

# BETTER TOGETHER: Lakeside and Qualtrics

Leveraging quantitative and qualitative data to improve employee experiences

With the move to hybrid and remote working, organizations are wrestling with ever-changing priorities and ways of operating. A digital workplace strategy is not just about providing a well-equipped office space; it's also about providing a great employee experience – no matter where they work.

That's why Qualtrics and Lakeside Software are partnering to capture and analyze the entirety of the employee experience – from real-time endpoint metrics to the employee's own perspective – and give companies the exact insights and tools needed to prioritize and proactively address the most urgent tech issues affecting employees today.

## How Our Solutions Work Together

Lakeside delivers the industry's most comprehensive, real-time endpoint data to empower IT teams with actionable insights. By enhancing this unmatched visibility with Qualtrics' superior holistic sentiment data captured from emails, chat responses, and other sources, enterprises gain an in-depth understanding of an employee's overall digital experience, including what technical issues are causing the most frustration for users.

With this complete, holistic view of individual experiences as well as IT health across the organization, businesses are equipped with the necessary insights and solutions needed to quickly and proactively:

- Identify and resolve IT issues before they negatively impact users
  - Prioritize problems that are frustrating employees the most based on feedback
  - Keep a pulse on power users to gain a deeper understanding of issues that are causing friction for others
- Understand system health and user sentiment in a single pane of glass





## What This Means for Your Organization

The combination of Qualtrics' qualitative and Lakeside's quantitative data goes beyond just closing experience gaps and deepening IT's understanding of employee experiences. With this joint solution, IT can align with business goals and help enterprises make critical, data-backed decisions that put employee experiences first. Together, Lakeside and Qualtrics allows your organization to:

- Make the shift to proactive IT by identifying and stopping issues before they become larger problems
- Build and support high-performing teams using the industry's most comprehensive data on both technology and experiences
- Enable IT teams to bridge the digital divide between the experience employees need and the sub-optimal one they may have currently
- Identify and resolve any friction across all touchpoints automatically – well before it affects employee productivity or causes downtime
- Empower organizations to make informed and timely business decisions
- Improve employee satisfaction and retention to support better business outcomes and accelerated growth

## About Lakeside

Lakeside Software is how organizations with large, complex IT environments can finally get visibility across their entire digital estate and see how to do more with less. For far too long, IT teams have struggled to see what's going on in their dark estate – where costly inefficiencies, poor employee experiences, and unresolved problems hide. Only Lakeside lets you give everyone a better view, so they can see the hidden issues, see the smartest fixes, and see the biggest savings. That's why so many of the world's leading global brands rely on Lakeside. And it's how our customers see an average ROI of more than 250%.

**Lakeside. Give everyone a better view.™**