

Human-Centric Design & Cloud Analytics Improves Data-driven Decision-making

CAPABILITIES SHOWN



Human-Centric Design



Data Modernization



Data Insight & Actions



Data Engineering



Advisory Services

ABOUT THE COMPANY

Navitas Business Consulting is an award-winning, woman and minority-owned, SBA 8(a) certified IT Consulting & Solutions Company. We value passion, integrity, commitment, and collaboration, provide the perfect combination of technology, people, innovation, and expertise, and are committed to helping you improve speed, achieve desired outcomes, and reduce costs. Our core capabilities include multi-cloud enablement, digital transformation, and data and intelligence.



CUSTOMER CHALLENGE

A large secondary mortgage company needed to update its external-facing web-based reporting portal as it lacked a human-centric design, leading to an inconsistent user interface (UI), a fractured information architecture, poor navigation features, and increased time and resources spent on retrieving and processing data. The Company approached Navitas to reimagine the platform with a more intuitive, yet innovative user experience and roll out the revamped portal to its employees globally.

NAVITAS SOLUTION

Navitas kick-started the engagement by performing current state assessments and conducting design-thinking workshops and interviews with external customers to understand the voice of the customer, their challenges and priorities, and cases that would drive the greatest value for their business. We proposed a customer-centric approach, employed a customer journey-based design, and defined the customer and product strategy. We developed guiding principles and crafted a design theme suitable for all external-facing applications to drive a simple and certain customer experience, addressing key customer pain points and mapping to the customer journey lifecycle. Navitas' approach in design and framework helped to develop the web application by involving the human perspective in all steps of the problem-solving process by addressing needs and requirements, ergonomics, and usability knowledge and techniques.

We centralized the information, making it contextual and easy to find, which facilitated the early adoption of the platform. To further enhance the platform, we included AI-driven chatbots, global smart search, and customized dashboards, as well as a knowledgebase that provides further insights, including "top rated" and "most viewed" content. Navitas implemented a single-cloud data platform for insights with consumer-grade and personalized end-user experience, as well as an API-based data exchange. Next Best Action was created based on customer experience and machine learning models. Navitas improved the Company's agility and resilience with cloud-based infrastructure, Kubernetes, and microservices. Data and insights were aggregated through the development of correct channels.

THE BENEFITS

80%

overall customer satisfaction score among ~25K registered users

45%

reduction in infrastructure and software licensing costs

Improved

productivity and time-to-market through consistent design features

Increased

self-service tickets through an AI-powered virtual assistant