



# Get Your CFO To Say: 'Our Strategic Goal is User Obsession'

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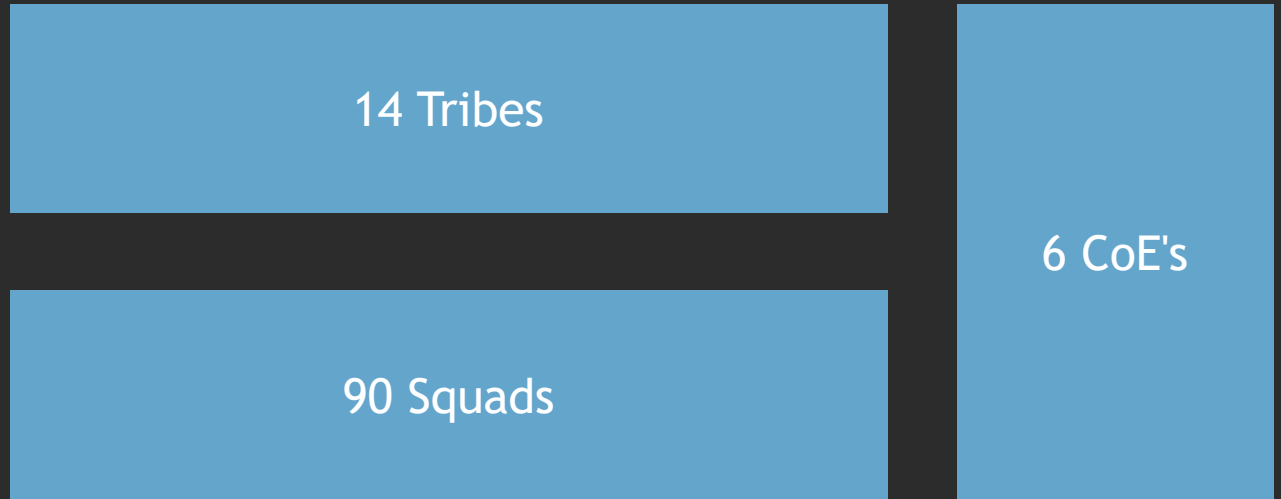


# Unlocking the potential of those who advance the world

- 25,000 employees
- 7,000 new hires per year
- \$11Bn global revenues
- 1,300 Social Impact projects
- Offices in 90+ cities in 50+ countries
- 90% of global business from repeat customers



Our UX CoE team of 27 support the larger digital product organization of ~1000 employees working across 90 squads



