

EX
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& INNOVATION

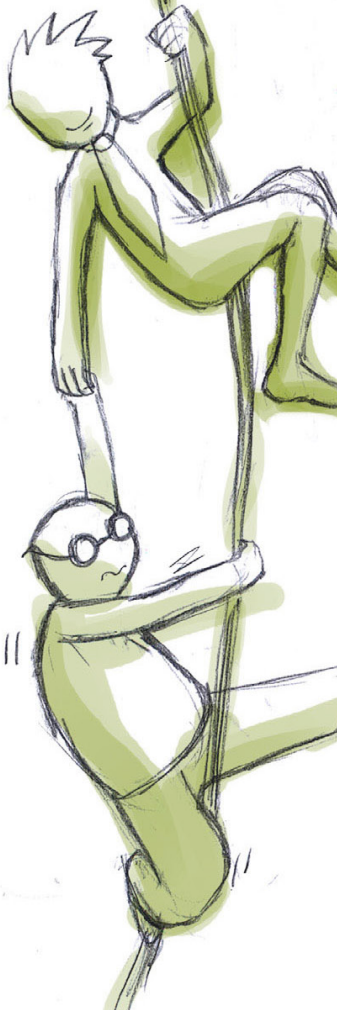


Newwired

As a consequence of the massive spread of technology, any human activity is or needs to be supported by an application. Daily life is scattered with devices which work with programs and the Internet of Things (IoT) is an even ever evolving field. Programs and applications which are developed to take full advantage of these next generation devices are often very complex, and as a result are abandoned in favor of applications supporting older technology platforms.

Newwired in numbers

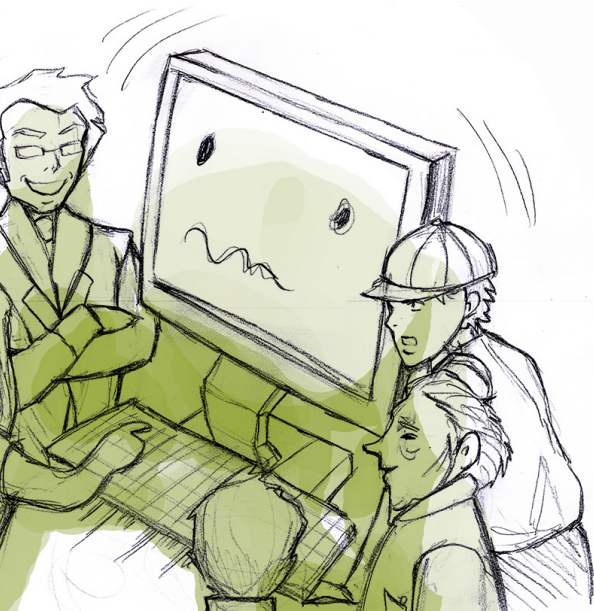
An increasingly important goal in IT environment is to improve internal and external self-learning in the company and invest in User Experience. According to a recent study by Avanade, there are two main reasons which make customer experience a priority for companies. 30% of managers say that customer experience is a crucial point for market competitiveness, while 52% think customer's feedback is very important for company growth. Avanade interviewed 880 decision makers from 6 different countries and they all agree on one point: for each dollar invested in customer experience the return is triple. Surveyed managers said that they expected 11% revenue growth in the first 12 months after investing in Customer Experience. While in some cases it is very difficult to quantify conversion rates, companies that invested in Customer Experience registered an increase in loyalty early in the first year.



Let's start with an example

Consider a bank that wants their customers to be independent in managing their personal internet banking page. The bank would allocate a budget to make changes to the website, so users may perform all their operations from home without having to go to the bank. If operations are performed by a savvy user, this person will be able to deal with a complex system that allows to carry out the operations requested by the user. On the other hand, if less savvy users have to carry out the same operations, they would need an easy to use interface. If these users experience difficulty, it's likely that they will not use the internet banking again. In this case the investment in development would prove to be worthless.

A different problem arises, for example, in the case of a hospital which uses a software for managing appointments and medical visits. When periodical releases start, customer care could be affected. There are two possible scenarios: in the first one the company sets a training for each periodical release to make employees independent in manage the update. If the company doesn't set this training, the result is a slowdown in workflow and the dissatisfaction of end users. In both cases the loss of time and money caused by the release would be significant and the problems caused by the software would be more than the ones which it would solve.



What does Newired do?

Cases like these inspired the creation of Newired. Newired is a tool which purpose is to support users while browsing complex applications and in learning procedures which make them independent in programs use.

Newired has a double feature: on one hand, it helps end users in dealing with complex user interfaces which they have to use to reach objectives, on the other hand, it helps internal corporate users to learn how to use internal or company programs. In this way, companies can focus on growth of the number of employees and have some relief from typical customer support pain, without spending time in changing the interface in brief time and taking advantage of Newired analytics to improve their changes.

Newired offers the creation of guides which indicate paths and describe actions for users to follow to reach their objectives. Comprehension is the philosophy behind Newired, that's why it doesn't require specific skills to be configured. The purpose of Newired is to be an easy to use tool both for users and for those that have to configure it.



Benefits of Newired

At the core of Newired objectives is the increase of User Experience, which benefits both users and company productivity. The difficulties in managing communication channels and systems and the lack of internal skills bring significant disadvantage to company and users. Newired helps you overcome these obstacles easily.

If the bank mentioned in the previous example integrates Newired in its internet banking portal, it could easily reduce user errors and reliance on support, while making the users self sufficient. In the other example, the hospital would save significantly save on training costs and would avoid the slowdown in workflow. In both cases training and support costs would be reduced, while end users retain more while being more productive.

End Users are not the only ones who benefit of Newired, but also companies that implement it realize that it doesn't require any changes to application code or specialized skills. Integrating Newired into your applications means investing in User Experience and the results are not only significant savings in training and support, as user adoption is always successful, while cose competency of the end users, team efficiencies and overall organizational productivity is greatly increased.