UX Research insight

Concentrix One Personalization

July 2021

CONCENTRIX™

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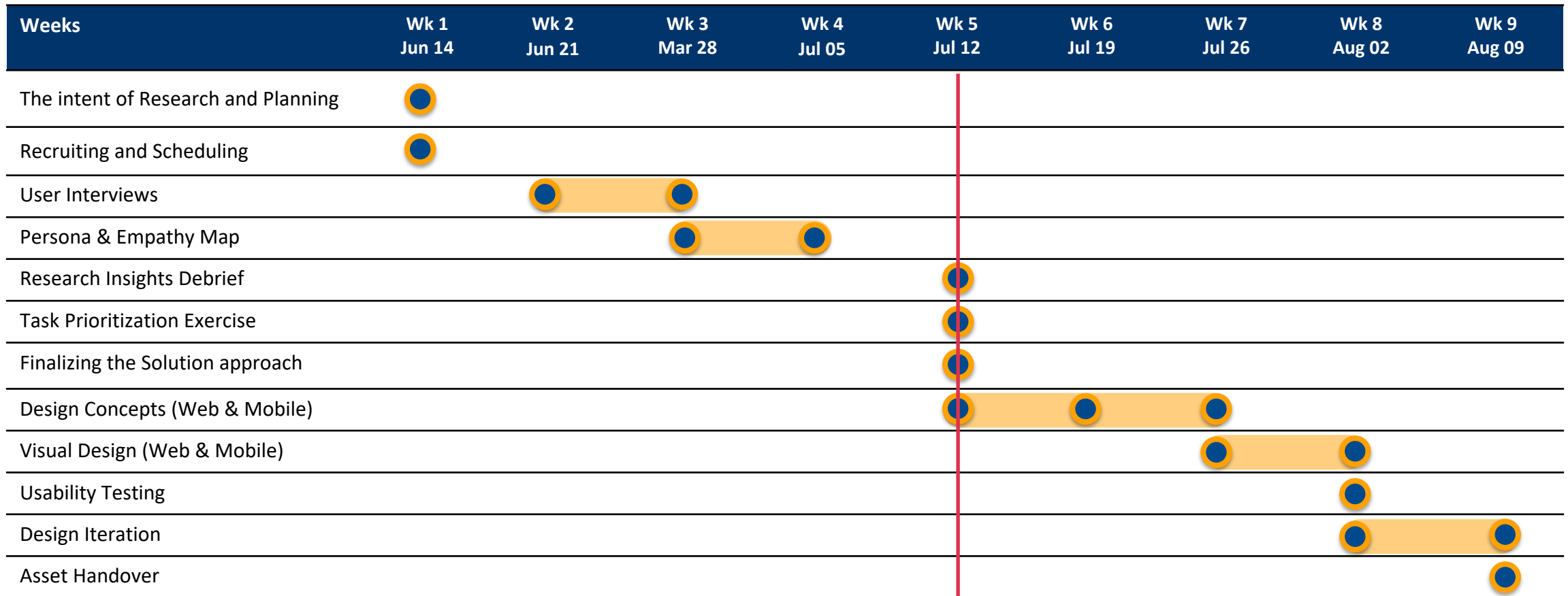**Kristian Jay Ayapana**

