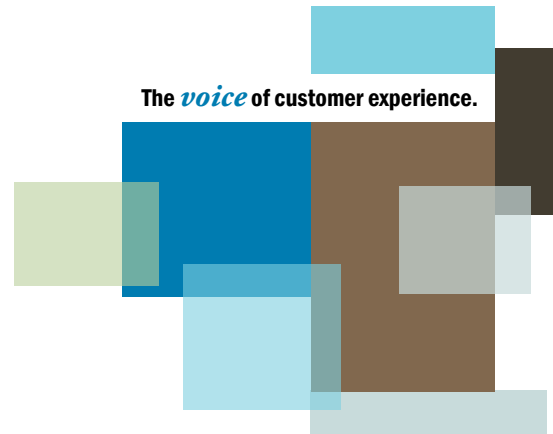


# Creating a Comprehensive Customer Interface

## A Case Study

### Individually tailored information enhances the Customer Experience



#### Background

A Fortune 50 insurance company was rolling out an advanced online customer interface. Designed to be more comprehensive, the new interface allowed customers to manage their accounts online and was specifically tailored to their individual insurance needs.

#### Problem

Due to the new interface's complexity, information changed depending on a customer's specific needs and the information they selected or input. Therefore, it was crucial to test every page structure and possible information combination to ensure customers were able to access the information they requested and needed. Additionally, due to a strict roll-out deadline, the interface was being built and tested at the same time. To meet deadlines, testing had to be completed quickly and our consultants needed to coordinate and communicate effectively with our client's web designers and developers.

#### Vox Solution

We identified each section of the customer interface and broke it down into logical steps. Next, we tested every possible script combination to ensure the requested information correctly appeared throughout the process. After testing each script, we created a point system to identify and communicate critical errors to the web designers and developers. Finally, when an error was fixed, our consultants retested each step to ensure everything worked properly.

#### Result

Thanks to our solid process and effective communications, the interface launched on time and without any problems. The ease of this launch was uncommon, especially considering the complexity of the interface system and strict time constraints. Additionally, we created a list of recommendations for future enhancements that will further improve the overall online customer experience.

#### About Vox

As a committed consulting firm, we've developed strong client relationships by building a solid foundation of people who care about their work and creating an impact. For you, that means honesty, a common dialogue, and expectations delivered. The integrity to always do what's right for our client – and their customers – defines who we are.

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