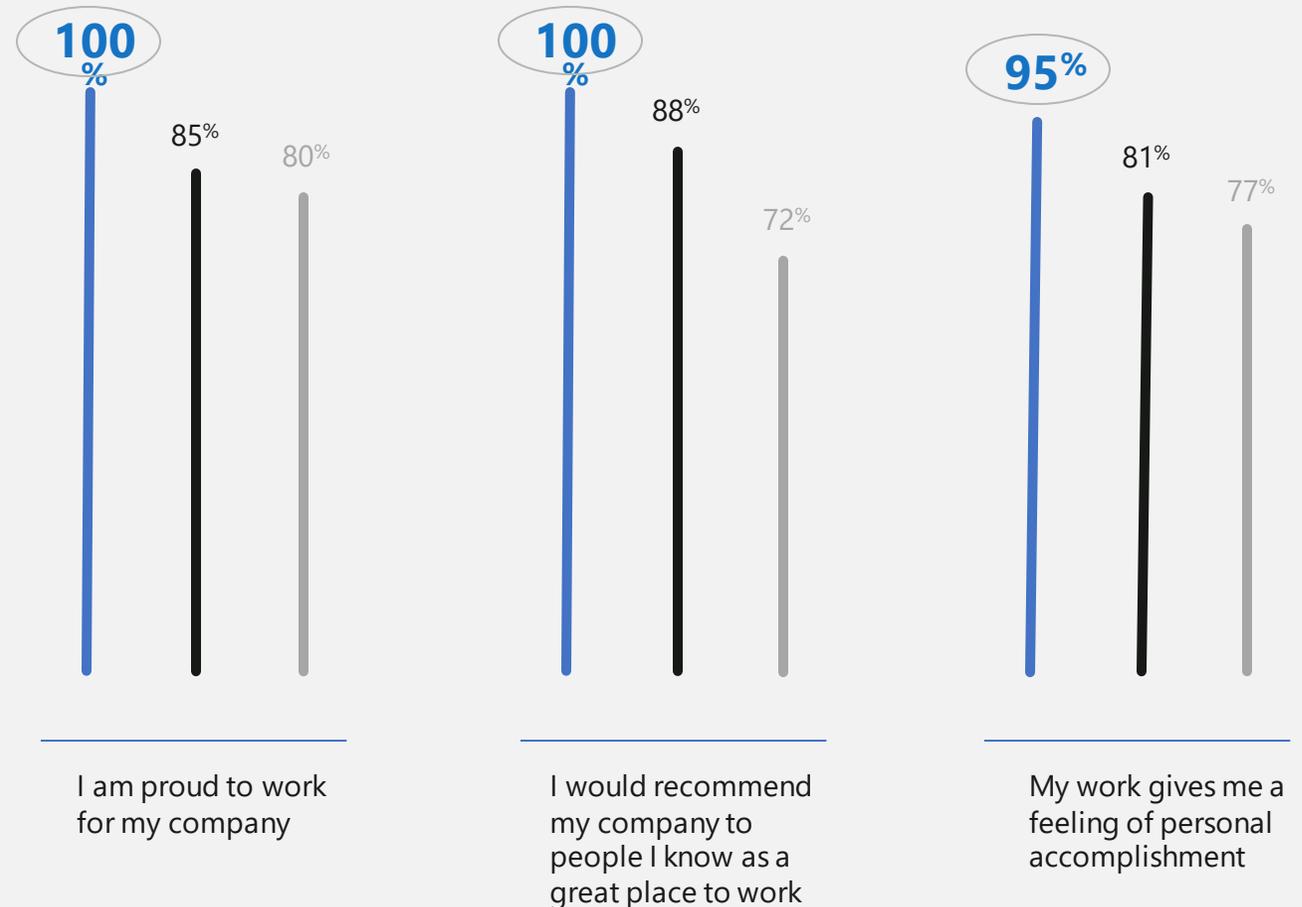
**Increase in employee work flexibility**

Responding users found their PC experience to be 80% more flexible than responding non-users, citing device responsiveness as a top reason for satisfaction.