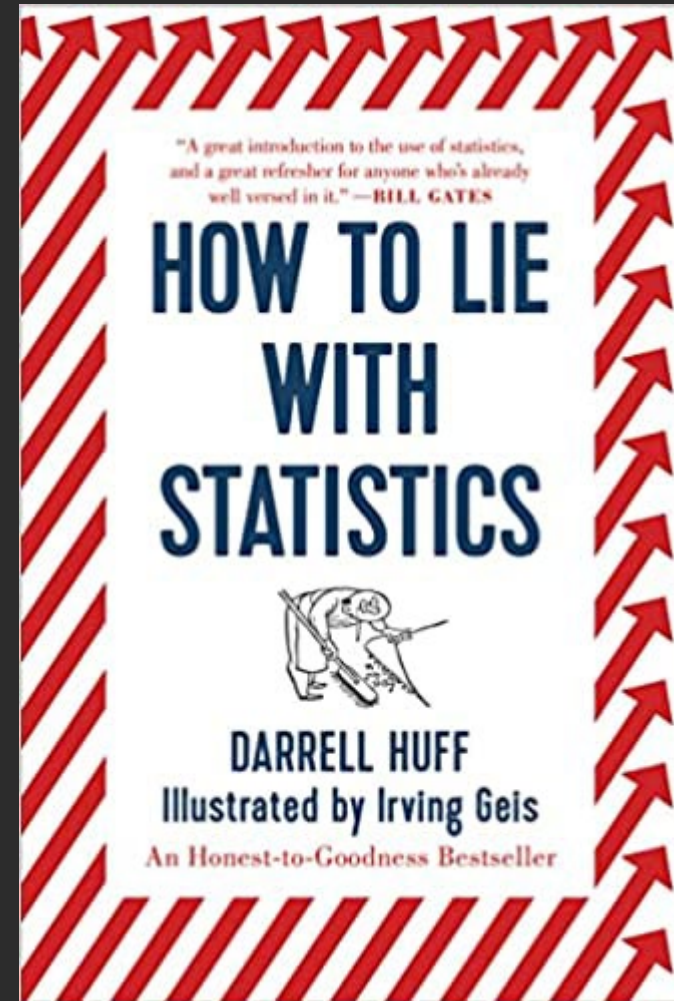




Mirror, mirror on  
the wall...

# HOW TO LIE WITH STATISTICS

*by Darrell Huff*







Excite product teams with the rough ingredients they need to transform the experience...

# Digital Employee Satisfaction





# Employee feedback on our most used digital products and services...

96



Products & experiences measured

x4



Surveys a year (quarterly)

25%



Employees invited each qtr.  
(Representative demographic split)

24%



Average response rate

5000+



Participants each year

2.89M



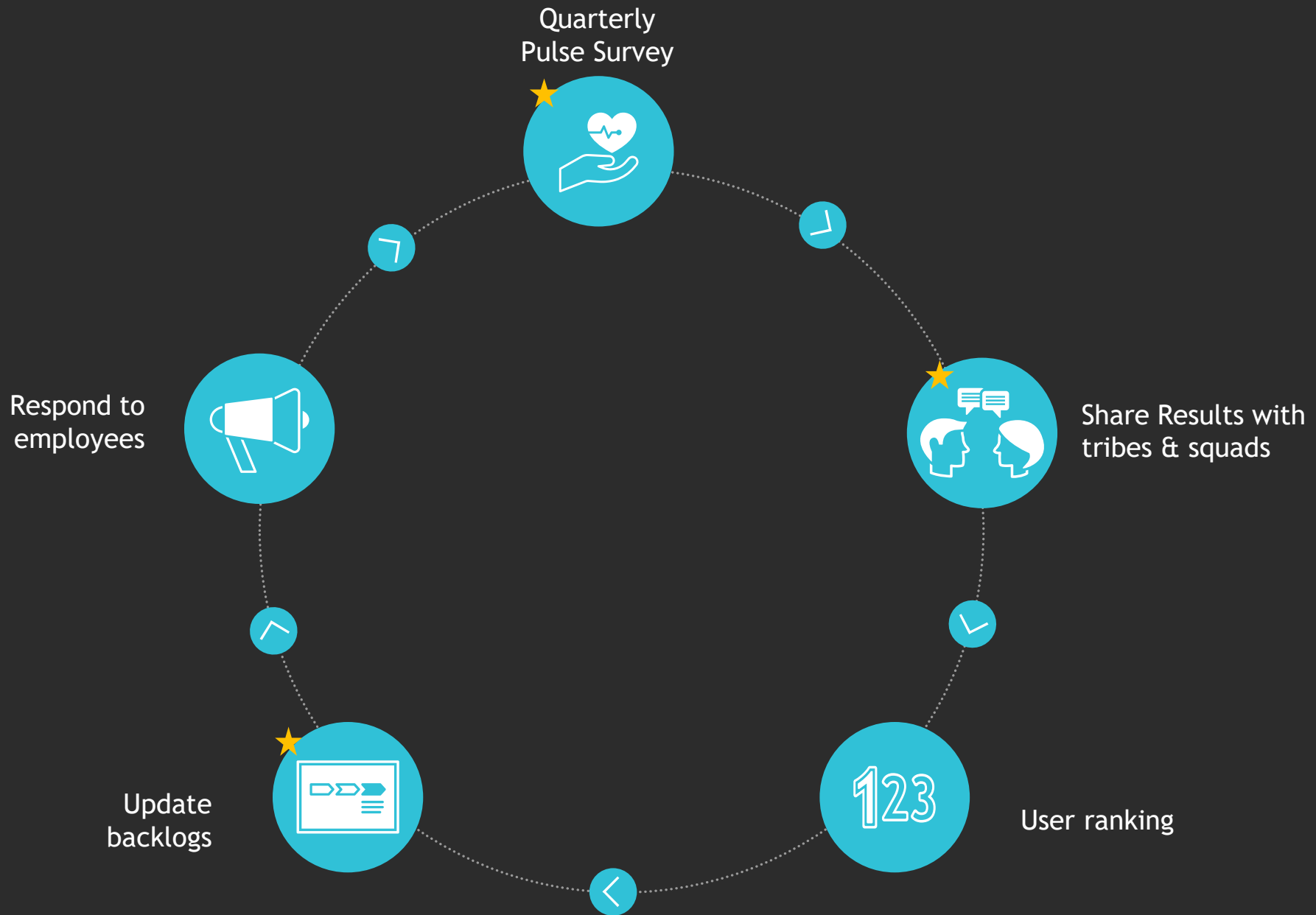
Unique Tableau data points  
(Available in 12 Sextillion different dimensions)



