



## REDEFINING IT SUCCESS: SHIFTING FROM SLA-DRIVEN IT TO EXPERIENCELED SERVICE DELIVERY

## Executive Summary

Infosys partnered with a leading Germany based consumer retail electronics chain as its strategic managed service provider for Digital Workplace and IT Services across **11 European countries and approximately 850 stores**.

As part of a broader digital transformation program, Infosys consultants worked closely with client leadership to support a shift from a **reactive, SLA-driven operating model to a user centric, experience-led approach** without introducing new, cost intensive tools.

The ambition was clear: to capture **Digital Employee Experience (DEX)** by combining objective telemetry with a **subjective experience score**, ensuring the “voice of the user” became central to service delivery decisions.

This POV focuses on the methodology used to capture that subjective experience. An innovative **DEX pilot** using existing platforms of **Microsoft Forms and Netcore** to gather multilingual employee sentiment across Digital Experience dimensions, Net Promoter Score (NPS), and key demographics.

For leadership, the outcome was transformative:

- A single, consolidated view of DEX
- Faster, evidence-based decision-making
- A scalable quarterly governance model, now approved for long-term adoption

In its first phase, the initiative recorded **~70% employee satisfaction** within the respondent group, surfaced critical user adoption gaps, and enabled **five high-impact improvement actions** demonstrating tangible value with minimal investment.

## What was the New Challenge?

The client faced a question increasingly common among digitally maturing enterprises:

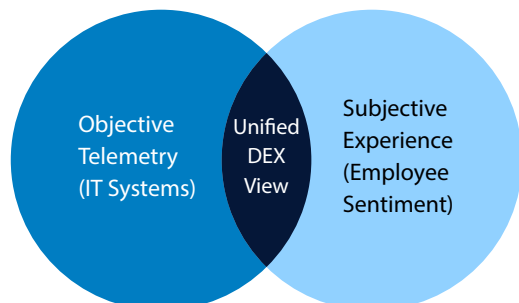
Is meeting SLAs really enough?

As part of its Digital Employee Experience (DEX) strategy, the organization sought to move beyond SLA-only success measures toward an Experience Level Agreement (XLA) construct. Leadership wanted a holistic, user-centric view of how IT was experienced across both stores and headquarters.

The core challenge lay in integration:

- Combining objective telemetry (what systems report)
- With subjective experience measurement (what users feel)

Doing so would enable leadership to make faster, evidence-based decisions, prioritize the right investments, and course-correct proactively all **without investing in new platforms or tools**.



## Why was the Change Needed Now?

A Germany-based consumer electronics retail leader operates at significant scale across Europe, with Infosys serving as its strategic Managed Service Provider across critical IT domains including Communication & Collaboration, Endpoint Management, Identity Management, and Paperless solutions.

For years, IT success was measured through a traditional SLA-led, break-fix model. This approach delivered technical stability and predictable operations but it left a critical blind spot:

### How do employees actually experience IT in their day-to-day work?

Leadership had limited visibility into Digital Employee Experience, user adoption, and employee sentiment, particularly across a geographically and culturally diverse footprint spanning **11 countries and ~850 stores**.

