

Case Study - Improving stakeholder relationships with Siebel open UI solution

Located in Peterborough, England, our client develops products and services that makes life easier for patients. Our client is a Danish multinational company that develops, manufactures and markets medical devices and services related to ostomy, urology, continence, and wound care. Out of the many branches they own all over the world, one of its branches is in Peterborough.

The company manufactures, markets and supplies products to hospitals and institutions as well as wholesalers and retailers. In selected markets, our client is a direct supplier to consumers. As a result of its critical role, the client interacts with over 300 stakeholders at the national level and a much higher number at local and regional levels.

Historically the organisation has captured these interactions in their CRM system and other disparate systems. As a result, the client did not have a single point of truth and correspondingly struggled to gain a clear picture of context, objectives, sentiment and outcomes across the stakeholder landscape.

Following a shift in corporate strategy, the client identified a key objective to drive improved stakeholder engagement, enabling the organisation to better understand its stakeholders and ensure meaningful dialogue at all touchpoints - and in turn, drive improved outcomes.

The client decided to roll out a Stakeholder Relationship Management capability that would overcome the existing challenges, while crucially ensuring it met the user-friendliness and speed-of-use required by end-users.

To support this, it developed a vision and UX design for a web application delivering an intuitive Stakeholder Relationship Management capability and engaged Eapps to help them realise that vision.

Challenge

To drive improved stakeholder relationships, the client needed to address the following challenges:

- Lack of a simple overview of interactions and sentiment
- Limited search capability hindering information discovery
- Non-intuitive CRM interface resulting in slow and difficult data entry
- Information stored in silos
- Data Duplication

Solution

- The solution, built using Siebel Open UI and live in less than 6 months, provided for:
- A single source of the truth, delivering a unified stakeholder view
- A clean, modern and intuitive UI inspired by popular social networks
- Improved context with curated subject lists, hashtags and pinned engagements
- Fast and accurate global search capabilities across all areas of information
- Rapid access to/entry of relevant data on the move, through mobile optimisation

Results

- Dramatically enhanced ability to manage stakeholder relationships
- Rapid, organic user adoption, with new users proactively requesting system access
- Significantly reduced onboarding effort - down to 40 minutes, from 1 day
- Greater sense of ownership among GMC practitioners
- Increased accountability and transparency

Technologies

- Siebel IP2015
- Siebel Open UI
- Oracle Database