



G-Cloud 15 (RM1557.15)

Crown Commercial Services

Service Definition – HappySignals ITXM Platform



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1 The HappySignals IT Experience Management Platform Overview

Measure experiences, share experience data, identify improvements, and improve what matters most – all on one platform.

Great IT decisions don't come from gut feelings—they come from understanding how to create value for employees. HappySignals converts end-user emotions into actionable insights, enabling IT leaders to measure, prove, and enhance their impact.

By making human-centric, experience-driven choices, IT can drive business success, boost productivity, and create a workplace where technology truly empowers people.

Experience-driven IT Decision-making

HappySignals IT Experience Management Platform enables you to truly place your end-users at the centre of IT. Get experience insights and make data-driven decisions to improve across different IT areas:

Ticket-based Services:

- Overall IT Experience
- Enterprise Applications
- Laptops and Computers
- Mobile Devices
- Collaboration with IT
- Office Environment
- Remote Work
- Service Portal.

Measure end-user experiences across all IT touchpoints in real time

Understand where and why your end-users are unhappy or losing time. Use ticket-based and proactive surveys to continuously measure all of IT.

- **Quantify Happiness & Productivity** - End-users rate their happiness and tell how much productive work time they lost with just a few clicks.
- **Understand the reasons behind each rating** - Don't stop at a number. Find out why end-users are happy or unhappy, so you know how to improve your services.
- **Continuous stream of data** - Do better than yearly surveys. Automate the continuous sending of ticket-based and proactive surveys at the right times to the relevant end-users.

Get reliable, comparable, and repeatable data with ready-made surveys

Start collecting experience data in days! Drive high response rates and get actionable data with research-backed and standardized surveys.

- **Out-of-the-box Surveys backed by research** - Why spend time creating surveys from scratch? Use our ready-made surveys that have been designed and tested with end-users.
- **Surveys via Email, Microsoft Teams, or Slack** - Make it easy for end-users to give feedback using their everyday internal communication tools.
- **Comparable data internally and globally** - Using data from standardized surveys, compare end-user experiences within your organization and with global benchmarks.

Share real-time data and get everyone on the same page

Easily share experience data openly with your colleagues, partners, and business stakeholders. Build trust and cooperation to reach common improvement goals.

- **Automated Reporting** - Get automated reports from HappySignals to easily share meaningful experience data and insights with IT and business stakeholders.
- **Live Screens in your workplace** - Create digital signage with selected experience data. Make Experience a common focus and talking point between colleagues.
- **Instant Feedback Loop for IT** - Enable everyone in IT, from Service Agents to Service Owners, to see the impact of their work on end-users with real-time feedback.

Identify focus areas by drilling down into the experience data

From the big picture to a detailed view in a few clicks. Focus on the time periods, Measurement Areas, Locations, Services etc that matter most to you.

- **Intuitive drill-down analytics** - Drill down into experience and operational data in a few clicks to identify critical areas across services, locations, channels, vendors, and more.
- **Factors and Feedback** - Understand the top reasons why end-users are unhappy. Save time from processing free text feedback with NLP auto-tagging.
- **Global Benchmarks** - Compare IT in your organization with other HappySignals users globally. Account for cultural differences in rating behaviour.

Improve what matters most with data-driven decisions

- **Drive continuous improvement with actionable data** – no more gut feelings! Allocate resources to the right places to achieve business outcomes.
- **Initiatives** - Start improvement projects and track progress towards targets. Quantify the impact on end-user experience.
- **Built-in XLA Management** - Set and follow experience level targets. Ensure your teams and partners are driven by metrics that put end-users first.
- **Productivity Measurement** - Get a real-time view into where people lose most of their productivity and quantify the cumulative productivity gains that IT's actions have brought.

