

Case Study: Banking

Financial institution boosts CSAT score by 20%

A leading financial institution modernizes its employee experience platform and provides staff with a flexible, secure and accessible digital working environment.

The challenge

Our client operates five institutions that focus on ways to reduce poverty, increase shared prosperity and promote sustainable development. The client's intranet is an important business tool, used by over 30,000 staff members and consultants to access corporate information and collaborate with each other.

User feedback showed that staff wanted a platform with easier navigation and better access to content. In addition, complicated site administration pushed many users to other systems, resulting in a disconnected experience with inconsistent branding and navigation and multiple disparate sites across the organization. The intranet also lacked a simplified governance process.

At a glance

One of the world's largest sources of financial and technical assistance for developing countries wanted to redesign its intranet to provide a modern, simplified platform for users. The intranet redesign, part of a larger digital workplace initiative, creates a more personalized experience using Cognizant's modernization capabilities, AI and machine learning. Business benefits include:

- Increased customer satisfaction scores by 20%
- Reduced cloud remediation costs, resulting in \$1.2 million in annual savings
- Migrated more than 1,100 total sites to cloud with the modernization initiative
- Enabled cross-device experiences for anytime, anywhere accessibility, aligning with a hybrid work-from-home scenario
- Integrated a 'single pane of glass' view, enabling users to get their information

Creating a modern, simple platform

Goals for the redesign project included enhancing the platform's design and navigation so staff could find what they need faster and more easily. The team also needed to replace multiple legacy systems to provide the modern experiences that users look for—and have found—in other systems.

Project goals included:

- Increasing customer satisfaction
- Migrating multiple disparate intranet portals into one single format
- Increasing agility to roll out new sites

The client turned to long-time trusted vendor and strategic partner Cognizant to modernize its intranet design and meet its goals.

The approach

The intranet redesign was part of a larger digital workplace initiative that would enable staff to find information, collaborate and work securely on a simple and intuitive platform.

Four pillars guided the team's design approach:

- Flexible technology, designed with a mobile-first approach
- Agile project management, incorporating continuous feedback during the intranet design process
- Governance with a light touch, streamlining platform requests through a single portal, where all intranet requests receive a light-touch review that takes just 24 to 48 hours to complete
- Modularity and scalability, empowering platform owners to design pages that meet their own content strategy needs while ensuring a cohesive user interface and experience across the platform

Validating project goals

The team conducted a survey and tree testing (a usability technique for evaluating the findability of

- without going through multiple systems
- Provided publishing and administration features that empower communicators, giving flexibility to content authors

topics in a website) to guide their decisions as they started the project. An analytics review and click-map data helped designers prioritize content for top-level pages. The pages were evaluated with first-click testing to ensure users found them intuitive. Throughout the entire design process, the team interacted with key focal points such as department representatives to help validate their design and technical decisions.

The client's intranet includes reusable design elements that enable employees to create a consistent look and feel across sites as they're designed. The intranet team adopted a user-centric and mobile-first design approach and maintained a strong partnership with stakeholders to deliver this flexible and modern solution.

In addition to the new intranet design, the digital workplace offers capabilities such as mobile applications, enterprise search, Microsoft collaboration tools and more to increase efficiency and collaboration among staff members.

The project deployed a range of solutions:

- Cloud migration with more than 40 sites per month
- Factory model-based widget (component) development factory
- SharePoint Online (SaaS) technology to rebuild the sites collection
- Microsoft 365 and Azure Webapp for webpage hosting
- REST API for enterprise system integration
- Azure Active Directory for application access management through access tokens
- Microsoft SQL transparent data encryption to encrypt data at rest

Business outcomes

The redesigned employee experience platform and digital workplace provide the client's staff with a flexible, secure, stable and accessible working environment—and an easier way to work from home during the pandemic. With its enhanced and simplified user interface, the platform is a modern source for employee engagement, knowledge sharing and collaboration.

Business benefits include:

- Increased customer satisfaction scores by 20% — from 70% to 90%
- Reduced cloud remediation costs, resulting in \$1.2 million in annual savings
- Migrated more than 1,100 total sites to cloud with the modernization initiative

- Enabled cross-device experiences for anytime, anywhere accessibility, aligning with a hybrid work-from-home scenario
- Integrated a 'single pane of glass' view, enabling users to get their information without going through multiple systems
- Provided publishing and administration features that empower communicators, giving flexibility to content authors

The digital workplace will continue to grow to meet future goals. Plans for the employee experience platform include incorporating podcasts and videos and leveraging AI and machine learning to create a more personalized experience for users. The platform will also integrate additional accessibility standards to better serve a diverse workforce.

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 185 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 or follow us [@Cognizant](https://twitter.com/Cognizant).

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