Stellar Unified Enterprise Experience Case Studies

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Introduction to Unified Enterprise Experience

Why UEE?

We created our Unified Enterprise Experience (UEE) approach by converting our deep enterprise experience into an actionable framework that puts everything we've learned into play.

And because we tend to see the same issues and challenges come up on digital transformation projects.

A few recent examples of questions from clients:

- "How do we create a **pilot program** to get feedback before we roll out the new customer web portal to our global audience?"

- "What are all of the things we need to consider that will allow us to offer better **customer self-service** options via our digital channels?"

- "What kind of **internal training program** will we need to help our customer service reps understand how to use the system Stellar is creating for us?"

UEE Creates Business Readiness

**Here's the catch – your enterprise-level project is never really one project.
It's one project that depends on many other projects, processes, discussions, decisions and deliverables.**

The goal of UEE is to take into consideration all of the activities that are required to achieve business readiness on any enterprise-level engagement.

UEE is, in turn, informed by our Digital Transformation Playbook which includes a repeatable "blueprint" for tackling frequently encountered enterprise-level challenges.

UEE Guiding Principles

A flexible framework for ensuring successful outcomes on large, complex enterprise engagements.

These guiding principles include:

- **Think Strategically, Act Tactically** – Fully integrated project teams that fuse Stellar expertise with our client SMEs enable us to connect the dots between vision and execution.

- **Value Roles Over Titles** – Without the baggage of organizational titles, we can shift key talent/knowledge to maximize the team's ability to make an efficient and effective impact.

- **Focus on Change Management** – Adopting a change management expands our efforts beyond project deliverables and includes ALL activities required for a successful project outcome, regardless of who performs those activities.

- **Identify the Organizational Gray Areas** – Because we're focused on managing change, we work closely with our clients to identify the "organizational gray areas" that tend to be problematic on enterprise engagements. The who-does-what-when is a critical aspect to the overall success of the project.

- **Cover the Full Life-Cycle** – The solution we develop should include all stages of the project - planning, execution and post-launch to ensure continuity and maximize efficiency.

Enterprise Trends

Top 5 Enterprise Project Challenges

Enterprise projects come in many different flavors but over the last 5 years, we've seen the following client challenges on a consistent basis:

- **Digital Transformation** – How do we convert an analog workflow and/or product into a digital equivalent that gives us a competitive edge?

- **Customer Self-Service** – How can we reduce our operational customer service overhead by offering better self-service options via our digital channels?

- **Product Evolution** – How do we create a vision for updating our product/platform over the next 6 to 18 months to reach a new set of customers?

- **Pilot Program** – How do we test our product/platform with real customers prior to rolling it out to our global customer base?

- **Enterprise Branding** – How can the organization's brand evolve to speak more directly to our target customers while creating a visually distinct presence in our competitive space?

UEE In Action

Let's take a look at our Unified Enterprise Experience in action by walking through a few examples.

HEWLETT PACKARD ENTERPRISE

PSI TESTING EXCELLENCE

THE PORT OF LONG BEACH

Global Customer Web Portal

"We need you to create a simple-customer oriented website, our internal teams and technology partner can handle the rest. It's just a handful of HTML pages and some front-end coding."

This was the initial project and scope description we were given in July of 2014 when we began developing a global customer web portal for one of our largest clients.

The portal was focused on delivering self-service options that enables HPE customers to manage their own software entitlements and licenses.

7 Years and 2 million lines of code later...

That simple website has changed considerably. Top changes include...

- **Pilot Program -** Prior to launch of the initial customer web portal, we added a Pilot Program in order to test the customer experience and collect feedback from users before rolling it out to HPE's global audience.

- **Needs-Driven -** There are now 4 portals tailored to the unique needs of HPE customers, partners/distributors, customer service employees and 3rd party factory staff.

- **Shared Codebase -** While each portal has content and features tailored to the unique needs of its audience, however, all portals share the same codebase to maximize operational efficiency.

- **Global to Local -** Each portal is offered in 13 different languages with localized content and features for each region.