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Project Scope & Approach

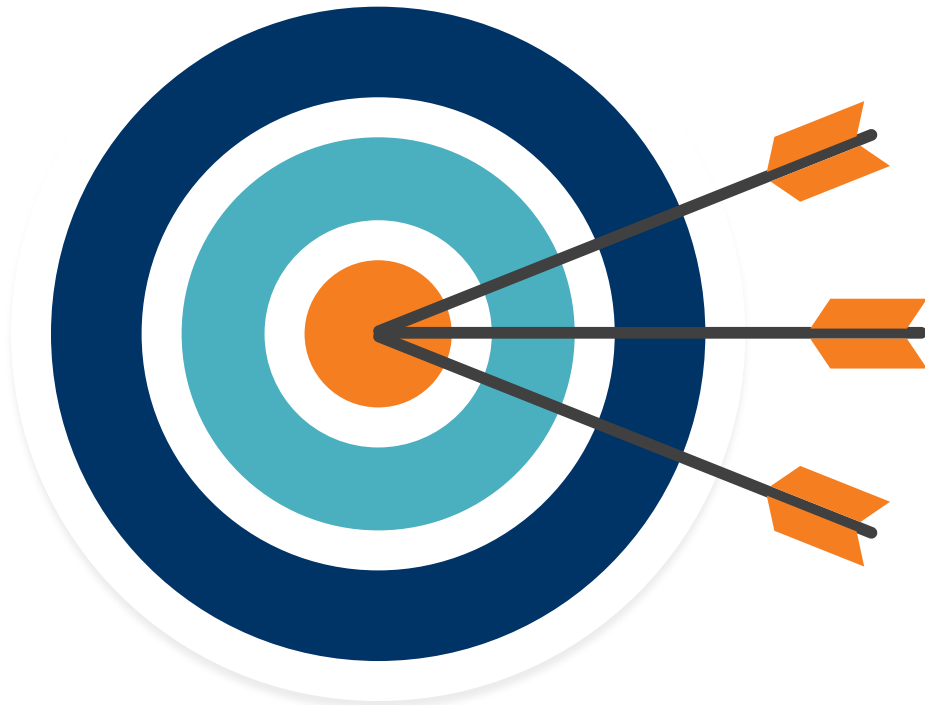|	Discovery (Weeks 1-3)	Strategy & Concepts (Weeks 4-7)	Design & Dev. Handover (Weeks 7-9)

Weeks	Wk 1 Jun 14	Wk 2 Jun 21	Wk 3 Mar 28	Wk 4 Jul 05	Wk 5 Jul 12	Wk 6 Jul 19	Wk 7 Jul 26	Wk 8 Aug 02	Wk 9 Aug 09
The intent of Research and Planning	●								
Recruiting and Scheduling	●								
User Interviews		●——————●							
Persona & Empathy Map			●————————●						
Research Insights Debrief					●				
Task Prioritization Exercise					●				
Finalizing the Solution approach					●				
Design Concepts (Web & Mobile)					●———————●———————●				
Visual Design (Web & Mobile)							●———————●		
Usability Testing								●	
Design Iteration								●———————●	
Asset Handover									●

Introduction

This report details and analyses a series of interviews conducted for a usability assessment for Concentrix One. An initial stakeholder meeting was conducted before interviewing the target user population.

For the user interviews, a total of **27 people** were interviewed involving **8 Geo**.

The information we gained from the interview responses provided us with insight on people's thoughts, attitudes, and motivations regarding creating customized / personalize experience.

We then used the interview information to develop findings and recommendations for the system and created personas and scenarios to build a presentation of Concentrix One users.

The initial stakeholder meeting revealed that our target demographic is primarily made up of **Site leaders**, **Upline leaders** and **Agents**. In order to recruit participants for our interviews, we asked Geo Leaders who fit those demographics.

Our interview questions were focused on understanding their online Job roles, responsibility, deliverables and their thoughts on personalization processes for Concentrix One.

After analysing the interviews, we used the results to develop a series of findings and recommendations.

Project Approach

A collaborative research driven approach to analyze and design a 'best-in-class' solution framework that will improve the Concentrix One personalized experience

Current Experience

Understand the current experience of the end-user in relation to their interactions with current provision of Concentrix One services and potential opportunities of improving this experience

Future Design

Design a solution concept that will enable easy, user friendly and personalized environment for Concentrix One

We will make recommendations on Best employee experience, features and modules to be implement in Concentrix One
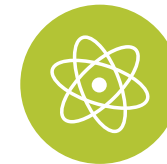
Roadmap

Best route forward how to implement the solution

10	**17**	**27**	**1 to 20 years**	**8**
Interviews with Site leaders	**Upline leaders and Agent interviews**	**Hours of interview time**	**Participant years of service**	**Global Locations**
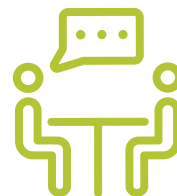
End User Interview Objectives

Each interview covered a range of topics to help us set direction and expectations to guide the initiative. Going in, our interview questions covered the following areas…

1

Their **roles and backgrounds** in the organization overall and with relation to this specific effort.