# Increase in employee engagement

**Responding Microsoft Managed Desktop users felt 15% more pride, advocacy, and achievement at work, on average, than non-users.**

- Users
- Non-Users
- IBM Kenexa WorldNorms



I am proud to work for my company

I would recommend my company to people I know as a great place to work

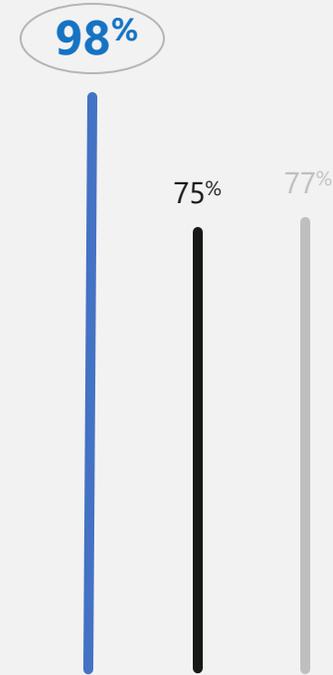
My work gives me a feeling of personal accomplishment

**Q:** To what extent do you agree or disagree with the following. Displaying % Top 2 Box agree (Strongly Agree + Agree) n= 43 MMD users and n=48 non-MMD users compared to IBM Kenexa WorldNorms licensed by Qualtrics. The circle indicates that users rate statistically significantly higher than non-users. Results are statistically significant within +/- 6% points.

# Improvement in employee effectiveness

**Responding Microsoft Managed Desktop users were 31% more likely to agree that they have the necessary tools and technology to get their work done effectively.**

- Users
- Non-Users
- IBM Kenexa WorldNorms



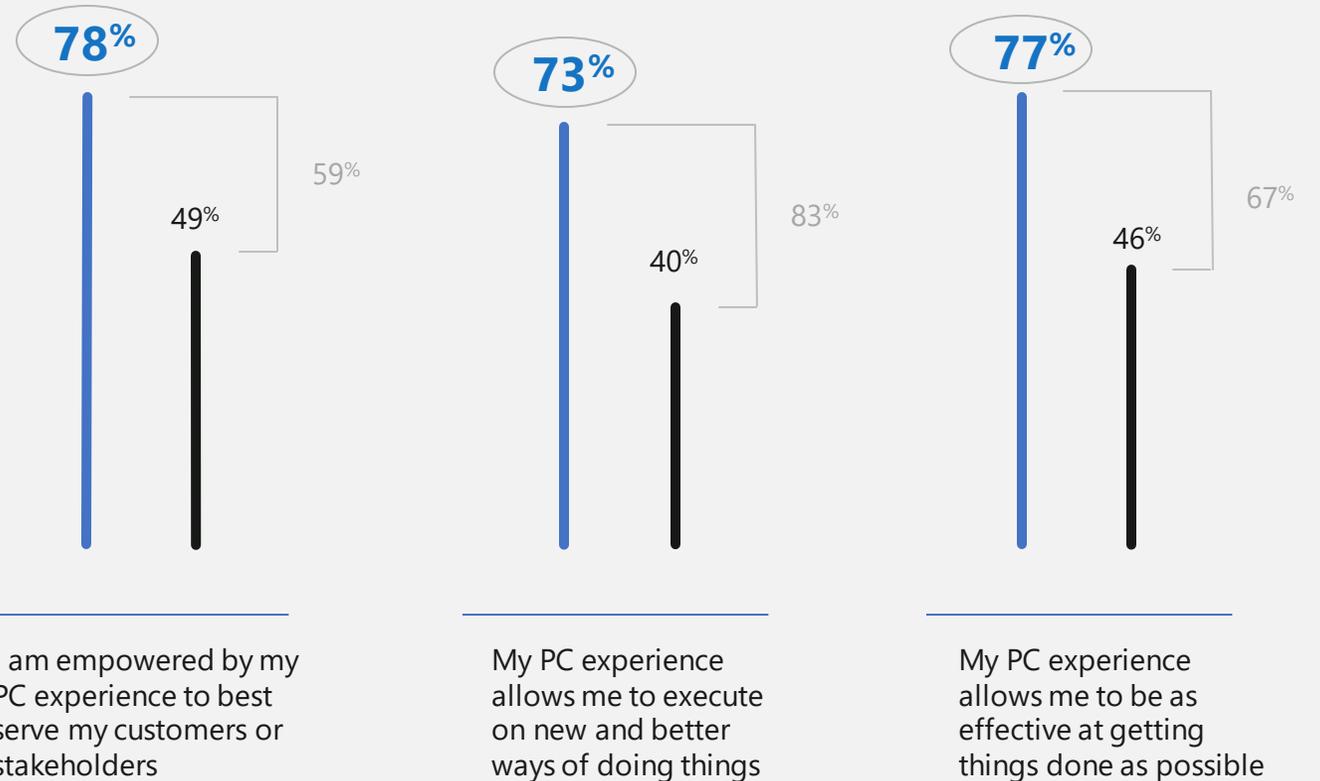
Overall I have access to the tools and technology I need to do my job effectively