Mirror mirror on the  
wall...

Which is the ugliest  
of them all?





★ UX team partners closely with Tribe Leads and PO's

# Top Digital Priorities

Basics like my laptop, PowerPoint, Email & Excel are fast & responsive

1

Personal Productivity

I need the right technology to work effectively with my team & clients from anywhere (hybrid working)

2

Digital Collaboration

I need the right guidance & processes to utilize the technology I have, to work effectively with my team & clients from anywhere (hybrid working)

3

Digital Collaboration

Streamline & integrate the IT tools I use for collab. (e.g., MS Teams)

4

Digital Collaboration

Enable Co-Authoring so that multiple people can work on a file

5

Digital Collaboration

Increase how often employees find what they need when searching on Navigator & improve satisfaction with Navigator & search overall

6

Knowledge & Design

Balance background & security processes with laptop performance

7

Personal Productivity

Digital Collaboration

8

Ability to collaborate on ideas using virtual whiteboarding tools

Digital Collaboration

9

Improve how I share files externally & collaborate on files with others

HR

10

Improve the experience when delivering training to employees

IT Support

11

The right help is available to enable the home set-up to be as effective as it can be

IT Support

12

For support tickets, all my IT issues are seamlessly resolved

Finance

13

Increase employee satisfaction when completing timesheets

Finance

14

Increase employee satisfaction when submitting expenses





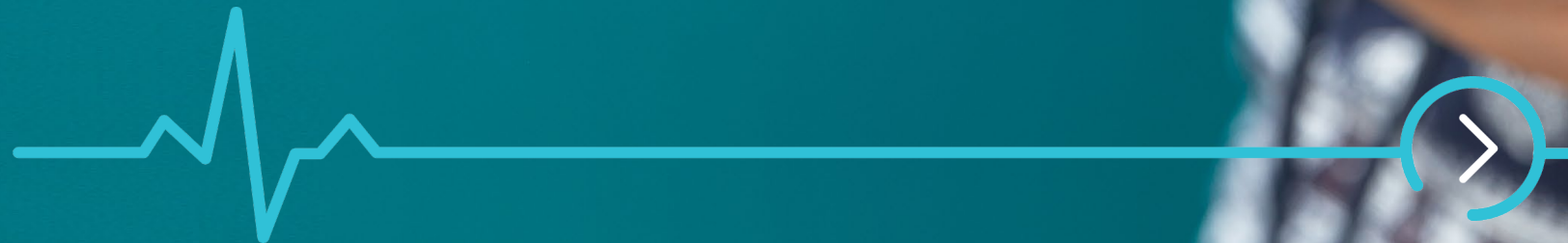
# BCG

# DIGITAL PULSE

## DIGITAL PRIORITIES & ACTION PLANS

Based on your feedback from the latest quarterly survey, find out what our top digital priorities are & how we are addressing them!