2

Perspectives on what are most important and practical **goals to accomplish**.

3

What a **successful outcome** should include to satisfy them and their constituencies.

4

Insight into any **potential obstacles** that might impact the quality of this product.

Where were the participants?

Canada

USA

Korea

India

Philippines

Brazil

Australia

New Zealand

Participant list

Name	Function	Date	Location
Syed Hussain	Site Leaders	21-Jun-21	India
Chris Barns	Site Leader	29-Jun-21	Australia
Shelly Porter	Site Leader	29-Jun-21	North America
Beth Sanchez	Site Leader	30-Jun-21	North America
Vipin Kumar	Site Leader	01-Jul-21	New Zealand
Junho Moon	Site Leader	02-Jul-21	Korea
Carolina Terra Pereira	Director, Operation	29-Jun-21	Brazil
Carla Morante	Associate Director	29-Jun-21	Philippines
Michael Mukhi	Site Director	25-Jun-21	Philippines
Annechristine Dignadice	Associate Director	01-Jul-21	Philippines
Monika Gorani	Operations Manager	22-Jun-21	India
Denny Joseph Derasahayam	Team Leader	22-Jun-21	India
Nidhi Bajaj	Senior Manager	23-Jun-21	India
Joseph Domdom	TL, Operations	25-Jun-21	Philippines
Kristine Angeles	Manager II	25-Jun-21	Philippines

Name	Function	Date	Location
Daniela Stufflebean	Operations Manager	28-Jun-21	North America
Lindsey Clanton	Admin	29-Jun-21	North America
Sarah Dikes	Training & Development	30-Jun-21	North America
Cassandra Banks	Operations Manager	22-Jun-21	Australia
C'Nedra Lyall-Lawrence	Team Leader	22-Jun-21	Australia
Kieran O'Regan	Team Leader	23-Jun-21	New Zealand
Myungjae Kim	Team Leaders	28-Jun-21	Korea
Sunyoung Koo	Team Leaders	30-Jun-21	Korea
Heeju Lee	Agent	01-Jul-21	Korea
Jodi Reynolds	Agent	24-Jun-21	Australia
Anil Kumar Valusa	Associate	23-Jun-21	India
Charley Phillips	Associate	28-Jun-21	North America

Interview Framework

Research interviews focused on gaining an understand of the various roles, goals and current operating models for Concentrix One services provided to employees.

Interview script was designed to:

- Learn about the current experience and service offerings

- Understand Situation, Motivation & Expectation from Concentrix One feature that will help close gaps and improve the services provided

- Capture current channels of communication

- Learn about what they think is currently working and pain points, along with future expectations

Themes

Human Centered Matters

Maintaining the human connection is very important to both, the leaders and the employees

Broadcasting Information

Simple and easy way to broadcast information to agent level

Easy Access to information

Accessing information at your fingertips

Make it Easy to Use

Create various touch points and workflows that are easy for employees to use to get the information needed

Streamline and Reduce Process Complexities

Reduce toggling between multiple systems and workflows

Communication Channels

Most frequently used communication channels

Website
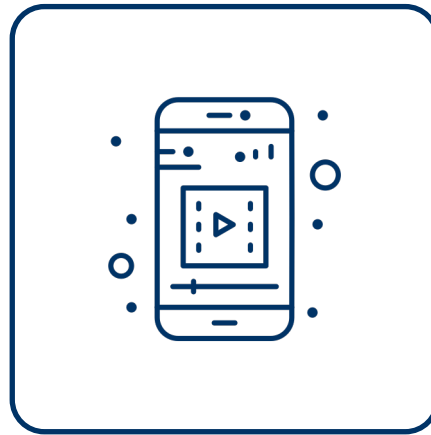
Mobile App

Via MS Team

Executive Summary

Overall Perceptions of Concentrix One

- In general, most of our interviewees have experience with Concentrix One. Thus, the interviews were mainly focused on general experiences and difficulties the average user might encounter while using Concentrix One web and mobile app.