**Q:** To what extent do you agree or disagree with the following. Displaying % Top 2 Box agree (Strongly Agree + Agree) n= 43 MMD users and n=48 non-MMD users compared to IBM Kenexa WorldNorms licensed by Qualtrics. The circle indicates that users rate statistically significantly higher than non-users. Results are statistically significant within +/- 7% points.

# Accelerated employee impact

**Responding Microsoft Managed Desktop users were 59%+ more likely to agree that their PC experience lets them better serve their customers and work more productively.**

— Users  
— Non-Users

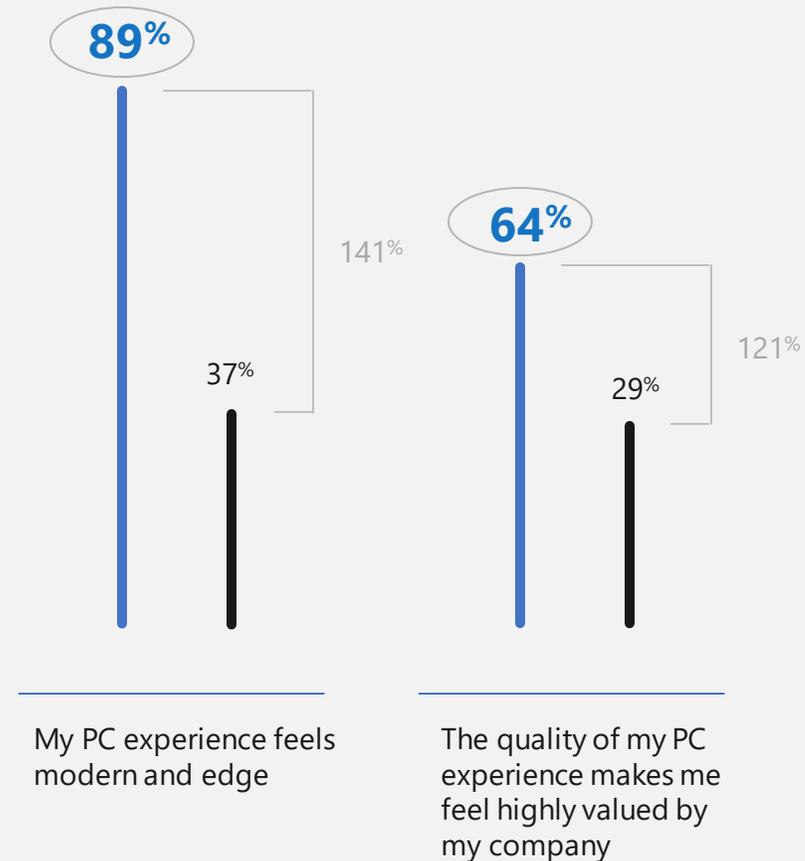


**Q:** To what extent do you agree or disagree with the following. Displaying % Top 2 Box agree (Strongly Agree + Agree) n=341 users and n=130 non-users. The circle indicates that users rate statistically significantly higher than non-users. Results are statistically significant within +/- 10% points.