— YOU SPOKE, WE LISTENED —



## LAPTOPS & MS OFFICE

### THE PRIORITIES:

- Basics like my laptop, PowerPoint, email & Excel are fast & responsive.
- Balance background & security processes with laptop performance.

64-bit Office is now available, offering more processing power & memory, so that it's easier to work with software that involves larger files & data sets.



This will improve the performance & stability of MS Office, as well as improving the SharePoint Online co-authoring experience.



In Q3, MacBooks will become a standard device choice

As part of our move to OneDrive & SharePoint Online we'll remove CrashPlan from all laptops. This should help improve your laptop performance.



To improve Outlook performance & the security of BCG & client data, by Q4 we plan to migrate most PST files to Exchange Online.

## HYBRID WAYS OF WORKING

### THE PRIORITY:

I need the right technology, guidance & processes to work effectively with my team & clients from anywhere in a hybrid setting.



Enabled Smart Join (the ability to join a meeting in less than 3 clicks)

Enabled desk booking for 37 offices



Completed case team research on meeting room design that will enable both heads down & collaborative working – this will inform our Q3 pilots.



In Q3, we will pilot new hybrid meeting room set-ups (including in-room tech & room design)

In Q3 we will start to introduce 'Tech Set-up', providing you equipment to create an exceptional digital experience, wherever you work.



In Q3, conduct user research to understand the case team experience working from the client site.

## KNOWLEDGE NAVIGATOR & SEARCH

### THE PRIORITY:

Ensure employees can find the information they need in the easiest way possible.

Launched a new suggested content feature for the most relevant search results. Suggestions now exist for >250 most-searched terms across 11 Practice Areas.

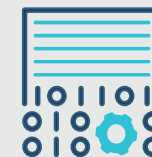


Introduced an internal search function & results tab to allow you to easily find BCG policies, templates, processes etc.



Released new features on Profiles to enrich the information about your colleagues.

We will start work on Case Team Services, a portal where you can find all the case support you need in one central location.