- In addition, most interviewees stated that the interaction process for creating a communication to be as simple as possible and a view of the posts/ news need to be personalized.

- We heard mixed reviews about Concentrix One but had the sense that overall perception of the service is not trending positively. Some of key finding includes like lack of motivation to engage with the platform and not driven by leadership. Need of personalized dashboard and menu option are some of the major highlighted points.

Analysis Methods:

- After conducting the interviews, we analyzed each interview individually and compared the interviews to each other. After each interview was conducted, a typed transcript and audio recording of the interview was uploaded to the UX group's shared folder. We noted any significant similarities, differences, and findings. The results of the analysis helped us to understand users' problems and motivations when using Concentrix One websites & mobile app, which help us to identify our key pain points, personas and helped us to empathize with the users.

What We Heard- Current Process

- Lack of Motivation, Marketing and not being driven by Leadership

- Too many communication tools no proper clarity to know which one to use,
  - Direct connect with agent is very cumbersome process as they do not have access to Concentrix provided tools.

- Users not able to get involve due to limitation in Post and comments feature

- Kudos, Staff directory, Declaration form, Birthday and Anniversary works great

- Language barrier and translation and lack of local content

"My first priority is the people. Everything start with and end with them"

"In my opinion under Concentrix One, there is a lot of things that are not being used as they are not being driven by the leadership, even myself."

"Poor and cluster timeline with lots of unwanted posts and 100 times birthday wishes. And I am failing to find my focus news."

"Lack of Marketing, help article and motivation in respect to Concentrix One"

"Concentrix One is a very important tool. It is an ice breaking activity tool"

What We Heard- Tools & Communication

- Need Concentrix University recommended courses based on career level with ability to publish completion certificates

- Need Attendance validation, leave management and quick payroll access for salary documents

- Lack of employee performance data driven dashboard

- Automatically add Staff into my Broadcast list based on My Site / My Account / My Geo to Streamline the process of broadcast information to my sphere of influence

"I need the Numbers, values of visibility through velocity & all of the data that is coming from the reporting team to make my decisions in a common Dashboard"

"Concentrix One help me in terms of being more mobile"

"All communications are mostly inbound, outbound communications feature is a little cumbersome."

"Relying only on Team Leader for all organizational update."

What We Heard- Suggestions

- Personalize dashboard to measure employee success factor, Client CSAT, Roster, Reward and Recognition

- Accurate language translation to provide more local touch for non-English speaking users

- Centralised Communication Channel

- Broadcasting information to my sphere of influence.

- Simplified & interesting educational solutions to make Concentrix One familiar.

"I require meaningful data constantly at my fingertip whether I am on the floor or on vacation "

"Need a balance app between business and Fun"

"I need an option to make my favourite menu and select certain items as there are lots of menu option."

"Kudos, Birthday and Anniversary are very helpful"

"Buddy BoT does not provide any accurate information; it push me through multiple links"

Stakeholder Quotes

"One of the key factors why we're successful is because of our people, so we need to make sure that any issues are cared for, especially those that are experienced by our employees…"

"Concentrix One is a bridge between the Concentrix and employees"

"I would describe Concentrix One as a tool that can be used to keep up with Organization or Corporate Communications or Initiatives."

Persona

July 2021

Leah Chatman

"One of the key factors why we're successful is because of our people, so we need to make sure that any issues are cared for, especially those that are experienced by our employees."

BIO

As a site leader, I support all responsibilities and ensure that my site operation is running smoothly. Develop and implement action plans to drive key performance indications. Evangelize customer experience approach across different accounts.

> Ensuring that we deliver on shareholder value, employee value and client value

AGE:
43 years

JOB TITLE:
Site Leader

CONCENTRIX WORK EXPERIENCE:
18 Years

ROLES & RESPONSIBILITIES

- Ensure that we are aligned and performing as per client and Concentrix priorities
- Monitor matrix-like Performance, Business, Priority
- Connect with site cross-functional team to ensure that their goals and tasks are aligned to our site's strategy.
- Act on adjustments we need to do, to be able to get to the results and deliver to our daily goal.

