

CASE STUDY ROUND-UP SERIES

Citizen Development: Staying ahead of your customers' increasing digital demands



AT A GLANCE

Partners

- Toca
- Quixy
- Pipefy
- AgilePoint
- TrackVia

Customers

- Slater & Gordons Lawyers
- Nekkanti Sea Foods Ltd.
- CNH Industrial
- Terrassa City Council
- Top U.S. Mortgage Lender

INTRODUCTION

This month we are bringing you real-life stories of how citizen development can help organizations meet the digital demands of customers and drive better business outcomes.

In today's world, teams and organizations need solutions in days and weeks rather than months and years. Industries and markets are developing faster than ever and the ability to adapt and respond quickly is paramount to organizational success and survival.

The pandemic was a real accelerator for all businesses, with organizational structures across the globe being forced to adapt and digitize to support remote working and follow government guidelines.

The hyper-agile nature of citizen development and low-code and no-code technology allows companies to become adaptable and responsive whilst staying relevant and resilient. Find out from our Partners how they were able to respond and provide solutions to their customers and deliver on their increasing digital demands and expectations.



Shortly after implementing Pipefy, the COVID-19 pandemic began and CNH's digital transformation process became even more important for the HR team. They started to digitize many processes like their COVID-19 health check, working hours reduction form, expense reimbursement requests, and employee mood survey — providing a self-service HR experience for all employees.



SLATER & GORDON LAWYERS - LEGAL

Leading law firm transforms appointment booking system, meeting the digital expectations of clients, slashing drop-out rates and reducing risk of lost revenue



Problem

- To book an appointment with a lawyer, clients had to engage in a clunky telephone process, rather than being able to use an online appointment booking portal.
- It was a frustrating process, which led to the firm missing out on a large number of clients and experiencing drop-out rates of 50%, before payment was secured.
- As a result, client satisfaction scores were impacted and revenue was reduced by incomplete bookings.



Solution

- Using Toca, Slater and Gordon developed an online client portal that provided a slick appointment booking process.
- The portal automates the KYC checks, with ID3 global and Tracesmart and guarantees no payment until complete.
- Bookings are automated with Microsoft Graph API for Windows AD and Payment solution.



Outcome

- The online client portal was delivered, tested and live in just 4 days.
- Admin time involved in the appointment booking and payment management process has been slashed, freeing staff to focus on higher value tasks.
- The appointment booking process has been transformed, meeting client expectations and improving customer satisfaction scores.
- Appointment booking drop-outs have been reduced by 25% leading to increased revenue.



NEKKANTI - SEAFOOD EXPORT

Nekkanti expanded process automation to all centers in one week improving Productivity by 15% and reducing application development time by 60%



Problem

- Numerous, separate workflows associated with the overall food processing and support processes with no visibility.
- At each stage of seafood processing, data was recorded using paper-based forms. The manual recording system led to errors and discrepancies.
- Issues for HR as the workforce was divided across locations, type, efforts and shift process.
- Non-digitized processes at various stages caused inaccurate data which negatively impacted resource management and quality control.



Solution

- A core team of citizen developers was set up that was composed of business users across the departments and were trained on the Quixy platform.
- The central IT team put together the necessary governance and monitoring structure to ensure that processes automated across different departments.
- The core team selected high-impact processes to be digitized and automated.
- Select processes were automated at the first center within six weeks, then deployed in the remaining centers within one week.



Outcome

- Quixy helped Nekkanti's staff automate high-impact paper and Excel-based processes involved at various stages of seafood processing.
- The automated system provided the single source of truth that helped eliminate errors and reconciliation issues from the manual recording of data
- Transparency into operations increased efficiency and productivity.
- Overall, Nekkanti improved its productivity by over 15% and reduced the application development time by over 60%.



"Quixy helped us accelerate application development time by over 60% while improving workforce productivity by 15%. It enabled us to automate critical processes and create a single source of truth for all information."

VIJAY KONDURU

Vice President - Manufacturing Ops. & Digital Transformation, Nekkanti Sea Foods Ltd.



CNH INDUSTRIAL - MACHINES MANUFACTURER

CNH Industrial Increased and Expanded Digitization of HR Processes with Pipefy



Problem

- 15+ systems used by the HR team without internal integration.
- Lack of communication and collaboration among subdepartment teams.
- Manual tasks took up much of the team's time since their systems didn't deliver end-to-end visibility of every stage in their processes.
- Paper processes weren't stored or shared electronically. Employees needed to sign documents, and the team stored them physically.



