Case Study: Communications, Media & Technology

Reimagining service with employee-centric UX and a helpful chatbot

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

The all-new internal employee service portal created a one-stop destination to meet all 7000 employee’s service needs with enhanced features like improved search by keywords to quickly find and resolve issues. 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. This led to an inconsistent user interface (UI), fractured information architecture, an inability to find information quickly and no simple way to raise a service ticket.

At a Glance
A cloud computing company created an entirely new employee service portal and applications. The initial program with new UX and platform focuses on the enterprise workplace and resolving issues for employees.

Outcomes:
• 81% increase in employee adoption of the new service portal.
• Increased self-service tickets through a virtual assistant powered by artificial intelligence.
• Improved productivity and employee performance with better portal and user experience.
Intelligent, interactive UX improves user experience

The company’s customers wanted a more innovative, intuitive user experience that was consistent across every six-month product release schedule.

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. They were also looking for enhanced features and performance as well as a smooth migration.

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. Employees viewed the portal as outdated, with inconsistent navigation and fractured information architecture.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.

Through many user interviews and by walking alongside them through empathy insights, ideation, prototyping and test, we built a solution to holistically address their needs in the following ways:

- Proposed a cultural change in how to design enterprise service management applications that shifted from function-specific to employee-centric.
- Developed employee-first guiding principles (trust, empowering, lovable, inclusive)
- Crafted a distinctive design themes suitable for all IT applications.
- All information is now centralized, contextual and quick to find – helpful information is now only two clicks away.
- New features like global smart search, personalized dashboards, AI-driven virtual agents (chatbot) and a new knowledgebase are providing additional insights by serving up information such top-rated and most-viewed content.
- Defined a living user interface (UI) toolkit that provided a guide that designers and engineers could use to ensure consistent experience across IT applications.
- 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, 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.
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