GOALS

- My role focuses on primarily 70% communication and coordination with our Clients, Stakeholders, and Employee (Advisor).
- Reorganize schedule, Depending on what's incoming, as an urgent matter.
- Cost centre to customer satisfaction, Revenue to reward
- Streamlined staff-level hiring and support to our cross functional business resource units.

CHANNELS

MS Teams   Web   Mobile

PAIN POINTS

- No simple way to communicate to the entire site in one go.
- Long wait time to load the profile in Concentrix One
- Need to toggle between multiple systems for approval and other important workflows
- Too many communication tools no proper clarity to know which one to use
- Poor Search capabilities and cumbersome to find the right information
- Lack of recommendation or suggestion for like minded people or community
- Language barrier and translation are not done in the proper way
- Lack of dashboard / report for tracking and analysing the performance matrixes
- A lengthy and unwanted news feeds that looks clutter and distract. No way to reply to the post comments
- All communications are mostly inbound, outbound communications feature is a little cumbersome.
- Lack of reward and recognition

Linsey Clanton

"It is very important to motivate my team, we attend learning and development, wellness sessions, we talk about IJPs we talk about growth. Because if they are not motivated, will never be able to drive the matrix."

> "Our primary objective is employee satisfaction.

AGE:

32 years

JOB TITLE:

Team Leader

CONCENTRIX WORK EXPERIENCE:

10 Years

BIO

I am responsible for meeting all account level KPI's and CSAT scores define by my leadership. Ensuring all client processes and policies are followed. Appreciate Guidance from leadership.

ROLES & RESPONSIBILITIES

- I need to manage performance and behaviour of my team to provide consistent service to customer.
- Responsible for agent attendance, make sure the workload distribution is balanced and they are feeling comfortable .
- Manage end to end employee lifecycle (right from the hiring till the exit process).
- Coordinate new-hire trainings and manage trainers.
- Facilitate monthly-wise one-on-one discussions with agents to ensuring they are doing well.
- Summarize all the data in the report for business review.

GOALS

- Ensure great customer experience and resolve every customer issue.
- Strategize plans to overcome the challenges or hurdles will happen in the future.
- Identify and improve the areas where we are weak
- Ensure the team is motivated.
- Aim for success
- Ultimate employee satisfaction.
- Make sure to run without any issues in the process.

PAIN POINTS

- DUO is a big issue and frustrating for me and agents.
- Too many clicks when you have to post a picture.
- Lack of local news makes Concentrix One less interesting.
- Home address is getting shared as current location across and it's scary.
- The devices are client specific we can't download the Concentrix One app or access Concentrix One.
- Communication threads are scattered across different channels.
- A lot of paperwork to make sure everything is documented accurately.

CHANNELS

MS Teams   Web   Mobile

Natali Craig

"Concentrix One is a bridge between the Concentrix and Employees, but the bridge is still incomplete"

BIO

I manage customer requests and ensuring proper investigations regarding their requests. Use my experience and judgment to determine what results are useful. Ensure that my time is managed appropriately

"I do anything that leadership need to be done. I know myself is from everything.

AGE:
28 years

JOB TITLE:
Agent

CONCENTRIX WORK EXPERIENCE:
5 Years

ROLES & RESPONSIBILITIES

- Looks for information to share with customers
- Needs to be certain of the accuracy of information
- We will need to add notes on the cases and solutions
- Always feeling time pressure
- Needs speed. Under pressure to move on to the next customer.
- Expect to have all the support devices up and running

GOALS

- Ensure that our local admin is up to date on what we need them by sharing and engaging.
- Execute engagement programs, assisting cross-functional teams.
- Needs to quickly find information in order to keep me up to date.
- Needs the most valid, current, accurate, published information
- Often set apart in a specific support location
- Always aim for success

PAIN POINTS

- Lengthy login steps and long wait time to load the profile
- When I upload photos, picture get cropped and the quality get compromised
- Chat buddy does not provide any accurate information, it push me through multiple links
- Relying only on Team Leader for all organizational update.
- Lack of local news makes Concentrix One less interesting.
- Language barrier and translation are not done in the proper way
- I need search for quick return relevant results
- Lack of education and motivation to access Concentrix one

CHANNELS

MS Teams   Web   Mobile

Empathy Mapping

This allows you to quickly understand your users' experience and mindset.