Solution

- All HR processes are connected and centralized in a single platform.
- Pipefy Forms allow the HR team to receive standardized employee requests and provide a self-service experience.
- System integration with standard APIs makes their processes run efficiently and automatically by sending and pulling information based on action and triggers.
- Easy customization allows continuous improvement of current and future processes.



Outcome

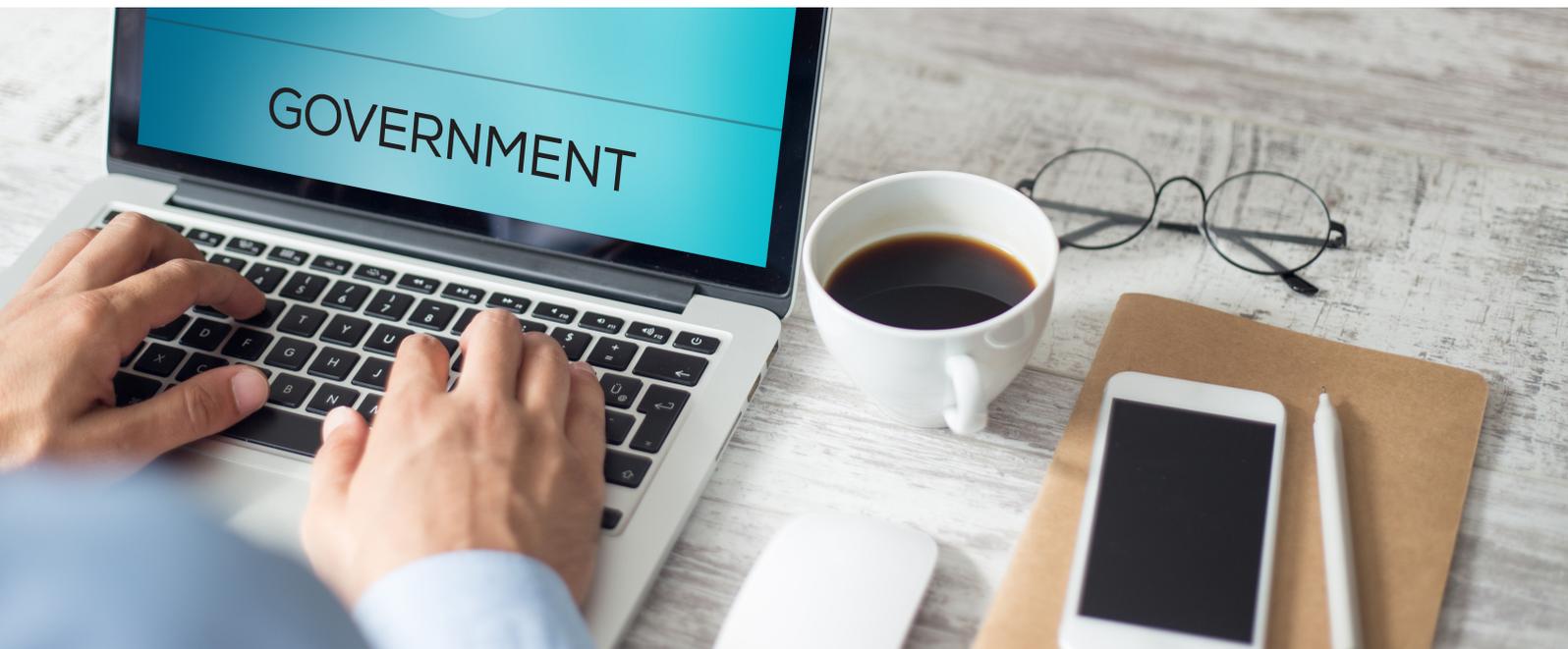
- 2.2k+ hours saved monthly through automation, representing 22.5 full-time employees working hours.
- 100 active processes running in Pipefy from vacation requests to the mood survey, all employees can access and submit all information even without a Pipefy license.
- COVID-19 forced them to expand and increase the digitization of their HR processes.
- After a pilot with 35 users, CNH has already expanded Pipefy usage for more teams and the number of users keeps increasing.



"Nowadays, instead of using over 15 different tools, I can teach any person within our People Ops organization how to use Pipefy and they can use it for almost any process. With Pipefy, we can provide a seamless and consistent experience for employees and candidates."