- **Continuous Integration -** The technology solution involves continuous integration with no less than 9 legacy systems and several external systems.

- **Planning and Evolution –** At the end of each fiscal year, we sit with our HPE clients and partners and develop a holistic plan and process for the next series of portal upgrades.

Digital Transformation

"We need to emphasize our digital channels in the future. How can you help us transition from a brick and mortar oriented operation to one that delivers its products digitally?"

That was how the conversation with PSI started when we began our relationship in the Fall of 2019. But it was about more than just emphasizing digital. It was also about using technology wisely to create operational efficiency for PSI's internal, customer-focused teams.

The underlying organizational theme was centered on creating operational efficiency for test-takers, customers and PSI customer service staff.

More Than Just a Project...

This digital transformation involved every internal team at PSI along with a few that were created along the way. Engagement highlights include...

- **Testing Experience** – Our work began offline with Stellar's UX and UI teams interviewing test center staff and experiencing what it's like to take a test both offline and online. We worked closely with PSI Customer Service reps to understand the types of issues they addressed on a daily basis

- **Solutions Architecture** – Our initial technology efforts focused on understanding PSI's current digital ecosystem and working with stakeholders develop a coherent vision for a new technology solution

- **Test-Takers Portal** – We began with the test-taker experience and worked closely with PSI stakeholders from their product, marketing, brand, operations and IT teams to reimagine the experience of finding and booking a certification or licensure test. Our primary goals was to improve self-service options and reduce customer service calls

- **Technology Stack** – Our development team combined forces with PSI's IT group to identity and select new CMS, ecommerce and tax management software. This was a critical aspect to ensuring interoperability across PSI's global regions

- **Test Sponsor Portal** – Next, we tackled the portal that PSI's clients use in order to manage their testing programs. This involved developing a new content, feature and functionality set tailored to the unique needs of the audience

- **PSI Admin Portal** - Finally, we moved on to reimagine and redesign the PSI employee admin portal. This involved working closely with PSI's customer service, operations and IT teams to understand the needs and behaviors of target users and develop a system that improved efficiency and customer results

Enterprise Branding

"We want to you to create a new digital experience for the port and then we want you to develop a new brand and identity system that brings it to life and helps us maintain our leadership spot in the global shipping industry."

This was the ask when we first engaged with the Port of Long Beach in January of 2019.

The goal was to contemporize the Port's digital presence and use it as a springboard for the creation of a new identity system. Because the Port is a public entity, specific procedural requirements had to be met and addressed effectively.

3 years and hundreds of concepts later...

This major overhaul involved executives and employees from every organization within the Port.

Key highlights include:

- **Customer Web Portal Approach** – We began by converting the Port's website into a much deeper, more feature-rich web portal that delivered the right information to the right audiences in the most effective way

- **Technology Planning & Vision** – Our technology efforts focused on helping the Port identify the most effective technology packages and developing a comprehensive vision for the overall solutions architecture

- **Employee Surveys** – We deployed several employee surveys throughout the series of engagements to collect feedback from everyone in the organization and roll that feedback into our solution

- **Identify Design & Development** – Our brand and design teams helped the Port understand all of the unique applications the new logo would need to accommodate (signage, badges, outdoor, display, etc.) and create elegant solutions for each

- **Experiential Design** – Next, we developed a touch screen experience for the Port's new lobby that helped visitors understand how the Port's positive contributions helped create jobs around the world

- **Outreach, Training and Education** - Additionally, we helped the Port translate the work into digital assets that can support their community outreach, training and K-12 education initiatives

- **Post-Launch Support** - We continue to provide support to our Port teammates on a wide variety of fronts

- **Integration** - We integrated the Port's new logo into the various projects we've completed including the redesigned POLB.com, a touchscreen kiosk for the Port's headquarters and an interactive timeline documenting the History of the Green Port.

Port of
LONG BEACH
THE PORT OF CHOICE

Mark   Logotype

Logo

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Thank You

Ready to continue the conversation? Please contact us!

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