July 2021

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CONCENTRIX**ONE**

Leah Chatman
Site Leader
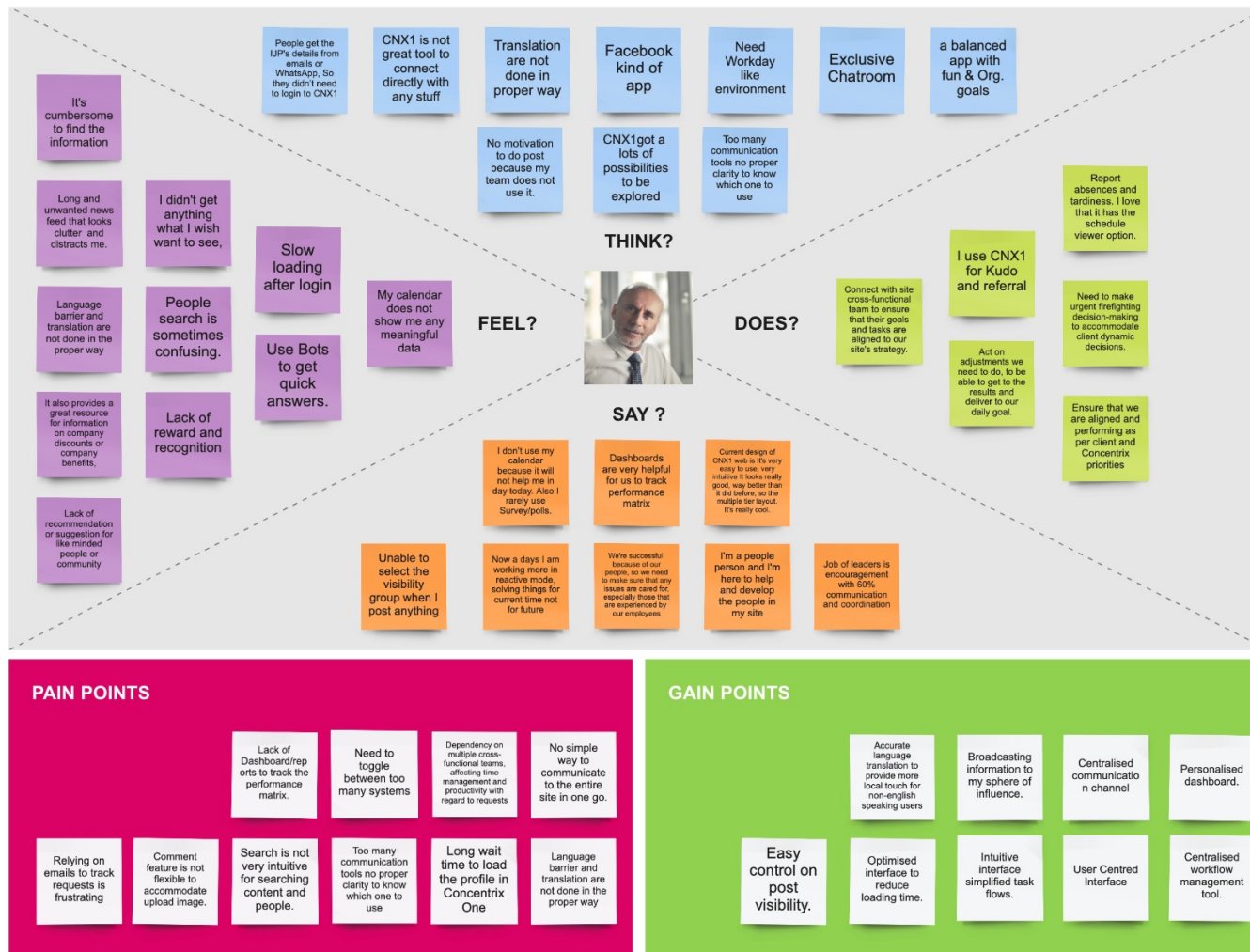
Used to develop a deep, shared understanding and **empathy** for other people, an **Empathy Map** is a tool that helps describe aspects of a user's experience, needs and pain points.