DIOGO AYRES

Service Designer at CNH Industrial



TERRASSA CITY COUNCIL - GOVERNMENT

Terrassa City Council Maintains Municipal Administrative Activities During the COVID-19 Crisis and shift to complete remote operations in fifteen days.



Problem

- Spring 2020 Spanish Government made an isolation decree due to COVID-19 which meant organizations had to adapt quickly by accelerating their digitization to accommodate mobile working and social distancing.
- Administrative management and some processes were still paper based which would act as a roadblock for remote work.
- They simply could not afford to halt the mapping of new procedures for their city or obtaining new mandates from executive and political leaders.



Solution

- The multidisciplinary team from Terrassa City Council and empowered citizen developers allowed the BPM framework to be successfully developed and implemented in record time.
- An accessible system with ease of use and customization, which has been enabled on the intranet for change and incorporation of users.
- The solution is permanent and is fully integrated into the ecosystem of applications of Terrassa City Council thereby avoiding any technological debt.



Outcome

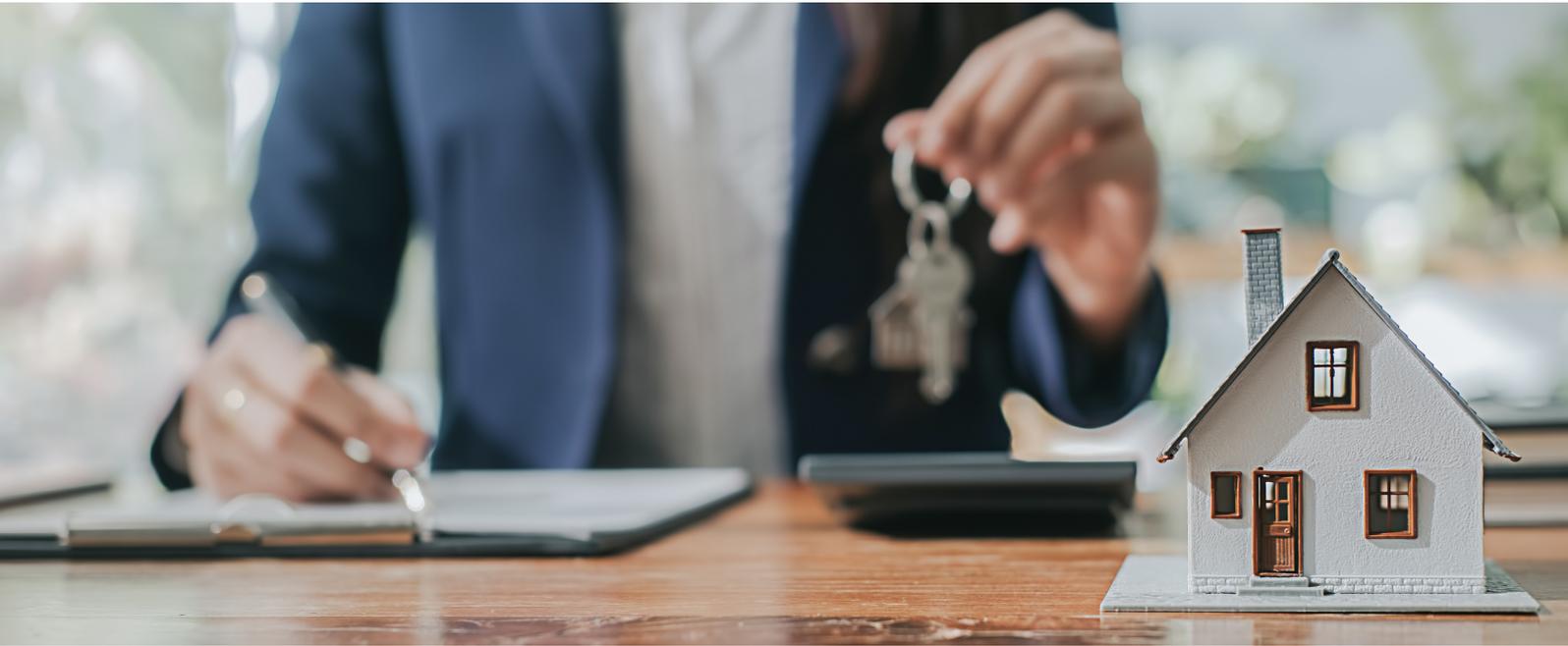
- AgilePoint accelerated the business-led, automation projects across the Terrassa City Council without sacrificing quality or increasing code debt.
- AgilePoint did not use any compiled code, which allowed Terrassa City Council to dynamically change their business as needed.
- AgilePoint unleashed an entire new workforce at Terrassa City Council by empowering Citizen Developers. Employees became able to complete automation projects without any IT involvement or custom coding.