# Increase in employer ratings and brand image

**Responding Microsoft Managed Desktop users were 121% more likely to feel valued by their company as a result of their PC experience.**

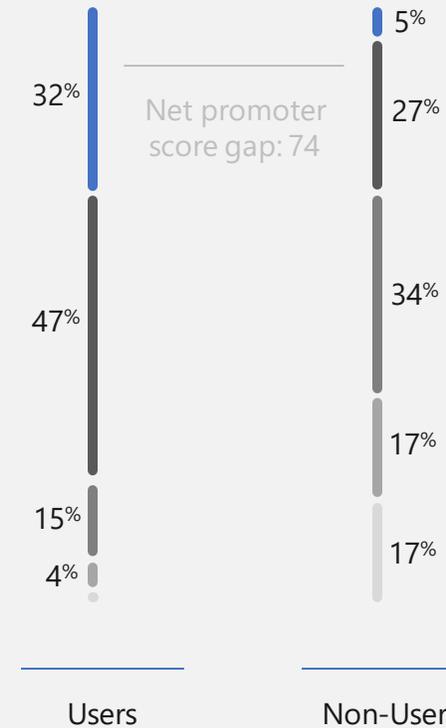
- Users
- Non-Users



**Q:** To what extent do you agree or disagree with the following. Displaying % Top 2 Box agree (Strongly Agree + Agree) n=342 users and n=130 non-users. The circle indicates that users rate statistically significantly higher than non-users. Results are statistically significant within +/- 8 or 11% points.

# Increase in PC experience recommendation rates

**Responding Microsoft Managed Desktop users rated their experiences as ones they would recommend 74 points higher than non-users.**



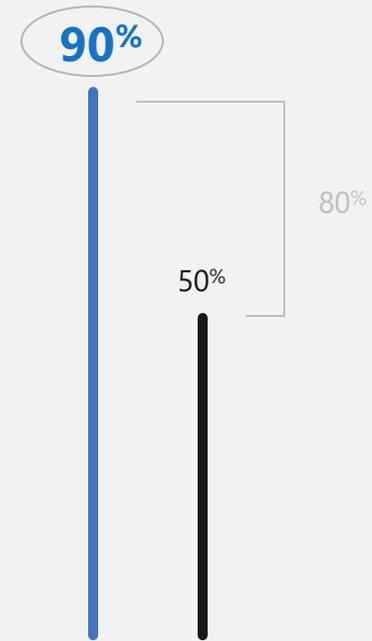
Non-Users were running Windows 7 or a non-Windows operating system on their workplace devices.

**Q:** How likely are you to recommend your experience with your PC to a friend or colleague? n=345 users and n=132 non-users. Results are statistically significant within +/- 10% points.

# Increase in employee work flexibility

**Responding Microsoft Managed Desktop users found their PC experience to be 80% more flexible than non-users.**

- Users
- Non-Users



My PC experience allows me the flexibility in the way I choose to get my work done (e.g., at the office, in meetings, on-the-go, or at home)

**Q:** To what extent do you agree or disagree with the following. Displaying % Top 2 Box agree (Strongly Agree + Agree) n=342 users and n=131 non-users. The circle indicates that users rate statistically significantly higher than non-users. Results are statistically significant within +/- 8% points.



# About Qualtrics

Qualtrics, the leading experience management company, is changing the way organizations manage and improve the four core experiences of business—customer, employee, product, and brand. Over 11,000 organizations around the world are using Qualtrics to listen, understand, and take action on experience data (X-data™)—the beliefs, emotions, and intentions that tell you why things are happening, and what to do about it. To learn more, visit [www.qualtrics.com](http://www.qualtrics.com).

# About Microsoft Managed Desktop

For organizations seeking to accelerate their digital transformation, Microsoft Managed Desktop is a cloud-based IT management and security monitoring service that improves productivity by delighting users and empowering IT to focus on core business goals. Microsoft Managed Desktop customers enjoy best-in-class device experiences that are always up-to-date, secure and monitored, with actionable service insights for IT and device users. For more information, visit <https://aka.ms/MMDvalue>.