



## Reimagining Service Portal Design with Employee Centric UX

A cloud computing company overhauls its enterprise service portal based on design thinking to create a personalized and simplified experience for employees to find what they need quickly.

Rolled out globally to more than 7,000 employees, the all-new internal employee service portal created a one-stop destination for all employee service needs with enhanced features like improved search by keywords to quickly find and resolve needs. The platform also included a virtual assistant for desktop and mobile devices.

The company's cloud-based service portal product was known for robust, configurable features and domain workflow. However, it lacked human centric design, leading to inconsistent user interface (UI), fractured information architecture and inability to find information quickly or a simple way to raise a service ticket.

The company's customers wanted a more innovative, intuitive user experience consistent across every six-month product release schedule. Enhanced features performance and migration needed to be smoother.

### AT A GLANCE

A cloud computing company partnered with Cognizant to reimagine its employee service portal and apps. Because its platform focuses on the enterprise workplace, the company first rolled out the revamped UX to its own employees.

### OUTCOMES

- Conducted multiple user interviews and workshops walking alongside the users through empathy insights, ideation, prototype and test of a minimum viable product to gather input and improve design.
- Introduced virtual assistant / chatbots leveraging artificial intelligence to increase self-service tickets.
- Built a modern UX leveraging the portal and the platform for improved productivity and employee performance.
- Employee adoption of the new service portal soared 81%.

To close the gap, the company's CIO and IT leadership sought a partner to reimagine the portal and IT apps, including an audit of applications and a thorough design assessment. Because the company's platform focuses on the enterprise workplace, the company planned to first give the new features a test run with its own employees.

The engagement involved a comprehensive program that included design thinking workshops, UX research and methodologies, and rapid prototyping and testing to ensure improved user experience and adoption of the portal by employees globally.

## GETTING STARTED

Our team kicked off the engagement by hosting three design thinking workshops with the clients' employees. Each collaborative session evaluated different user personas. The results? Employees viewed the portal as dated, with inconsistent navigation and fractured information architecture. Owned by various functions within the organization, each application looked different from the next and failed to reflect brand consistency. Finally, although the portal framework had mobile capabilities, the portal had not yet been made mobile-friendly.

By reimagining the platform's applications from the employee point of view, we addressed the company's needs on several fronts:

- Proposed a cultural change in how to design enterprise service management applications from function-specific to employee-centric.

- Developed employee-first guiding principles (trust, empowering, lovable, inclusive)
- Crafted and presented three distinctive design themes suitable for all IT applications; employees voted to select the winning theme.
- Early successes with employees were due to making information centralized, contextual and quick to find. New features such as global smart search and personalized dashboard, virtual agents (chatbot) and a new knowledgebase served up information such top rated and most viewed content, providing additional insights. Information employees needed was just two clicks away.
- Defined a living user interface (UI) toolkit that provided a guide designers and engineers could use to re-use the design style of the components, ensuring consistent experience across IT applications. Consistent design features increases productivity in building application faster.
- Developed scalable, responsive designs for mobile and desktop.

With the launch and successful adoption of the revamped portal to its more than 7,000 global employees in April 2018, the company introduced the portal's success story to its clients as an example of how improved employee experience -- and its platform -- can transform employee performance and productivity.

For more information, please visit <https://www.cognizant.com/communications-media-technology>

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## ABOUT COGNIZANT

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us [@Cognizant](https://twitter.com/Cognizant).

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