"In a few weeks, it was possible for all the services of the City Council to work normally with the new system, thus allowing for employees to concentrate their efforts on the needs of the citizens exacerbated from the pandemic itself."

MANEL GUERRA

Project Director - Terrassa City Council



TOP U.S. MORTGAGE LENDER - FINANCIAL AND HOME MORTGAGE

Top U.S. Mortgage lender Cuts Turnaround Time in Half and Saved Hundreds of Thousands of Dollars by expanding their use of TrackVia



Problem

- Back-office reporting and tracking functions relied heavily on spreadsheets and email to move data within the organization.
- High defect rates due to slow turnaround times resulted in increased costs and had a negative impact on cash flow.
- Slow and inefficient processes resulted in poor data accuracy, lack of visibility and unclear communication between departments.



Solution

- In 2018, the mortgage lender first implemented the low-code platform to create a reporting and tracking app to improve data quality and increase profitability.
- Standardized and automated processes replaced manual data entry, spreadsheets and emails.
- Process reporting features and dashboards provide tools they need to quickly discern and remedy bad data when it appears.



Outcome

- Saved over \$50,000 per year on one function alone and reduced vendor footprint by eight.
- Loan turnaround times cut in half.
- 95% of data flowing into TrackVia is automated which has made it extremely accurate and reliable.
- TrackVia's customizable process allows them to build the solution from scratch, exactly how the mortgage lender wants.
- The SVP of Operational Risk implemented Citizen Development practices and expanded the use of TrackVia to automate and improve functions.



"Before, it was all me trying to sell it. Now it's the opposite. They're coming to us. There are some leaders who have every function in their organization supported by TrackVia, now it's about getting the rest of the teams on board."

JOSHUA YAKLIN

SVP Operational Risk - Top U.S. Mortgage Lender

CASE STUDY ROUND UP SERIES

Customers Increasing Digital Demands: Citizen Development



IN SUMMARY

Citizen development and the latest low-code and no-code technology allows organizations to rapidly adapt, respond and deliver on the increasing digital demands of their customers.

Three common themes from our featured case studies:

Responsive:

Before citizen development: Digital transformation projects were bottlenecked by short-staffed IT departments, therefore responding to digital demands was slow and inefficient.

After citizen development: Empowered Citizen Developers were able to respond and deliver solutions to meet digital demands quickly and at a fraction of the cost.

Adaptability:

Before citizen development: Paper-based processes caused a roadblock for employees to work remotely.

After citizen development: BPM frameworks and automations were successfully developed and implemented to allow organizations to adapt to new legislation on tight deadlines and still operate functionally even when working remotely.

Customization:

Before citizen development: Outdated and rigid processes resulted in labor-intensive and inefficient practices when providing new solutions to meet digital demands.

After citizen development: Low-code and no-code technology allowed organizations to customize the process and build a solution specific to their customers' needs.

FEATURED ORGANIZATIONS

Slater & Gordon Lawyers	Nekkanti Sea Foods Ltd.	CNH Industrial	Terrassa City Council
 <p>Slater and Gordon was founded in Australia in 1935, where it quickly developed a reputation for its strong sense of social justice. Having established itself as the pre-eminent provider of consumer legal services in Australia, Slater and Gordon arrived in the UK in 2012. Today, Slater and Gordon is one of the largest and well-known providers of consumer legal services in the UK.</p>	 <p>Nekkanti Sea Foods Limited (NSFL) is one of the largest exporter of seafood from India and has been in this business for over two decades. Nekkanti, from a humble beginning in the seafood industry, integrated backward by venturing into deep sea trawling and processing seafood. NSFL is committed for constant supply of consistent quality product to the global market.</p>	 <p>CNH Industrial is a world-class equipment and services company that sustainably advances the noble work of agriculture and construction workers. The Company provides the strategic direction, R&D capabilities, and investments that enable the success of its five core Brands.</p>	 <p>Terrassa is a city in the east central region of Catalonia, Spain, in the province of Barcelona, comarca of Vallès Occidental, of which it is the co-capital along with Sabadell. The municipal government is formed by a coalition of Tot per Terrassa and ERC.</p>