THINK?

- People get the IJP's details from emails or WhatsApp, So they didn't need to login to CNX1
- CNX1 is not great tool to connect directly with any stuff
- Translation are not done in proper way
- Facebook kind of app
- Need Workday like environment
- Exclusive Chatroom
- a balanced app with fun & Org. goals
- No motivation to do post because my team does not use it.
- CNX1 got a lots of possibilities to be explored
- Too many communication tools no proper clarity to know which one to use

FEEL?

- It's cumbersome to find the information
- Long and unwanted news feed that looks clutter and distracts me.
- I didn't get anything what I wish want to see,
- Language barrier and translation are not done in the proper way
- People search is sometimes confusing.
- It also provides a great resource for information on company discounts or company benefits,
- Lack of reward and recognition
- Lack of recommendation or suggestion for like minded people or community
- Slow loading after login
- Use Bots to get quick answers.
- My calendar does not show me any meaningful data

DOES?

- Report absences and tardiness. I love that it has the schedule viewer option.
- I use CNX1 for Kudo and referral
- Connect with site cross-functional team to ensure that their goals and tasks are aligned to our site's strategy.
- Need to make urgent firefighting decision-making to accommodate client dynamic decisions.
- Act on adjustments we need to do, to be able to get to the results and deliver to our daily goal.
- Ensure that we are aligned and performing as per client and Concentrix priorities

SAY ?

- I don't use my calendar because it will not help me in day today. Also I rarely use Survey/polls.
- Dashboards are very helpful for us to track performance matrix
- Current design of CNX1 web is It's very easy to use, very intuitive It looks really good, way better than it did before, so the multiple tier layout. It's really cool.
- Unable to select the visibility group when I post anything
- Now a days I am working more in reactive mode, solving things for current time not for future
- We're successful because of our people, so we need to make sure that any issues are cared for, especially those that are experienced by our employees
- I'm a people person and I'm here to help and develop the people in my site
- Job of leaders is encouragement with 60% communication and coordination

PAIN POINTS

- Lack of Dashboard/reports to track the performance matrix.
- Need to toggle between too many systems
- Dependency on multiple cross-functional teams, affecting time management and productivity with regard to requests
- No simple way to communicate to the entire site in one go.
- Relying on emails to track requests is frustrating
- Comment feature is not flexible to accommodate upload image.
- Search is not very intuitive for searching content and people.
- Too many communication tools no proper clarity to know which one to use
- Long wait time to load the profile in Concentrix One
- Language barrier and translation are not done in the proper way

GAIN POINTS

- Accurate language translation to provide more local touch for non-english speaking users
- Broadcasting information to my sphere of influence.
- Centralised communication channel
- Personalised dashboard.
- Easy control on post visibility.
- Optimised interface to reduce loading time.
- Intuitive interface simplified task flows.
- User Centred Interface
- Centralised workflow management tool.

Linsey Clanton
Team Leader

THINK ?

Long . unwanted and repetitive news feed that looks clutter and distracts me.

So many menu items.

If the team is not motivated, will never be able to drive the matrix.

Language is a big issue

Many are not sure about how to use CNX1

Post heading are not very catchy and understandable.

Agents are not able to use the app because Lack of proper communication,

Everything that I use commonly is already on the home page,

Making sure that the agents are feeling comfortable and they have the support that they need.

Our team goal is to maintain CSAT above 35%

FEEL?

Sometimes it is confusing, sometimes distracting, sometime really hard.

CNX1 is not interesting

At a glance, looking good. Bright and colourful.

Feels logging into other company site, when we log into CNX1 from client environment.

Like that it now accepts my face ID

DOES?

Assign case histories to agents (through hangout)

I am using mainly mobile to check CNX1

Ensure the team is motivated.

I need to log into the chat portal so that I can speak with my team.

Summarize all the data in the report for business review to the client and management dashboard

Mainly used Survey feature, Birthday reminders, Kudos, Helpdesk, etc.

SAY ?

