Case Study - Reduced process time with Siebel UX

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.

The client originally chose Siebel to empower their call center employees with a world-leading CRM tool, but this soon evolved into a solution that would support partner sales as well as internal sales and service departments.

Eapps empowered over 5000 of the client's Siebel users with a solution which harnesses cutting edge user experience (UX) design. We crafted their key partner portal with productivity accelerators and a dynamic dashboard to provide a complete, simplified view of critical client information.

The challenges

An unrefined, clunky user experience (UX) was a catalyst for poor user engagement with the client's Siebel instance. We found that their key challenges included:

- Laborious user journeys when logging key customer activity
- Little faith in the technology and its ability to empower users
- Difficulty onboarding new users

The solution

Eapps' highly specialist team of consultants introduced a performant and maintainable solution, with user-centric design at the heart, built with Siebel's Open UI framework. We provided:

- A holistic review of key user journeys and primary user pain points, comprising qualitative and quantitative research and analysis
- A new look & feel for the entire Siebel application in line with the client's brand identity
- User-centric partner portal to manage contracts, appointments and orders
- Accelerators to reduce both the clicks required and time taken to complete the key user journeys

The results: Siebel task completion in 1/4 of the time

We were able to speed up the most fundamental user journeys within the client's Siebel CRM application.

In fact, we reduced the time it takes for users to get from A to B by an average of 68%.