11

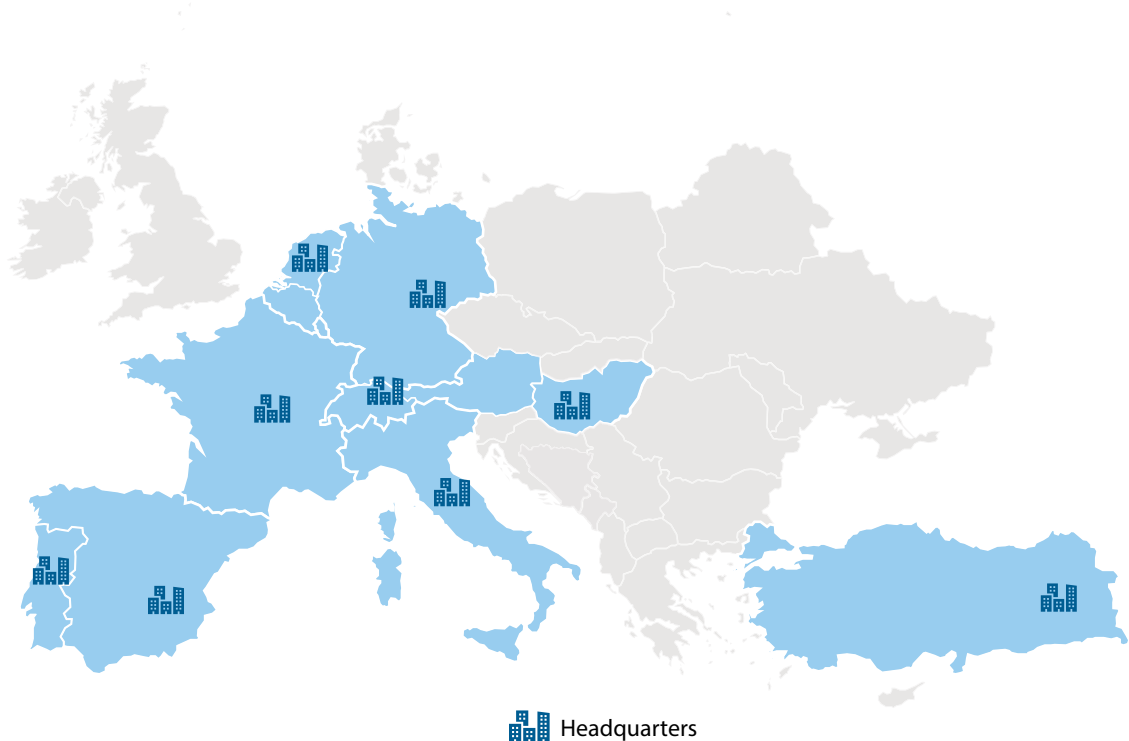
Countries

850

Stores

5

IT Towers  
supported  
by Infosys



As the organization progressed in digital maturity, leadership made a deliberate pivot: **shift from an IT-centric model to a user-centric one**. The goal was to put employee experience at the heart of service delivery decisions. To do that, the client needed a way to proactively capture sentiment, quantify experience, and translate insight into action. This capability needed to be **cost-effective, scalable, and built on existing tools**, while delivering immediate and tangible value.

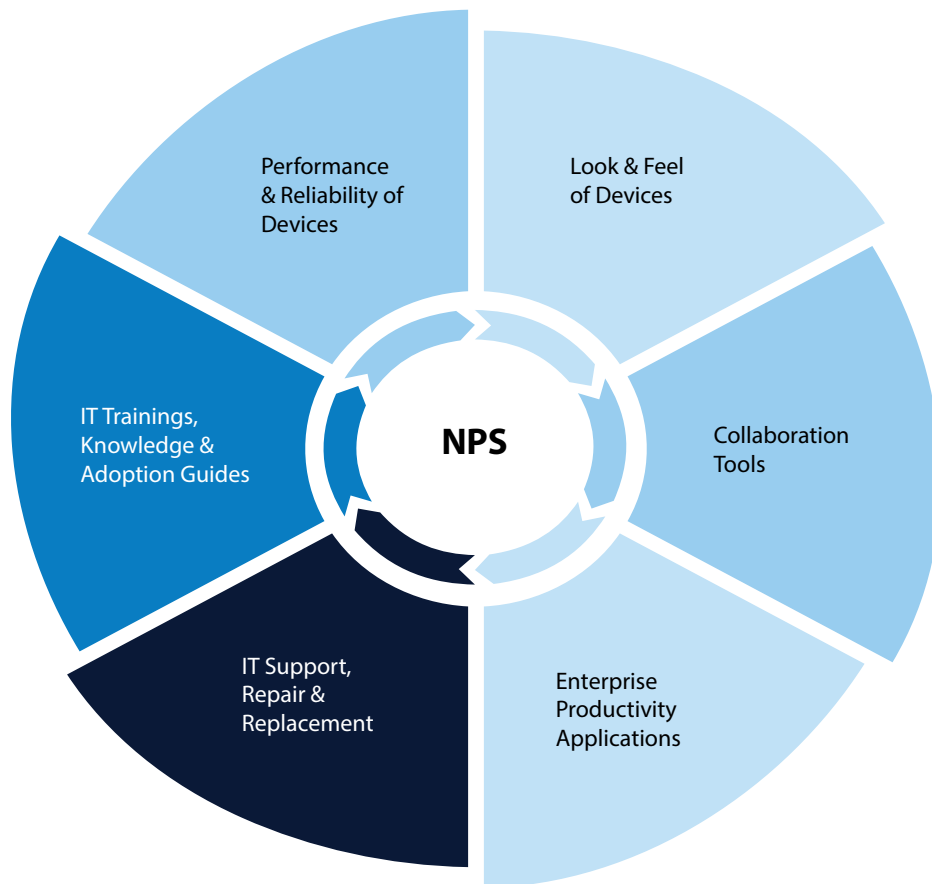


## How was the Challenge Addressed?

Infosys designed an innovative **DEX pilot** that fundamentally reframed how IT value was measured i.e. moving the conversation from infrastructure health to **human experience**. Meaningful measurement of experience was positioned as a continuous process rather than a one-time assessment.