2 Platform Packaging

Discover the experience in your area of responsibility	Deliver improvements with your team	Drive value and change across your organisation
Start showing value	Improve ways of working	Experience-driven culture
Discover	Deliver	Drive
Billed annually, no hidden costs	Pricing based on number of employees, annual or multi-year	Pricing based on number of employees, annual or multi-year
Unlimited measured users	Everything in Discover, plus:	Everything in Deliver, plus:
• 5 user seats	• Unlimited seats	• Objectives
• 1 experience area	• Unlimited experience areas	• XLA
• Real-time analytics	• AI Insights	• Improvement initiatives
• Employee data	• Reports	• Hotspot matrix analysis
• Global IT Benchmarking	• Digital Signage -screens	• 2x year C-level analysis and report
• AI summaries	• Branding	
• Research-backed surveys	• Additional Questions feature	
	• Target setting	

HappySignals subscription licence includes:

- Full Implementation on ServiceNow and supported implementation for other Service Management Tools, including Ivanti, Jira, FreshService, BMC Remedy.
- Support, maintenance, updates, upgrades.
- Dedicated customer success manager to drive project success.
- Unlimited logins.

3 Product Package Details

	Discover	Deliver	Drive
Experience data			
Research-backed surveys	One experience area	Unlimited	Unlimited
Survey branding		✓	✓
Employee data	✓	✓	✓
Operational data from ITSM tool	✓	✓	✓
Platform user-specific			
Users with access to analytics	Limited	Unlimited	Unlimited
Focus areas for analytic users		✓	✓
Features for analysis and reporting			
Real-time data analytics	✓	✓	✓
AI data explanations and insights	Limited	✓	✓
AI feedback management	✓	✓	✓
Additional follow-up questions		✓	✓
Governance and collaboration			
Objectives			✓
Target setting		✓	✓
Improvement initiatives			✓
XLA			✓
Customer Success			
Onboarding & support	✓	✓	✓
Dedicated customer success manager		✓	✓



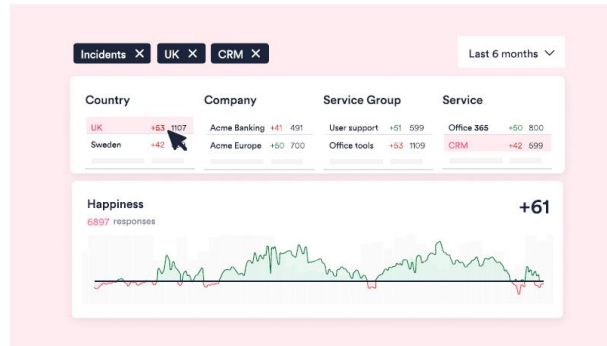
IT Experience Management Platform

As an IT professional, you're expected not only to ensure smooth operations, but also to deliver exceptional experiences for end-users and drive business outcomes. HappySignals enables you to truly place your end-users at the center of IT, by putting the IT Experience Management Framework into practice.

Drive all of IT from Experience with the leading ITXM™ Platform

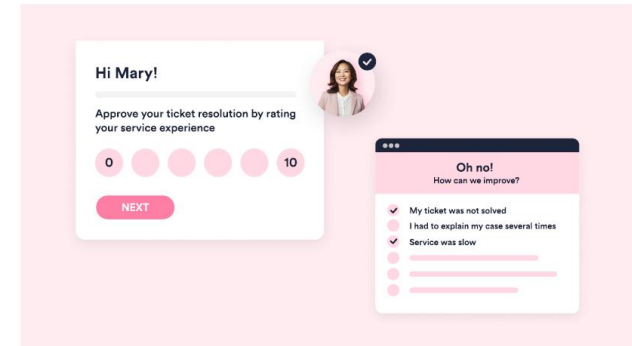
IT decision-making for every role

Get experience insights and make data-driven decisions to improve the areas where you can make the biggest positive impact on employees' IT experiences.



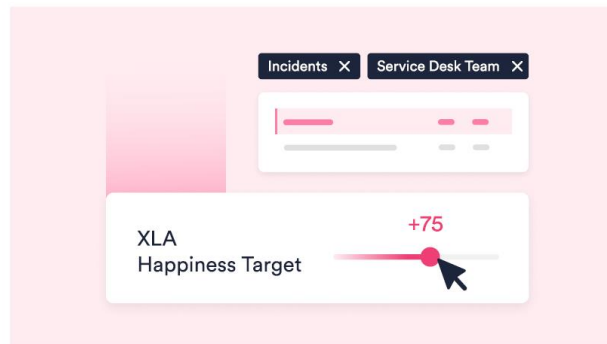
Out-of-the-box surveys for all IT needs

Start collecting actionable experience data from day one using our research-backed surveys for ticket-based services and proactive IT, designed and tested with real end-users.



