DEX persona analysis and intelligent refresh

Align IT investment with real user behavior and enterprise priorities.

Bridge the gap between IT investment and user needs

Incomplete user data, inconsistent refresh cycles, and underused digital employee experience (DEX) insights don't just lead to overspending; they result in misaligned IT decisions, frustrated users, and missed opportunities.

By translating complex DEX data into personas based on your organization's users, SHI helps IT teams to:

- define the specific technologies, applications, and networks that distinct subsets of employees need to fulfill their roles.

- establish an enterprise-wide understanding of the user types within your workforce.

- utilize user persona data to empower IT directors to make data-driven technology decisions.

- prevent one-size-fits-all refresh strategies that overlook role-specific needs.

Smarter device and SaaS decisions
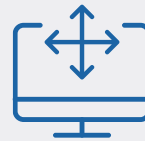
Reallocate resources: Optimize software licensing while ensuring employees have the right applications.

Optimize hardware: Equip end users with the appropriate devices for their workflows without over-purchasing.

Prepare for outages: Identify users most affected by outages and prioritize critical workflows.

Enabling better refresh strategies with better data

By using device DEX scoring, IT teams get insight into how each device performs and can recommend persona-based refreshes targeting devices whose DEX scores and workflows demand it. Similarly, refreshes can be aligned to other initiatives, like sustainability, and can target devices with high e-waste to support enterprise environmental, sustainability, and governance efforts. Performance monitoring dashboards allow IT teams to track savings and sentiment improvements over time to demonstrate their ongoing value.

A data-driven framework for persona-centered IT strategy

SHI's five-step framework turns complex DEX data into actionable user personas. By mapping role, location, app usage, and sentiment, we create dynamic profiles that guide smarter IT decisions. The process benchmarks device scores, tailors dashboards and alerts for key user groups, and validates improvements against your KPIs — ensuring your configuration reflects your workforce's real needs, not just generic assumptions.

1	**Identify user personas**	We help you identify key attributes such as job function, department, location, device usage, and other DEX data as needed.
2	**Review and benchmark personas**	Our experts install a real-time dashboard to track and monitor how assets align with persona needs.
3	**Track and implement a feedback loop**	We use feedback loops to refine personas and ensure compliance with evolving requirements.
4	**Take action**	Our experts implement recommended changes, including removing unused software, refreshing underperforming devices, and reallocating resources.
5	**Monitor and track against benchmarks**	We compare post-implementation metrics against the original benchmarks to validate savings and ensure continued improvements if needed, keeping personas up to date as organizational needs change.

Persona analysis and intelligent refresh

Schedule a persona analysis with our DEX experts to explore how a user persona-informed refresh strategy could benefit your organization.