Article:

EXPERIENCE &
INNOVATION

As a consequence of the massive spread of technology, nowadays virtually all human activity is or needs to be supported by an application.

Daily life is scattered with devices which work with programs, while the Internet of Things (IoT) is an ever growing field.
However, programs and applications are often very complex for users, who end up abandoning them and choosing more understandable programs. Thus, they do not take full advantage of their electronic devices.

NEWIRED IN NUMBERS

An increasingly important goal in the field of IT 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 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 tripled.

The interviewees say that they expected a return of 11% of the revenue in the first 12 months after investing in customer experience.

It is very difficult to quantify this information, however, companies which invested in customer experience registered a visible increase in customer loyalty early in the first year.

LET'S START WITH AN EXAMPLE

Consider a bank which wants to make its customers independent in managing their internet banking personal page. The bank should allocate a certain 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 were to be carried out by a specialist, this person would be able to deal with a complex system.

In our case, we have non-expert users who have to carry out several operations independently, so they need an interface which is easy to understand. If encountered with too many usability issues, users would end up not using the internet banking. The initial investment would in this case have been 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 prepares a dedicated training for each periodical release, to make employees independent in manage the update.

If the company does not prepare this training, the result will be a slow-down in the workflow and the dissatisfaction of end users. In both cases, the waste of time and money caused by the release would be significant, and the problems caused by the software could potentially be even greater than the problems it was designed to solve.

WHAT DOES NEWIRED DO?

Cases like these inspired the creation of Newired. Newired is a tool whose purpose is to support users while browsing complex applications and learning procedures. Our final goal is to make users independent when using software.

Newired has a double advantage: on the one hand, it helps end users deal with complex user interface; on the other hand, it helps internal corporate users to learn how to use internal software. By using Newired, companies can focus on other issues. When they need to change or update software, they will have their support department overwhelmed with requests, as they can simply apply Newired to improve their software user interface.

Newired offers companies the possibility of creating guidelines which will indicate the correct steps and describe actions for users to follow in order to reach their objectives when using software. Comprehension and sympathy is the philosophy behind Newired, that is why it does not require specific skills to be configured. The purpose of Newired is to be an easy-to-use tool both for end users and for those that have to configure it.

BENEFITS OF NEWIRED

At the core of Newired's objectives is the enhancement of User Experience, which benefits both company and users. The difficulties in managing communication channels and systems, as well as the lack of technical skills, bring significant shortcomings to companies 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 traffic at the bank structure itself and at the same time, make users able to manage their accounts by themselves. In the second example, the hospital would save significant training costs and would avoid the slowdown in its system workflow. In both cases, costs would be reduced, employees would be more efficient, and end users would be more independent and pleased by using Newired solutions.

End users are not the only ones who benefit from Newired. The benefits are evident also for companies who decide to adopt it. Newired does not require any specialized integration personnel and it is a non-invasive tool - it does not change the code of the applications upon which it is integrated. Using Newired means investing in User Experience. The result is significant savings on trainings and huge gains in customer engagement.

info@newired.com