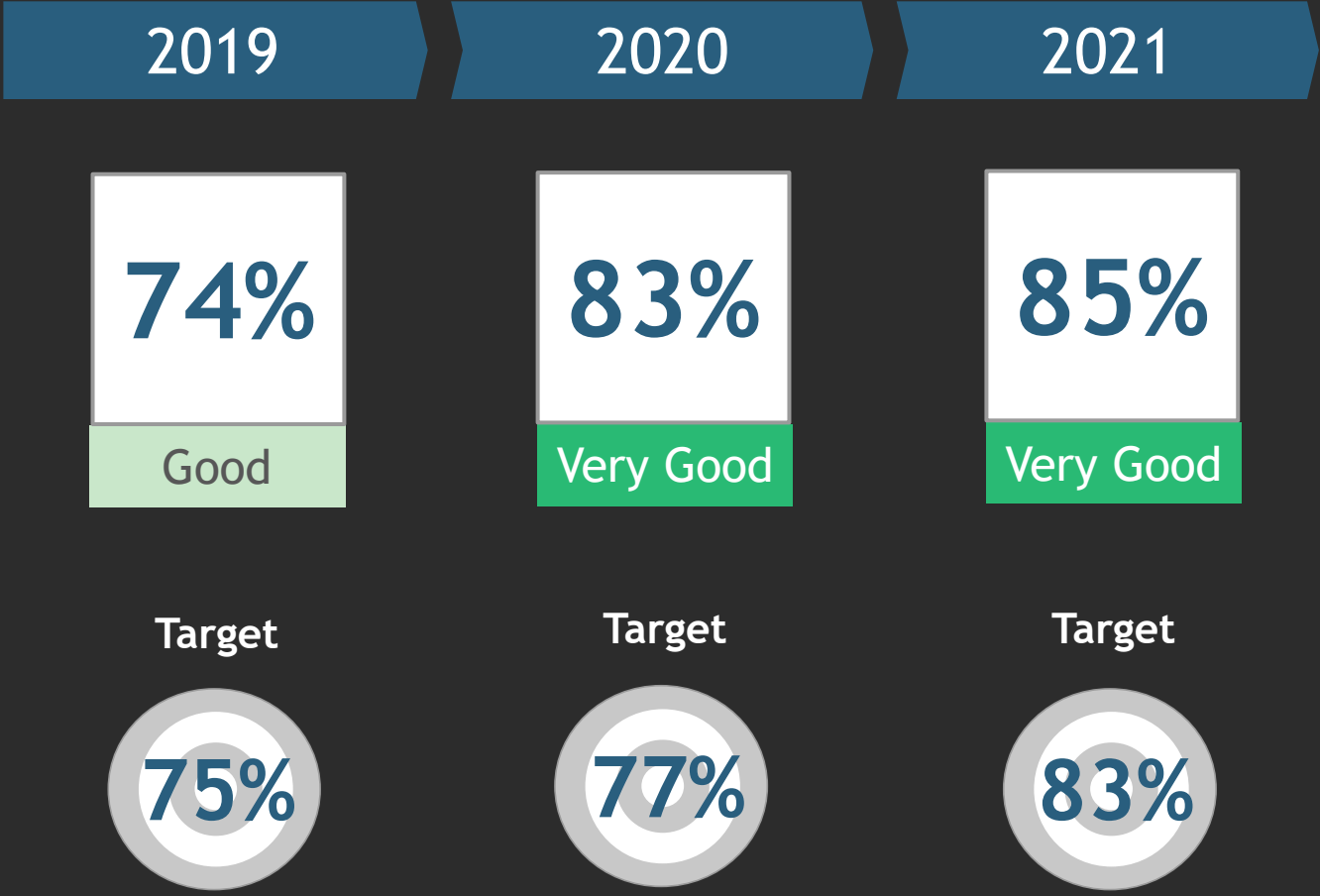


We will continue to invest to improve your search experience, e.g. introducing a feature to suggest alternate search terms.

We are also excited to launch an improved version of Expert Search in the next 1-2 quarters. This will make it easier for you to find the right experts for case work.

“ Regardless of the metrics, it's essential to establish meaningful baselines. If you can't determine where you started, you can't measure how far you've come. ”





# One of the driving forces to improve the overall Digital E-SAT was that of our remote meeting experience

2019

69%

Average

“Connection issues, lag issues, Frequently cannot dial in easily”

“Don’t like the delay that often happens – makes natural conversation and interviews hard”

2020

92%

Excellent

“Big improvement especially for larger groups”

“I prefer the new interface. It seems it works better overall than the previous one”

2021

93%

Excellent

“Super easy to use which is great for client calls”

“Very good especially seamlessly switching between laptop & mobile”



Pragmatic

Usability

Ratings by

Experts

*A practical approach for scoring product usability*

## Conferencing Service A

85

PURE Score

11

Task 1

12

Task 2

5

Task 3

7

Task 4

7

Task 5

5

Task 6

5

Task 7

11

Task 8

11

Task 9

11

Task 10

Medium & high level of friction is present in 9 out of 10 tasks

## Conferencing Service B

73

PURE Score

8

Task 1

5

Task 2

4

Task 3

5

Task 4

5

Task 5

6

Task 6

7

Task 7

12

Task 8

10

Task 9

11

Task 10

Medium level of friction is present in 4 out of 10 tasks





## Recognizing Excellence in User-Centricity

### TEAM AWARDS

...selected by the UX CoE based on  
Employee Satisfaction results from the previous year

### INDIVIDUAL AND TEAM AWARDS

...selected via an employee nomination process



Most Improved E-SAT



Most Consistent E-SAT



People's Choice



"Our strategic goal is user obsession"

Ta-Da!

(phew)



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