While objective telemetry continued to provide insight into system performance, the subjective dimension was captured through a **simple, anonymous Digital Employee Experience survey**. The survey covered **seven core Digital Experience dimensions** along with **NPS, demographics, and open-text feedback** and was intentionally concise to maximize participation while preserving depth. The dimensions included remote work experience using collaboration tools, devices and equipment experience, communication quality among other strategically finalized parameters.

To ensure fairness and representativeness, a **heterogeneous sample** of employees was selected across stores, headquarters, and back offices and all job levels and roles. The survey was distributed in **phases**, ensuring fresh respondent groups over time and maintaining consistency and accuracy in longitudinal analysis.



To drive engagement at scale, Infosys leveraged **Netcore—an existing user engagement platform in the client's ecosystem**—to orchestrate employee communications. Importantly, the approach was designed to be tool-agnostic and can be readily replicated using other platforms such as Adobe Campaign, Insider One, Zeta Marketing Platform, Mailingwork, or similar solutions without any dependency on a specific technology stack.

A key differentiator in the execution was the use of **dynamic content creation capabilities to localize communications into eight languages**. By mapping countries to commonly used business languages and tailoring communication accordingly, contextual relevance was ensured. This significantly improved response rates, particularly from regional store employees, and enabled more inclusive participation across geographies. The localized outreach also helped establish a more personalized and direct communication channel with regional teams, generating more actionable insights into their specific challenges.

Launched in **November 2025**, the pilot rapidly delivered executive-ready insights through consolidated dashboards highlighting:

- Overall satisfaction scores
- Promoter vs. detractor distribution
- Country specific and role-based pain points

The findings surfaced critical adoption gaps—notably lower satisfaction among store employees and limited awareness of productivity tools outside Germany—and directly informed **five targeted, data-driven improvement initiatives**. Closed-loop feedback mechanisms were also embedded to ensure that insights were translated into measurable action and continuous improvement cycles.

Employee  
Satisfaction  
**70%**



New Tool  
Investment  
**0**



Highest-Impact  
New Actions  
**5**



Designed to be **modular, reusable, and platform-agnostic**, the overall approach ensured long-term scalability, adaptability, and ease of replication across different business units and digital ecosystems.

## What Changed and What Value was Delivered?

The pilot delivered immediate, measurable outcomes:

~**70% overall employee satisfaction**, giving leadership the first truly consolidated, user-centric DEX view across countries, stores, and Headquarters

**Faster, evidence-based decision-making**, enabled by a single executive dashboard spanning 11 countries and 850 stores

Establishment of a **quarterly governance rhythm**, allowing consistent tracking of satisfaction trends and promoter/detractor movement

**Clear cost avoidance**, proving that meaningful XLA insights can be achieved without new tool investments

Improved ROI on transformation initiatives by focusing effort on the **five highest-impact actions**, driving stronger NPS and promoter share

The client response was strongly positive. The survey has now been approved as a **quarterly exercise**, with plans for further automation and scale. Beyond this engagement, the solution has gained traction across other major transition programs, emerging as a **practical, low-cost blueprint** for embedding experience led thinking into IT modernization.



## Conclusion

While SLAs tell you whether IT is functioning, **Experience tells you whether the organization is truly enabled.** The future of IT service delivery lies in closing that gap.

## Authors



### Utsa Bhattacharyya

Utsa is a Change Management Consultant with 5+ years of experience across Information Technology, Education & Training, Telecommunication, and Consumer Goods & Retail. She specializes in workforce transformation, strategic communication, and user adoption, with a strong track record of supporting global IT transitions through multi-channel change initiatives and digital employee experience programs.



### Anurima Chakraborty

Anurima is an Organizational Change Management (OCM) Consultant with 6+ years of industry experience, leading end-to-end change programs for transition and transformation initiatives across the IT, Consumer Goods & Retail, and Manufacturing sectors. She specializes in crafting strategic communication plans, driving user adoption through targeted interventions, and enabling seamless end-user experiences during large-scale organizational change.

---

## ABOUT INFOSYS CONSULTING

Infosys Consulting is a next-generation consulting partner that bridges strategy and execution. With an AI-first mindset, deep industry knowledge, and the combined strengths of business and technology consulting, it helps enterprises turn bold vision into tangible outcomes, faster, smarter, and at scale. Infosys Consulting is helping some of the world's most recognizable brands transform and innovate. Our consultants are industry experts that lead complex change agendas driven by disruptive technology. With offices in 20 countries and backed by the power of the global Infosys brand, our teams help the C-suite navigate today's digital landscape to win market share and create shareholder value for lasting competitive advantage.

---

For more information, contact [consulting@infosys.com](mailto:consulting@infosys.com)

**Infosys**® | **CONSULTING**

---

© 2026 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.