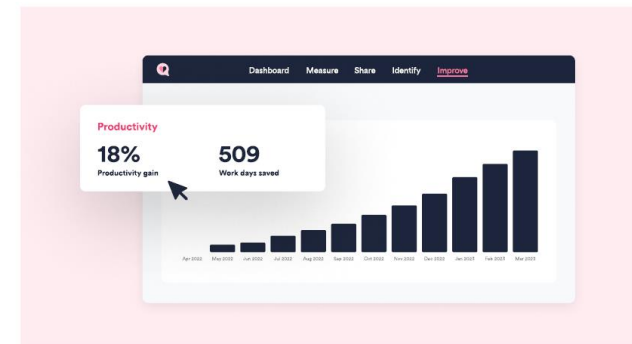
Built-in XLA management

Implement and manage XLAs straight from our platform. Follow experience level targets and ensure that your teams and partners are driven by metrics that put end-users first.



Drive business outcomes with IT

Get a real-time view of where people are losing most time to prioritize business-critical improvements. Quantify productivity gains and prove IT's business value for your organization.



Trusted by leading
IT teams globally

CAMPARI
GROUP

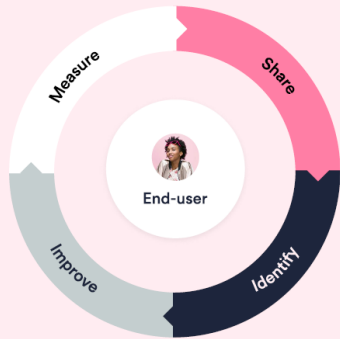
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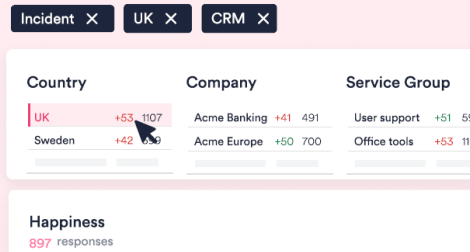
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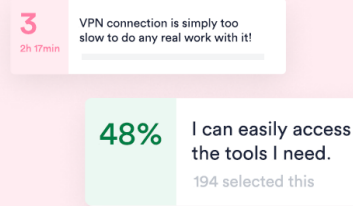
ITXM Framework™



Intuitive drill-down analytics



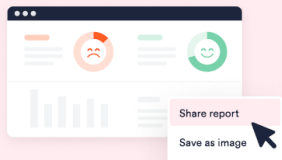
Reasons behind ratings



Out-of-the-box research-backed surveys

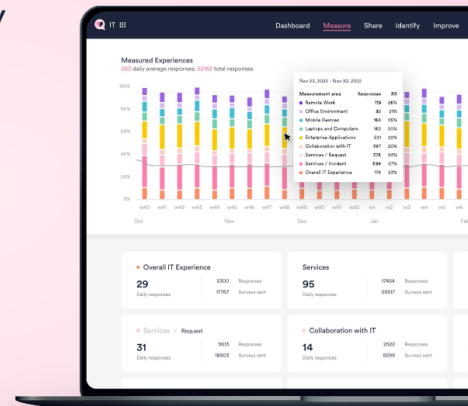


Automated reporting



Happiness and Productivity measurement for

- Ticket-based Services
- Overall IT Experience
- Enterprise Applications
- Laptops and Computers
- Mobile Devices
- Collaboration with IT
- Office Environment
- Remote Work
- Service Portal



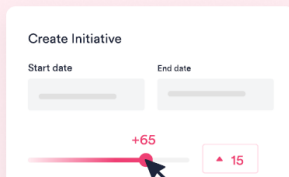
AI-powered feedback analysis



Live Screens



Initiatives



XLA Targets



Built-in XLA management

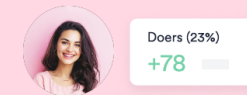
18%
Productivity gain

509
Work days saved



Quantify productivity gains

End-user Profiles



Multi-channel surveys



Global Benchmarks

Easy integration with ITSM tools

servicenow | ivanti | bmc | freshservice | Jira