If you are able to bring leaders in CNX1, agents will automatically follow.

Chat bot is not very helpful as its just providing some URL as response

I likes latest designs of CNX 1 better than first version.

"My job is really a lot about staff engagement.

I think it's a tool. That has a lot of potential

My first priority is the people. Everything start with and end with them.

I have a list of monthly task that I have to do.

I look into the quality & deliverables along.

I need actually both like balance between business and fun

I always aim for success

The ability to upload status of me like Facebook, Instagram like. It will help to engage more.

I help my site director trying to coordinate events and take notes.

Lack of local and account specific news/information.

20% of my day I spend with my team and heavily influenced by meetings,

Need to create a groups / community to communicate.

CNX1 is a bridge between the CNX and employees but the bridge is still incomplete

PAIN POINTS

Too many communications channels, hence often lost.

DUO is a big issue for me and agents

The language translation is not natural , sometime its really awkward one.

A lot of paperwork to make sure everything is documented accurately.

So many b'day and anniversary wish make my timeline full and I'm unable to find my own post.

There needs to be multiple mail chain when it comes to Medical insurance and CNX loan

Hard to find CNX university courses which is relevant to my role.

Too many clicks when you have to post a picture.

Sometimes my home address is getting shared as current location across and it's scary.

The devices are client specific we can't download the Concentrix One app or access Concentrix One.

I cannot reply on someones comments

GAIN POINTS

Personalise Menu options

Centralised communication channel

Simplified login process.

Role based course recommendation out of CNX university.

Intuitive & simplified task flows.

Simplified & interesting educational solutions to make CNX1 familiar.

User Centred Interface

CONCENTRIX**ONE**

Natali Craig
Agent

THINK?

- The ability to add a team by user
- Lack of local news makes CNX1 less interesting.
- Language barrier and translation are not done in the proper way
- The main reason people not using CNX1 is because we do not have access to their phones during work.
- Lack of education and motivation to access Concentrix one
- We need to implement some CNX policies in the application
- Dashboards are very helpful. without them, it's very hard to drive the actions and the decision making
- Lengthy login steps and long wait time to load the profile
- CNX1 is bridging channel between the company and employees

FEEL?

- Happy with overall look and feel
- It is a fun filling application.
- Always feeling time pressure.
- Relying only on Team Leader for all organizational update.
- similar to the Facebook

DOES?

- I rely on the system to do my job.
- Use Check schedule and Kudos frequently.
- Expect to have all the support devices up and running
- I use normally Chat buddy, Home feeds
- Add notes on the cases and solutions
- Execute engagement programs.
- I use my experience and judgment to determine what results are useful.
- Assist cross-functional teams.

SAY?

- Need to have more functionality for chatting, messaging with team mate
- Good to see a section for North America recognitions.
- Needs to quickly find information in order to keep me up to date.
- There is no priority for regional news and events.
- There is no detail about last scroll position.
- I would love to see a section for North America recognitions.
- Looks for information to share with customers.
- Needs speed. Under pressure to move on to the next customer.
- Need Workday like environment
- Have very limited time when we step out.
- Intelligent Chat bots

PAIN POINTS

- Lengthy login steps and long wait time to load the profile.
- Picture quality gets get compromised when uploaded.
- Chat buddy does not providing any accurate information.
- Search is not accurate and easy.
- Language translation is not accurate.
- Lack of knowledge about features in app.
- The comment box is too narrow

GAIN POINTS

- Customisable menu.
- Smart and efficient chatbot solution
- Streamlined login flow.
- Personalised dashboard.
- User Centred Interface
- Intuitive and easy to understand interface training flows

Potential Concentrix One Obstacles

System Integration	End User Adoption	Local Flavor	Place of Interest	Personalize Experience
Multiple systems handle different aspects of employee support, and they don't talk to each other.	Lack of Motivation, Marketing and not being driven by Leadership	Lack of accurate language translation & local/account-based news	Lack of recommendation or suggestion for like minded people or community	Long and unwanted news feed with lots of menu options that looks clutter and confuse.

Aha! Moments during user interview

To be Continued...

Thank you

Let's do something great