

EX
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& INNOVATION

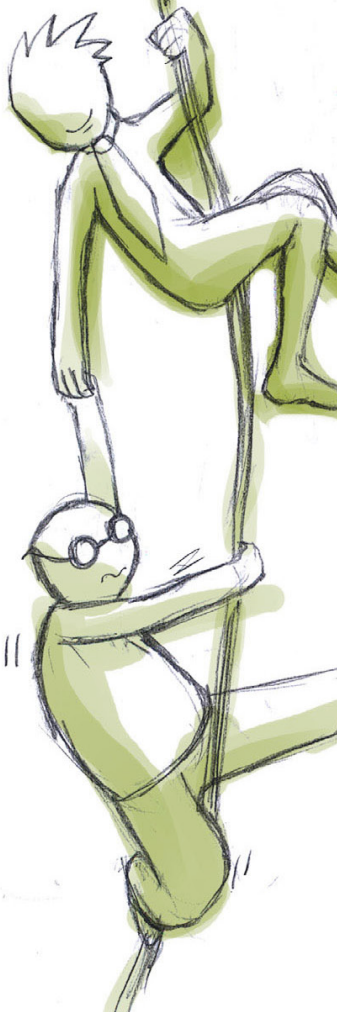


Newired

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 spreading field. Anyway, programs and applications which provide a full advantage of the features of these devices – smartphones, tablet, pc, but also the new IoT devices – are often very complex for users that often abandon them and choose more understandable programs, which don't take full advantage of their devices.

Newired in numbers

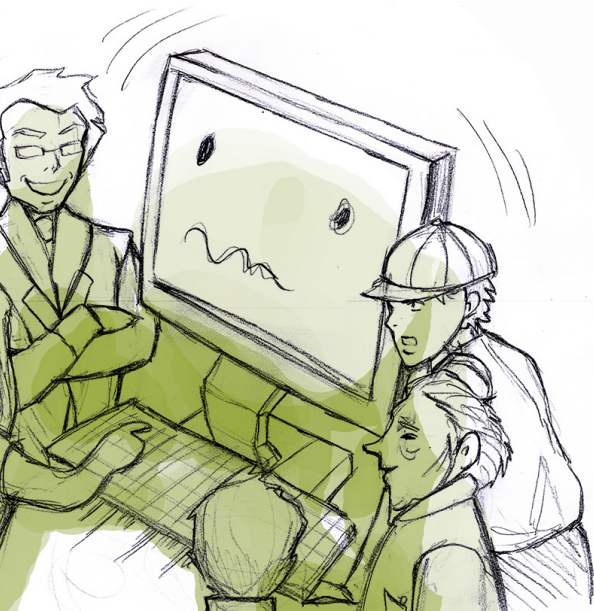
An increasingly important goal in IT environment is to improve internal and external self-learning in the company and invest in User Experience. According to a recent study by Avanade, there are two main reasons which make customer experience a priority for companies. The 30% of managers say that customer experience is a crucial point for market competitiveness, while 52% think customer's feedback is very important to let the company grow. 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. The surveyed managers say that they expected the 11% of revenue in the first 12 months after investing in customer experience. It is very difficult to quantify this information, anyway companies which invested in customer experience registered an increase in loyalty early in the first year.



Let's start with an example

Consider a bank which wants to make its customers independent in manage their internet banking personal page. The bank should allocate a budget to make changes in the website, so users may perform all their operations from home without having to go to the bank. If operations are carried out by a competent physical person, 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 users have to carry out the same operations independently, they need an easy to understand interface, therefore, because of this difficulty they would not use internet banking. In this case, the initial investment of the bank would result 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 release 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 at the same time both company and users. 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 congestions at the bank and in the main time make users able to manage their account by themselves. In the other example, the hospital would save significant training costs and would avoid the slowdown in workflow. In both cases costs would be reduced, employees would be more efficient, and end users would be more independent and pleased.

End Users are not the only ones who benefit of Newired, but also companies who decide to integrate it. Newired doesn't require specialized integration personnel and it's a non-invasive tool, so that it doesn't change the code of the applications in which it's integrated. Integrating Newired means invest in User Experience and the result is a significant saving for training and a huge gain in customer engagement.